



Envisioning the Possibilities

11TH INTERNATIONAL CONFERENCE | DALLAS, TX

HYATT REGENCY DALLAS • 300 REUNION BLVD. • DALLAS, TX 75207

CORPORATE SPONSORSHIP PACKAGE

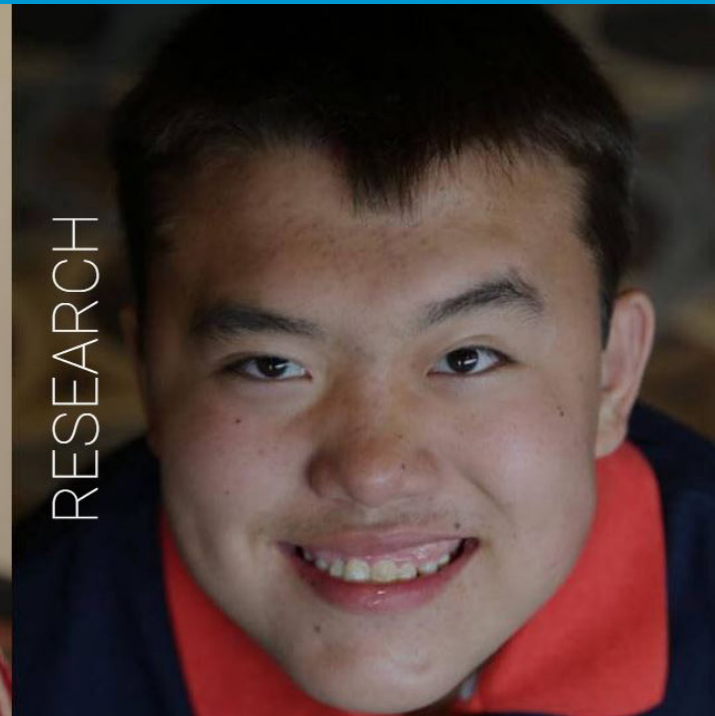
EDUCATION



AWARENESS



RESEARCH



ABOUT US

We invite you to support our mission and become a sponsor of the 2020 PRISMS International Conference. PRISMS, an acronym for **Parents and Researchers Interested in Smith-Magenis Syndrome**, is a 501(c)3 non-profit organization dedicated to providing information and support to families of persons with Smith-Magenis Syndrome (SMS).

PRISMS will host its 11th International Conference in Dallas, from July 30th–August 1st, 2020. It is the largest conference specifically focused on Smith-Magenis Syndrome in the world. Almost 400 people, representing 39 states and six countries, attended our last conference in 2018. This educational and family support multi-day event is a critical service for our rare SMS community. With more than 35 sessions on topics ranging from sibling support and behavior strategies to research updates from leading experts in SMS, there is no shortage of information for attendees to access.

Sponsorship Benefits Include:

- **Visibility** with a diverse group of conference attendees including parents, family members, individuals with Smith-Magenis Syndrome, educators, researchers, field professionals, advocates, and SMS affiliates.
- **Recognition** during onsite events; in conference materials.
- **Social Media and PRISMS Website Acknowledgement.**

Regardless of the sponsorship you choose, your donation will help support our mission and allow PRISMS to provide an engaging and memorable experience for our conference attendees!

OUR TEAM

Executive Director | Casey Gorman

Board of Directors

President | Brandon Daniel

Vice President | Margaret Miller

Treasurer | Phil Ruedi

Secretary | Tina McGrevy

Immediate Past President | John Mayer

Regional Representatives Committee | Percy Huston

Fundraising Committee | Denien Rasmussen

Membership Committee | Diane Erth

Education Committee | Allison Stephanouk

Conference Committee

Margaret Miller

Allison Stephanouk

Amy Pereira

Tina McGrevy

Angela Williams

Pat Brown

Athena Harrison

Jackie Fallenstein

Federal Tax Identification Number is 54-1652029



**39 STATES
6 COUNTRIES**



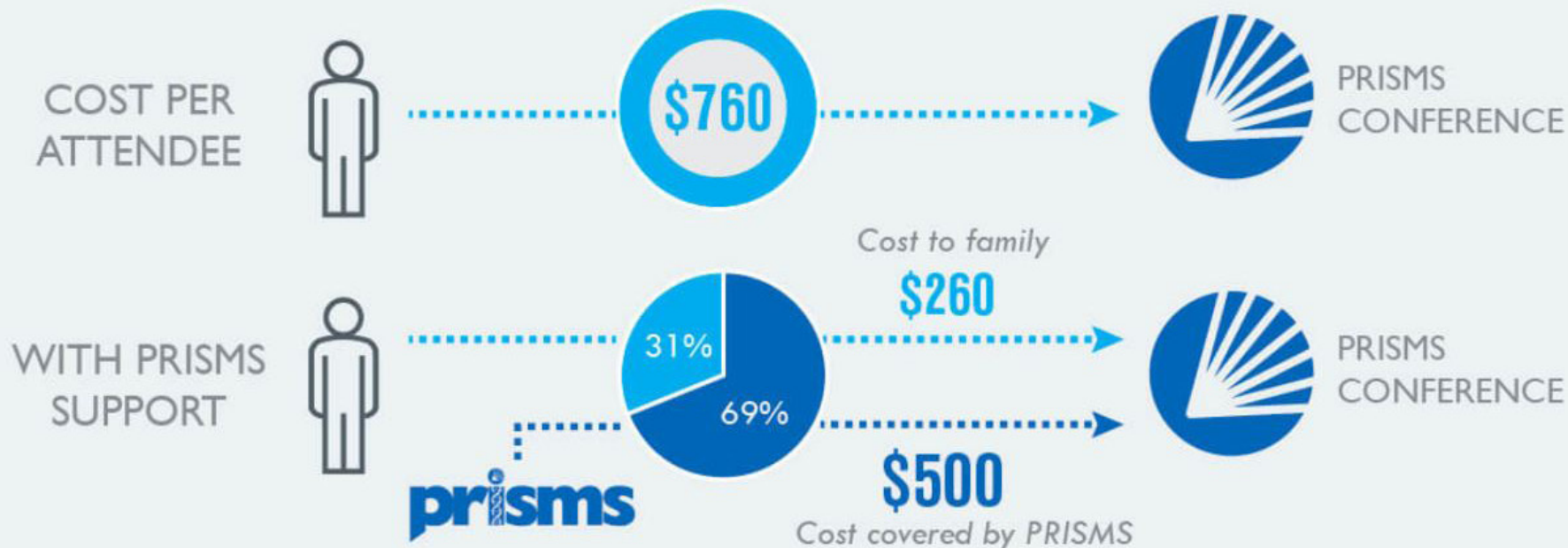
**ALMOST 400
ATTENDEES**



**35
PRESENTATIONS**

PRISMS INTERNATIONAL CONFERENCE

How PRISMS Helps Families Attend



“Having a son with a disability that nobody has heard of can be isolating, especially one like Smith-Magenis Syndrome. I look forward to each and every conference as it is a time to see dear friends who support us in this unique life and an opportunity to welcome new families.”

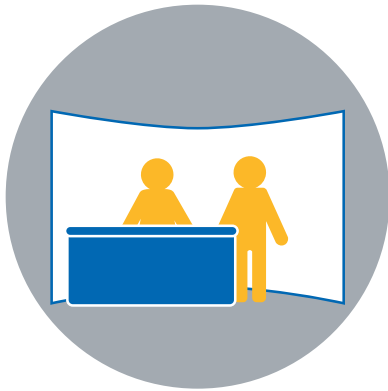
Dawn | SMS Parent, NC

“Being rare doesn’t make you different. It may be rare to have the syndrome but it’s even rarer that I know someone that knows about it or even has the slightest information about it. It’s been such a great pleasure to see you all at the conferences, and meeting new faces is great. I hope you guys learn and get the most out of the conferences and have fun meeting other people in our SMS family. I can’t wait to have the great honor of giving you guys my talk again next year.”

Zach | Past Conference Keynote Speaker and Individual with SMS, MA

“My experience of the conference was one of my milestones in our journey with SMS. I learned some new things, and also really connected with lots of people who had been my saviours in the early days.”

Salli | SMS Parent, England



CONFERENCE BOOTH: \$300

Company sends one(1) representative to the conference. *Additional representatives must pay for registration to participate in meals and events.*

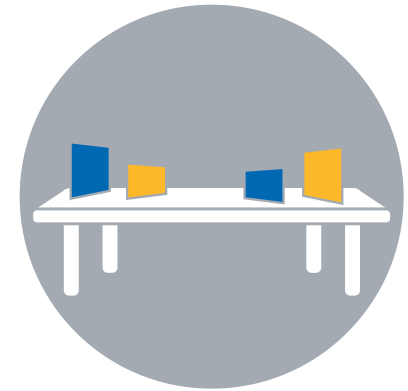
Can include one (1) item in attendee totes, one (1) item on resource table, and represent at a booth for Friday and Saturday with promotional materials, research opportunities, and more.



**PROMOTIONAL ITEMS
IN ATTENDEE TOTE BAGS:
\$150**

No need for a representative to be present at the conference.

The company can send two (2) items for inclusion in attendee totes.



**PROMOTIONAL ITEMS
RESOURCE TABLE: \$50**

No need for a representative to be present at the conference.

The company can send one (1) items for inclusion on the resource table.

SPONSORSHIP OPPORTUNITIES

Sponsorship of the PRISMS conference is a commitment to patient education, family support, and rare disease awareness. It is through sponsors, like you, that PRISMS can continue our mission to serving the SMS community. Your support ensures that families are able to attend this important educational event at an affordable cost. Becoming a sponsor is easy and can range from assisting families with registration costs to sponsoring childcare that will allow our parents to engage in the conference without worry. This exciting event is a unique opportunity to present your business and leave a lasting impression with the SMS Community.

	 COMPASSION \$15,000	 EMPOWERMENT \$10,000	 LEARNING \$5,000	 COMMUNITY \$2,500	 RESPITE \$1,000
Program Advertisement	Full Page, Color	Full Page, Color	1/2 Page, Color	1/4 Page, Color	Company Name Listed
Conference Signage	Full Sign	Full Sign	✓	✓	✓
Social Media Announcement	✓	✓	✓	✓	
Verbal Acknowledgement of Sponsorship	✓	✓	✓		
Promotional Item for Conference Bags	✓	✓			
Exhibitor Booth	✓				

EXCLUSIVE NAMING OPPORTUNITIES

PRISMS is always looking for partners to help us provide a professional, supportive conference for our community. Should you want to sponsor a specific event we would welcome the opportunity to work with you to find a conference program you are passionate about. As an exclusive naming partner, you would receive exclusive naming rights to the program you sponsor. **Potential opportunities include:**

CONFERENCE CHILDCARE PROGRAM



\$25,000

Provide parents with the comfort of knowing their child is being taken care of by the professionally trained individuals of Corporate Kids Events, Inc., who specialize in special needs event childcare. **Availability: Limit 1**

**Exclusive naming rights to the conference childcare program.*

PRISMS GALA FUNDRAISER



\$20,000

This adult-only fundraising event is an opportunity for our community to enjoy each other's company in a relaxed social setting while raising money to further PRISMS mission and programs. **Availability: Limit 1**

**Exclusive naming rights to the PRISMS Gala Fundraiser.*

WELCOME RECEPTION



\$10,000

Our welcome event open to all of our attendees on the first evening of our conference. This fun evening includes music, activities, an opportunity for networking and more! **Availability: Limit 1**

**Exclusive naming rights to the 2020 Welcome Reception.*

FAMILY & FRIENDS ICE CREAM SOCIAL



\$5,000

A goodbye celebration that gives our attendees one last opportunity to connect with other families and professionals. **Availability: Limit 1**

**Exclusive naming rights to the 2020 Conference Ice Cream Social.*



For more information on our Sponsorship packages, please contact: **Jackie Fallenstein at jfallenstein@prisms.org or (651) 283-7971.**
Scan and Email the completed form to Jackie at the email listed above.

YOUR CONTACT INFORMATION

First Name		Last Name	
Street Address			
City		State	Zip Code
Organization		Your Job Title	
How would you like to be listed in the program?			
Phone		Email	

OTHER:

Can PRISMS promote your sponsorship on our Social Media?

- Yes No

PAYMENT OPTIONS:

- Check mailed with this form (made payable to PRISMS) to PO Box 206528, Dallas, TX 75320-6528
- Invoice to be sent to address specified above.
- Credit Card – PRISMS will send an online link to perform payment.

TERMS & CONDITIONS

Sponsorship requests will be considered on a first come, first served basis. An invoice will be issued on receipt of the signed booking form. Payment is to be received no more than 60 days from the date of the invoice. All payments must be paid in advance of the 11th International Conference.

Signature: _____ **Date:** _____

YOUR SELECTIONS

Please select your **EXHIBITOR PACKAGE**

- \$300 – Booth
- \$150 – In Tote Bags
- \$50 – Resource Table

Please check your selected **SPONSORSHIP PACKAGE**

- \$15,000 – Compassion
- \$10,000 – Empowerment
- \$5,000 – Learning
- \$2,500 – Community
- \$1,000 – Respite

OPTIONAL: Specify how your sponsorship dollars are spent (*check one*)

- Area of Most Need
- Family Scholarship Program
- SMS Attendee Scholarships
- Professional Training Scholarship
- Other (please specify) _____

Please check your selected **EXCLUSIVE NAMING PARTNERSHIP OPPORTUNITIES**

- \$25,000 – Conference Childcare Program
- \$20,000 – PRISMS Gala Fundraiser
- \$10,000 – Welcome Reception
- \$5,000 – Family & Friends Ice Cream Social

Parents and Researchers Interested in Smith-Magenis Syndrome (PRISMS, Inc.) is an advocacy, education, and support organization for individuals with Smith-Magenis Syndrome (SMS), their families, and the professionals who serve them.



PRISMS is a nonprofit 501(c)(3) organization formed on February 4, 1993 by a group of parents and professionals with a desire to build education, awareness, and research opportunities for all those affected by SMS.

THE MISSION

PRISMS is dedicated to providing information and support to families of persons with Smith-Magenis Syndrome (SMS), sponsoring research and fostering partnerships with professionals to increase awareness and understanding of SMS.

THE VISION

PRISMS is the leader of the worldwide SMS community and engages, inspires, and empowers families, physicians, educators, researchers, and others so they can support and improve the lives of everyone affected by SMS.

THE VALUES



COMPASSIONATE

We are a compassionate organization that cares deeply about the well-being and the needs of each and every individual within the SMS community



EMPOWERING

We empower families with the knowledge they need to make the best decisions for their family's needs



CONSCIENTIOUS

We are conscientious in ensuring that all of our actions and practices serve the needs of the SMS community



INCLUSIVE

We encourage and seek participation from all those interested in advocating for and creating a positive impact for the SMS community



EXCELLENCE

We focus on quality, conducting our work to the highest ethical and professional standards and striving for excellence in all that we do

THE GOALS

Be a global organization

Ensure that all actions taken by PRISMS are grounded in the best available knowledge

Be a sustainable organization

Be the "go to knowledge center" for all things SMS

Ensure that those impacted by SMS have the resources and opportunity to achieve their fullest potential



prisms
2020

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