



THE HARTFORD NATIONALS

SPONSORSHIP OPPORTUNITIES



ABOUT NATIONALS

Sport has the power to change the world, pushing people further and bringing people closer. Competition builds character, developing in athletes the dedication, self-confidence, and resilience that translate to all areas of their lives.

The Hartford Nationals, conducted by Move United, is the largest longest-standing national sport championship event for athletes with a physical, visual, and/or intellectual disability. Athletes must qualify to compete through one of more than thirty local or regional Move United Sanctioned Competitions, a National Governing Body or High School Athletic Association sanctioned event, or other events held across the country approved by Move United.

The sports contested at the premiere event include archery, para powerlifting, paratriathlon, shooting, swimming, track and field, and wheelchair tennis. Educational sessions and sport clinics as well as social opportunities are provided for the athletes, parents, coaches, and officials during the week of Nationals.

Nationals provides a unique and important avenue for athletes to showcase their abilities through sport. The event is a platform to promote physical activity and independence. Athletes often experience heightened socialization, self-esteem and confidence and develop self-discipline and focus while training for and participating in the event. Additionally, Nationals can serve as a pipeline to international competition and the Paralympic Games.

The national competition for adult athletes began in 1957 and continued through 1995. Youth athletes started competing nationally in 1984. In 2023, these two events merged to serve athletes across their lifespan and encourage adult athletes, warfighters, and Paralympians to continue to compete and join the existing youth competitors. With more than 400 athletes with disabilities and coaches expected to participate again this year, the week-long competition is an event not to miss!

Nationals is an integral part of Move United's community-based adaptive sports movement, committed to leaving no one on the sidelines.

UPCOMING EVENTS

The 2024 event, scheduled for July 12-18, in Hoover/Birmingham, Alabama marks the 67th year of competition. For 2023 and 2024, the City of Hoover was selected as the local host in collaboration with the Lakeshore Foundation, National Center on Health, Physical Activity and Disability and the Greater Birmingham Convention & Visitors Bureau. Known for hospitality, world class venues and a track record of success with past events such as the Veteran Golden Age Games, the Nationals Senior Games, The United States Golf Association's U.S. Women's Open and the World Games, Nationals is in good hands. The City of Hoover is leading the local organizing committee in both 2023 and 2024 alongside Move United and local partners.

Visit TheHartfordNationals.org to learn more about the event.



WHY MOVE UNITED?

According to the Centers for Disease Control and Prevention (CDC) almost 61 million Americans live with a disability and 50% of adults with disabilities who are able to be physically active don't get aerobic activity. The CDC also reports youth with disabilities are twice as likely as their peers to be inactive and sedentary, leading to a range of negative physical, emotional and social outcomes.

Participation in recreational and competitive sports for athletes with a disability has been shown to be a strong indicator of future success in education, career and life. Move United has been at the forefront of providing those opportunities for over 60 years!

Move United uses the power of sport to push what's possible for people with a disability, confronting ignorance, fueling conversation, and inciting action that leads us to a world where everyone's included. Sports make us more — more determined, more powerful, more ourselves. Sports have the power to change the world, pushing people further and bringing people closer.

To this end, Move United's vision is that every person, regardless of ability, has an equal opportunity to participate in sports and recreation in their community. Our mission is to provide national leadership and opportunities for individuals with a disability to develop independence, confidence, and fitness through participation in community sports, including competition, recreation and educational programs.

Since 1956, Move United has been redefining disability by providing year-round sports and recreation opportunities to people with a wide range of disabilities offering more than 70 different adaptive sports. Through our national network of 230 local member organizations, Move United serves over 125,000 individuals with disabilities of all ages each year, including those served at Nationals.

Move United is an official Affiliate of the U.S. Olympic & Paralympic Committee. The organization meets the highest level of accreditation by the Better Business Bureau, Charity Navigator, and GuideStar.

SPONSOR NATIONALS

Move United encourages sponsor commitments early for maximum exposure and recognition. Please note commitments are appreciated before February 1 for recognition on the event flyer and before May 1 for recognition on the event t-shirts, race bibs, goodie bags, and sponsor banners.

HOW TO ENGAGE?

We invite you to make an impact through sponsorship of Move United Nationals.

For more information about this and other national and partner opportunities, please contact:

Dave Simonson, Move United Development Director

dsimonson@moveunitedsport.org

For locally based support, please contact::

Kelly Peoples Local Organizing Committee Revenue Development Lead

kelly.peoples@hooveralabama.gov

CONTRIBUTIONS

HOW WILL YOUR CONTRIBUTION MAKE AN IMPACT?

A contribution to Nationals will enhance the quality of the experience for athletes and help offset the cost of developing, planning, promoting and coordinating the event, which exceeds \$400,000. Your support will transform lives and help make the event a reality for athletes like Cheri Blauwet.

Cheri Blauwet sustained a spinal cord injury in a farming accident at the age of 16 months near her home in a small Iowa town. It wasn't until 8th grade that she discovered sports. She attended Junior Nationals (now Nationals) and as a result learned how to travel independently and began to be her own person. Slowly but surely, she gained confidence, strength and agility. She went to three Paralympic Games, winning seven Paralympic medals and multiple international marathons. She is now a successful businesswoman, doctor, Board member for the USOPC, and mother and heavily involved in advocacy around adaptive sport.

YOUR BENEFITS FROM NATIONALS

- Heightened visibility of your company from brand exposure through the Move United social media platforms (25,000 + followers)
- The opportunity to reach and educate a new population
- Community engagement and social impact
- Collaboration with other companies and organizations
- Entertainment and networking for business associates, staff and VIPs
- Employee engagement (staff and their family) in a worthwhile event with opportunities for team building, morale boosting and giving back
- The ability to differentiate your company from competitors
- A visible commitment to Diversity, Equity and Inclusion, while serving the target population



WISHLIST OF IN-KIND SUPPORT (LOAN OR DONATE)

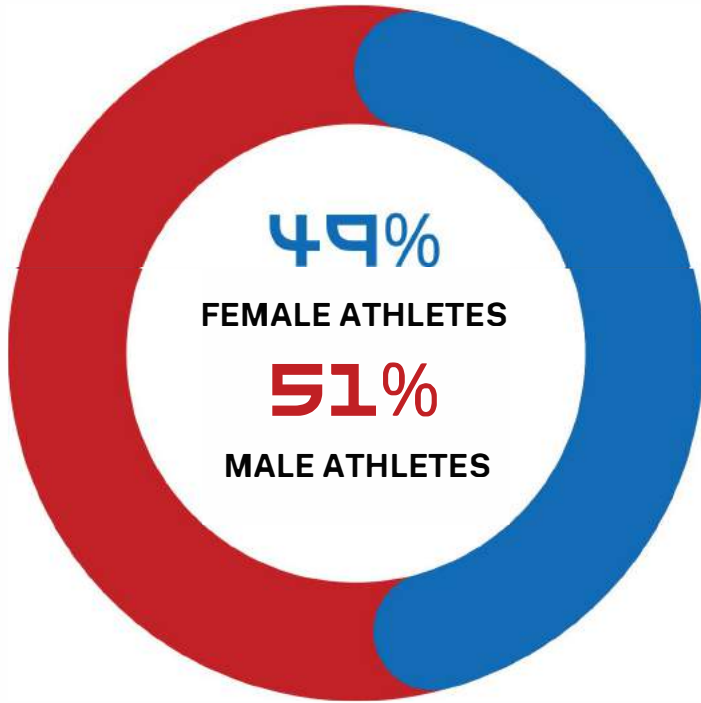
In addition to financial support of Nationals, the largest longstanding annual multisport event for youth with a physical, visual, and/or intellectual impairment in the United States, please consider donating or loaning various items from the event wish list. A large amount of the budget is made up of equipment and supplies as well as individual skillsets that can be obtained locally. A contribution of in-kind support will enhance the event and help offset the cost of planning and implementing Nationals, which exceeds \$400,000 annually. Your support will make the event a reality and transform lives.

- ☐ ADA toilets and sink, biohazard bins
- ☐ Airline miles
- ☐ Apparel for registrants (600 performance t-shirt), volunteers (600 cotton t-shirts), officials and support team (150 polypropylene polos)
- ☐ Announcers (sport venues)
- ☐ Awards
- ☐ Colorado Timing System (swim)
- ☐ Commemorative hats and items
- ☐ Coolers / Igloos
- ☐ Cones
- ☐ Copier and Copy Paper
- ☐ Credentials & Lanyards
- ☐ Cross country equipment transit
- ☐ Design and printing flyers, signage, banners, event program
- ☐ Disc Jockey
- ☐ Disinfectant/Clorox wipes
- ☐ Electronic 2 camera timing, system and operator (track)
- ☐ Emcee (welcoming and closing celebration)
- ☐ Entertainers
- ☐ Event Fencing
- ☐ Financial sponsorship
- ☐ Flagging
- ☐ Folding chairs (100)
- ☐ Folding tables (35)
- ☐ Food and Beverage
 - ☐ Breakfast (7 days)
 - ☐ Lunch (7 days)
 - ☐ Dinner (1 evening welcome ceremony, 1 evening closing celebration, 2 evenings clinic/competition)
 - ☐ Snacks (Volunteers) – Granola bars, fresh fruit, cookies
 - ☐ Fluids - Water and electrolytes
 - ☐ Ice
 - ☐ Utensils, table clothes, paper products, sanitary wipes
- ☐ Generator – 20KW
- ☐ Golf Carts / Gators / Utility Carts
- ☐ Goody Bags for registrants (600)
- ☐ Hand sanitizer
- ☐ Masks (face coverings)
- ☐ Massage Therapists (track venue)
- ☐ Mats (for swim deck)
- ☐ Medical – First Aid supplies, massage athletic train tables
- ☐ Medical personnel – Doctor, PA, NP, RN, Athletic Trainers, Prosthetists
- ☐ Misters
- ☐ Office / meeting space for committee meetings
- ☐ Outreach, PR and Marketing support
- ☐ PA Systems and microphones
- ☐ Photography
- ☐ Privacy Divider (pipe and drape)
- ☐ Projector and Portable Screen
- ☐ Sandwich Boards (A-frames)
- ☐ Special Event Production supplies and equipment
- ☐ Storage space
- ☐ Sunscreen
- ☐ Tents - 10x10, 10x20, 20x20, 20x40, 40x100
- ☐ Thermometers (no touch)
- ☐ Trash/recycle receptacles
- ☐ Vans/cars for officials, and equipment, U-Haul truck (26') or 2 cargo vans, 2 (260 sf), lockable POD storage
- ☐ Videography
- ☐ Volunteers - Week of Event
- ☐ Volunteers - Committee Members
- ☐ And more!

To discuss the Wishlist above, contact Dave Simonson at dsimonson@moveunitedsport.org.
In-kind value applied towards sponsorship level.

BY THE NUMBERS

EVENT

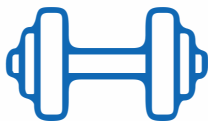


ATHLETES PER SPORT BREAKDOWN IN 2022:

- Archery: 32 athletes
- Paratriathlon: 15 athletes
- Powerlifting: 37 athletes
- Shooting: 26 athletes
- Swimming: 136 athletes
- Track: 239 athletes
- Field: 245 athletes
- Tennis: 14 athletes



67+
YEARS
STRONG



200
VOLUNTEERS
ONSITE



36
STATES
REPRESENTED

ORGANIZATION

65+
YEARS OF SERVICE

125,000
SERVED ANNUALLY

30,000
YOUTH SERVED

18,000
WARFIGHTERS SERVED

230
MEMBER ORGANIZATIONS

200,000
VOLUNTEERS

70
SPORTS OFFERED

65,000
AVERAGE SOCIAL
MEDIA REACH

**DIAMOND
SPONSOR**



DIAMOND SPONSOR

\$50,000-\$74,999

- Naming rights to two extracurricular events such as a social, education workshop or closing celebration
- Logo on Nationals highlight video
- Sponsor logo with hyperlink on the Move United website
- Sponsor logo with hyperlink on the Nationals webpage
- Opportunity to provide collateral material and branded giveaways at registration (600 pieces) or agreed upon times throughout Nationals
- Booth opportunity the week of Nationals with the ability to outreach and have an email sign-up list out at participating events *tent for outdoor events only (Unlimited events-6 foot table, 2 chairs, 1 10x10 tent)
- Banner opportunity provided by Move United throughout the event
- Blanket permission for use of all images, video or other media in all marketing and advertising campaigns associated with the event
- Inclusion in the Nationals press releases
- Inclusion in social media posts (1 unique post pre, during, and post event. 1 group post event)
- VIP experience including event credentials
- Speaker opportunity at welcome and/or closing celebration
- Recognition by event speakers from the podium
- Sponsor representative may assist with award presentation at the closing celebration
- Opportunity for staff and family members to serve as volunteers at the events of choice with a designated event dedicated to the group.
- Representation in the event app (Full-page, full color ad) and printed event program.
- Reserved ticket to the welcome ceremony
- Reserved ticket at the closing celebration
- Onsite lunch tickets (6 daily)
- Identified as key sponsor in a Nationals highlight recap article in the Move United blog and monthly newsletter (13,252) and Move United social post (20,000)
- Name listed in annual report
- \$5,000 of funds dedicated to the local legacy program to ensure ongoing programming in the future
- Logo prominently placed on athlete athletic bibs, event flyer, T-shirts, and sponsor banner
- Inclusion of a sponsor representative as an honorary member of the organizing committee
- Special guest (two) to the Move United Ski Spectacular in Colorado in December
- Ad in Move United Sanctioned Competition Guide distributed nationwide in January 2024 to the Move United network
- Nationals post event recognition of support (memento)

PLATINUM
SPONSOR



PLATINUM SPONSOR \$25,000-\$49,999

- Naming right to one extracurricular event such as a social, education workshop or closing celebration.
- Logo prominently placed on event flyer, t-shirt, sponsor banner, and registration bags.
- Sponsor logo with hyperlink on the Move United website
- Sponsor logo with hyperlink on the Nationals webpage
- Opportunity to provide collateral material and branded giveaways at registration (600 pieces) or agreed upon times throughout Junior Nationals
- Booth opportunity the week of Nationals with the ability to outreach and have an email sign-up list out at participating events *tent for outdoor events only (Unlimited events-6 foot table, 2 chairs, 1 10x10 tent)
- Banner opportunity provided Move United throughout the event
- Inclusion in social media posts
- Name listed in annual report
- VIP experience including event credentials
- Recognition by event speakers from the podium
- Opportunity for staff and family members to serve as volunteers at the events of choice with a designated event dedicated to the group.
- Representation in the event (Full-page, black & white) app and printed program
- Reserved ticket to the welcome ceremony
- Reserved ticket at the closing celebration
- Onsite lunch tickets (4 daily)
- Identified as key sponsor in a Nationals highlight recap article in the Move United blog and monthly newsletter (13,252) and Move United social post (25,000)
- Ad in Move United Sanctioned Competition Guide distributed nationwide in January 2024 to the Move United network
- Nationals post event recognition of support (Memento)

GOLD SPONSOR



GOLD SPONSOR

\$15,000-\$24,999

- Logo prominently placed on event flyer, t-shirt, sponsor banner, and Nationals webpage
- Sponsor logo with hyperlink on the Move United Junior Nationals webpage
- Opportunity to provide collateral material and branded giveaways at registration (600 pieces) or agreed upon times throughout Nationals
- Booth opportunity the week of Nationals with the ability to outreach and have an email sign-up list out at participating events *tent for outdoor events only (Unlimited events -6 foot table, 2 chairs, 1 10x10 tent)
- Banner opportunity provided by Move United throughout the event
- Inclusion in social media posts (1 Gold Group acknowledgment post)
- VIP experience including event credentials
- Recognition by event speakers from the podium
- Opportunity for staff and family members to serve as volunteers at the events of choice with a designated day dedicated to the group
- Representation in the event app
- Reserved ticket to the welcome ceremony
- Reserved ticket at the closing celebration
- Onsite lunch tickets (3 daily)
- Ad in Sanctioned Competition Guide distributed in 2024 to the Move United network
- Nationals post event recognition of support (Memento)

**SILVER
SPONSOR**

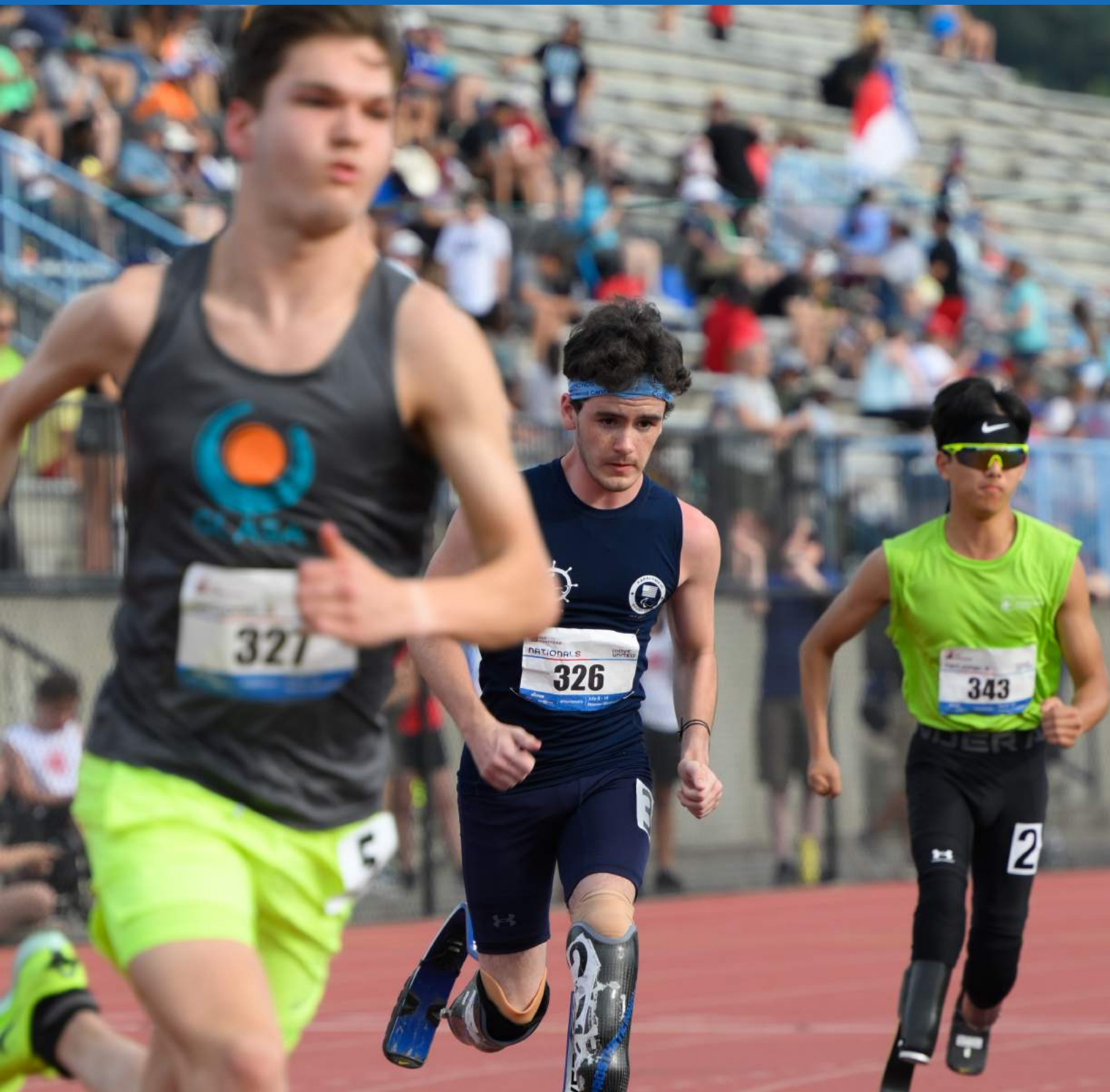


SILVER SPONSOR

\$10,000-\$14,999

- Logo placed on t-shirt and sponsor banner
- Sponsor logo with hyperlink on the Nationals webpage
- Opportunity to provide collateral material and branded giveaways at registration (600 pieces) or agreed upon times throughout Junior Nationals
- Booth opportunity the week of Nationals with the ability to outreach and have an email sign-up list out at participating events *tent for outdoor events only (Unlimited events-6 foot table, 2 chairs, 1 10x10 tent)
- Banner opportunity provided by Move United throughout the event
- Inclusion in social media posts (1 Silver group)
- Opportunity for staff and family members to serve as volunteers at the events of choice with a designated day dedicated to the group
- Representation in the event app
- Reserved ticket to the welcome ceremony
- Reserved ticket at the closing celebration
- Onsite lunch tickets (2 daily)
- Nationals post event recognition of support (Memento)

BRONZE SPONSOR



BRONZE SPONSOR

\$5,000-\$9,999

- Logo on event t-shirt and overall sponsor banner
- Sponsor logo with hyperlink on the Nationals webpage
- Opportunity to provide collateral material and branded giveaways at registration (600 pieces) or agreed upon times throughout Nationals
- Booth opportunity the week of Nationals with the ability to outreach and have an email sign-up list out at participating events *tent for outdoor events only (Three event sessions -6 ft table, 2 chairs, 10x10 tent on an availability basis)
- One banner opportunity provided by the sponsor at desired venue
- Inclusion in social media posts (1 Bronze group)
- Opportunity for staff and family members to serve as volunteers at the events of choice with a designated day dedicated to the group
- Representation in the event app
- Reserved ticket to the welcome ceremony
- Onsite lunch ticket (1 daily)
- Nationals post event recognition of support (Letter)

COPPER SPONSOR



COPPER SPONSOR

\$2,500-\$4,999

- Logo on t-shirt and overall event banner
- Sponsor logo with hyperlink on the Nationals webpage
- Opportunity to provide collateral material and branded giveaways at registration (600 pieces) or agreed upon times throughout Nationals
- Booth opportunity the week of Nationals with the ability to outreach and have an email sign-up list out at participating events *tent for outdoor events only (Two event sessions -6 ft table, 2 chairs, 10x10 tent on availability basis)
- One banner opportunity provided by the sponsor at desired venue
- Inclusion in social media posts (1 Copper group)
- Opportunity for staff and family members to serve as volunteers at the events of choice with a designated day dedicated to the group
- Representation in the event app
- Onsite lunch ticket (1 daily)
- Nationals post event recognition of support (Letter)



FRIEND OF NATIONALS

\$1,000-\$2,499

- Name on t-shirt and overall event banner
- Sponsor logo with hyperlink on the Nationals webpage
- Opportunity to provide collateral material and branded giveaways at registration (600 pieces) or agreed upon times throughout Nationals
- Booth opportunity the week of Nationals with the ability to outreach and have an email sign-up list out at participating events *tent for outdoor events only (Two event sessions -6 ft table, 2 chairs, 10x10 tent on availability basis)
- One banner opportunity provided by the sponsor at the desired venue
- Opportunity for staff and family members to serve as volunteers at the events of choice with a designated day dedicated to the group
- Representation in the event app (Name)
- Onsite lunch ticket (1 daily)
- Nationals post event recognition of support (Letter)

VENDOR



VENDOR \$500 PER DAY ONSITE

- Opportunity to provide collateral material and branded giveaways at registration (600 pieces) or agreed upon times throughout Nationals
- Booth opportunity the week of Nationals with the ability to outreach and have an email sign-up list out at participating events *tent for outdoor events only (One event session -6 ft table, 2 chairs, 10x10 tent on availability basis)
- Banner opportunity provided by the vendor at the vendor table
- Opportunity for staff and family members to serve as volunteers at the events of choice with a designated day dedicated to the group
- Name with hyperlink on the event app
- Onsite lunch ticket (1/vendor day)
- Nationals post event recognition of support (email)

EVENT PARTNER



EVENT PARTNER

Event Partners are critical to the success of the event. They bring the event to life through outreach efforts, planning and onsite event facilitation. Various benefits are offered to Event Partners which include but are not limited to booth space, brand exposure, training and education, athlete recruitment, and community engagement and the items below.

Reach out to Susan Rossi, Move United Director of Competition at srossi@moveunitedsport.org to learn more.

- Logo on event t-shirt and overall sponsor banner
- Sponsor logo with hyperlink on the Nationals webpage
- Opportunity to provide collateral material and branded giveaways at registration (600 pieces) or agreed upon times throughout Nationals
- Booth opportunity the week of Nationals with the ability to outreach and have an email sign-up list out at participating events (Three event sessions - 6 ft table, 2 chairs, 10x10 tent on an availability basis)
- One banner opportunity provided at a venue
- Inclusion in social media posts
- Opportunity for staff and family members to serve as volunteers at the events of choice with a designated day dedicated to the group
- Representation in the event app
- Reserved ticket to the welcome ceremony
- Onsite lunch ticket (1 daily)
- Nationals post event recognition of support (Letter)



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THE HARTFORD NATIONALS

CHAMPIONS COMPETE HERE

July 12-18, 2024
 Hoover, Alabama

Conducted by In Partnership With

Locally hosted by

MOVE UNITED | **THE HARTFORD INSURANCE**

TheHartfordNationals.org

Connect with us on social!



MoveUnitedSports



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MoveUnited



MoveUnited



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