



UNITED SPINAL ASSOCIATION
BUILDING AN
INCLUSIVE WORLD
for 75 YEARS



United Spinal Association invites the corporate community to invest in its 75th anniversary celebration starting now and culminating in an exciting virtual community celebration in November.

At this pivotal 75th milestone, the campaign will boost United Spinal's brand to increase its membership, program impacts and delivery, and ROI to its corporate stakeholders.

A LETTER FROM VINCENZO PISCOPO, UNITED SPINAL CEO



Dear Friends,

While it might be hard to believe, United Spinal's 75th Anniversary is upon us this year. The theme for our 75th is "Building An Inclusive World" and we're planning many initiatives throughout the year that showcase the impact United Spinal has on advancing disability rights, as well as empowering our large member, chapter and support group networks with vital programs and resources.

It's not lost on me that this anniversary comes at a time when many individuals with spinal cord injuries and disorders (SCI/D) are suffering from the impacts of the pandemic, on top of the daily struggles many of us endure. Unemployment, equal access and inclusion, the right to maintain independence and ensuring that our community's needs are heard on Capitol Hill are challenges we must meet as the times have called us to meet them.

As you consider investing in United Spinal's work in 2021 and beyond, I hope that you will mark your calendars now for **November 10th as this is when we will officially celebrate our 75th Anniversary through United Spinal's Virtual Gala.** Within this packet of information, you will find various giving levels and opportunities for you, your colleagues, friends and family members to consider.

I'm a firm believer that we all win when we create opportunities for people with disabilities to become leaders, advocates, and innovators. Those we empower to succeed today, will shatter the stigma of disability tomorrow. By joining us for United Spinal's 75th Anniversary Gala, you will affirm and reaffirm that you are a lead advocate and ally **with over 58,000 United Spinal Members and over 49 chapters nationwide.** This gala will also provide you and your colleagues with a unique opportunity to showcase your support in front of a national audience, one that knows and values our partners.

Like so many members we serve at United Spinal, I wasn't born with a spinal cord injury as I became paralyzed from a herniated disk in 2010. However, our journeys to where we are within this community make us stronger, give us various frames of reference, and strengthen our collective will to embrace the talents of all people with SCI/D and empower them to succeed in all facets of society. That was our call 75 years ago and it remains at the forefront of our mission today.

The gala will bring together stakeholders from across the country, including United Spinal Members, our allies, elected officials, community activists, organizational leaders and many special guests that we will be announcing over the weeks and months ahead.

When I became CEO of United Spinal last November, I knew I was taking on a mission that would not only impact the rest of my life, but the lives of countless individuals that I will never meet. That's the thing about community - **our paths may never cross, but we find solidarity, hope and courage from one another as we recommit in breaking down longstanding inequities and building up greatness in the disability community.** Take care and I look forward to celebrating with you in November!

In solidarity,

A handwritten signature in black ink, appearing to read 'V. Piscopo', with a stylized flourish at the end.

Vincenzo Piscopo
President & CEO
United Spinal Association



Save the Date & Stand By for Exciting Program Announcements

United Spinal Association's 75th Anniversary Virtual Gala & Community Event

November 10, 2021

AWARDEES



Ali Stroker,
Tony Award
Winner



The Honorable
Steve Bartlett



EMCEE
Amna Nawaz
Chief Correspondent,
PBS NewsHour



FEATURED GUEST
Lin-Manuel Miranda
Pulitzer Prize, Grammy,
Emmy, Tony Award-
winning composer,
Lyricist, and Actor



**FEATURED
PERFORMANCE**
Carina Ho
Musician and Songwriter

75th Anniversary SPONSOR OFFERING



75th anniversary sponsors will benefit from visibility targeted to a large CONSUMER GROUP and TALENT POOL of PEOPLE with DISABILITIES, primarily wheelchair users living with mobility disabilities, including caregivers, family members, clinicians and disability stakeholders.

United Spinal's
Network of
Consumers
and Talent:

58K United Spinal Membership

98K New Mobility Magazine
Print and Digital Subscribers

49 United Spinal Chapters

180+ United Spinal Affiliated
Support Groups

100 Hospital Partners

Please see our 75th landing page to learn more about how we can
“Build an Inclusive World”! unitedspinal.org/75th-anniversary





75th Anniversary SPONSOR OFFERING

ZENITH SPONSOR

\$50,000

BUILDING AN INCLUSIVE WORLD - Title Sponsorship for 75th Virtual Event, Exclusive to Sector

ZENITH Recognition on [75th Landing Page](#)

Title Sponsor of November 10, 2021 Gala & Community Event (virtual)

- Billed as “Presented by Title Sponsor(s)” – Exclusive to Industry Sector
 - Logo on all Gala announcements
- 75th Anniversary Gala Invite campaign to generate 1M impressions
- Audience – United Spinal membership of 58K including its chapter/support group network, caregivers, veterans, clinicians, aligned orgs, corporate partners, policy making stakeholders
- One-minute congratulatory message inserted in the 11/10 Gala & Community Event virtual program
- Full-page advertisement in the Gala & Community Event virtual program booklet/Sponsor Spotlight
- Zenith Level 75th Anniversary plaque
- All CORNERSTONE BENEFITS as listed below

CORNERSTONE SPONSOR

\$25,000

CORNERSTONE level recognition on [75th Landing Page](#)

- 1 year [Corporate Advisory Council](#) (CAC) participation
- Joint press release
- Booth space in Virtual Sponsor Expo
- Inclusion in 2021 United Spinal member newsletters announcing 75th Anniversary sponsorship (*26K opt-in-email names*)
- Sponsored Content in (3) New Mobility newsletters (*37,000 opt-in-email names*)
- Social media promotion and outreach (*56K followers*)
- Logo listing on 75th anniversary sponsor page in the November issue of [New Mobility Magazine](#) (*98K circ*)
- FP ad in (1) issue of NM Magazine (*98K circ*) with 75th anniversary sponsor logo stamped on advertisement
- Half-page advertisement in the Community Virtual Event program booklet
- **Direct Impact:** \$2500 allotted for five (5) \$500 [United Spinal Chapter](#) micro grants funding localized peer support meetings and outreach to our members with spinal cord injuries/disorders nationwide.
- Cornerstone Level 75th Anniversary plaque
- Charitable tax receipt



75th Anniversary SPONSOR OFFERING

ARCHITECT SPONSOR

\$15,000

- ARCHITECT level recognition on [75th Landing Page](#)
- Booth space in Virtual Sponsor Expo
- Inclusion in 2021 United Spinal member newsletters announcing 75th Anniversary sponsorship (26K opt-in-email names)
- Sponsored Content in (2) New Mobility newsletters (37K opt-in-email names)
- Social media promotion and outreach (56K followers)
- Logo listing on 75th anniversary sponsor page in the November issue of [New Mobility Magazine](#) (98K) circ
- 1/2pg ad in (1) issue of NM (98K) circ with 75th anniversary sponsor logo stamped on advertisement (98K) circulation
- 1/3pg advertisement in the Community Virtual Event program booklet
- **Direct Impact:** \$1500 allotted for three (3) \$500 [United Spinal Chapter](#) micro grants funding localized peer support meetings and outreach to our members with spinal cord injuries/disorders nationwide
- Charitable tax receipt

COMPASS SPONSOR

\$7,500

- COMPASS level recognition on [75th Landing Page](#)
- Booth space in Virtual Sponsor Expo
- Inclusion in 2021 United Spinal member newsletters announcing 75th Anniversary sponsorship (26K opt-in-email names)
- Sponsored Content in (1) New Mobility newsletter (37K opt-in-email names)
- Social media promotion and outreach
- Logo listing on 75th anniversary sponsor page in the November issue of [New Mobility Magazine](#) (98K) circ
- 1/3pg ad in (1) issue of NM Magazine (98K) circ with 75th anniversary sponsor logo stamped on advertisement (98K) circulation
- 1/4pg advertisement in the Community Virtual Event program booklet
- **Direct Impact:** \$750 allotted for two (2) \$375 [United Spinal Chapter](#) micro grants funding localized peer support meetings and outreach to our members with spinal cord injuries/disorders nationwide
- Charitable tax receipt

CONTACTS:

AJ Assaadi, Senior Director, Development
Aassaadi@unitedspinal.org,
718.803.3782, #7004

Megan Chintalla, Manager, Corporate Relations
Mchintalla@unitedspinal.org
718.803.3782, #7253