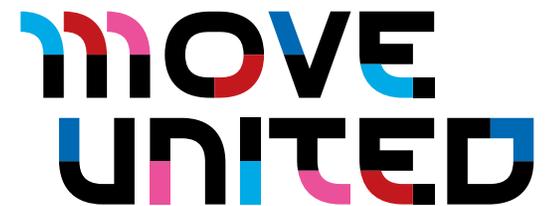


# Business Engagement Opportunities



**Sports have the power to change the world, pushing people further and bringing people closer. Join the movement!**

# **Content**

**3** About & Why

**6** Event Opportunities

**13** Previous Vendors

**15** Pro-Deal &  
Magazine Advertising

**17** Interest Form & Contact Us



**Sports make us more — more determined, more powerful, more ourselves.**

# About

Since 1956, Move United has been redefining disability by providing year-round sports and recreation opportunities to people with disabilities offering more than 70 different adaptive sports. Through our national network of more than 245 community member organizations, Move United serves over 125,000 individuals with disabilities of all ages each year.

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 disabilities to develop independence, confidence, and fitness through participation in community sports, including competition, recreation and educational programs.

# Why? Real Connections

- 1 in 4 Americans have a disability yet are underserved by products and services.
- This equates to over \$5 trillion of untapped market potential your business can access.
- Move United offers large-scale adaptive sports events for your brand to reach people with disabilities, including amputations, spinal cord injuries, neuromuscular, visual impairments/blind, deaf or hard of hearing, and more.
- Universal design differentiates you from your competitors and results in improvements for everyone.
- Unlike trade shows, our events offer a highly personalized opportunity for connectivity where people gather to recreate, compete, exchange ideas and to innovate.
- Opportunity for real-time product feedback and evaluation.

# Events at a Glance

## The Hartford Nationals

Summer sports championship for athletes with a disability

**Who:** 500+ athletes, coaches, classifiers, officials and family members, from 35+ states, plus hundreds of volunteers and spectators

**When:** Annually, week long, July

## USA Wheelchair Football League

America's fastest growing adaptive sport

**Who:** 300+ athletes, coaches, officials and volunteers. Championship average 500+ fans & hundreds of live streamers

**When:** Season Aug-Nov, championships in November

## The Hartford Ski Spectacular

Largest winter adaptive sports event in USA

**Who:** 800+ skiers and snowboarders with a disability, instructors, coaches & industry leaders at Beaver Run Resort in Breckenridge, CO

**When:** Annually, week long, December

## Education Conference

Adaptive sport education and training

**Who:** 500+ sports coaches, volunteers, and administrators from fields such as non-profit, healthcare, government and education

**When:** Annually, spring



# The Hartford Nationals

Champions compete here! National summer sport championship for athletes with a disability.

**Who:** 500+ athletes and their coaches competing in track and field, swimming, para powerlifting, archery, boccia, shooting, tennis and paratriathlon. Location changes every two years.

**Key activities:** Competition, clinics, exhibitor showcase, classification and social activities



# The Hartford Ski Spectacular

United we shred! Largest winter adaptive sports event in USA.

**Who:** 800+ skiers and snowboarders with a disability, instructors, coaches and industry leaders at Beaver Run Resort in Breckenridge, Colorado.

**Key activities:** Learn to ski and snowboard, race camp, instructor training academy, exhibitor showcase, clinics and trainings, banquets and social activities.



# USA Wheelchair Football League

Get in the game with America's fastest growing adaptive sport! Season runs August through November

**Who:** 300+ athletes, coaches, officials and volunteers. Championship games average more than 500 football fans in attendance with more hundreds of live stream viewers.

**Key Activities:** Wheelchair football league, competition, clinics, and social activities



# Education Conference

Incite action! Adaptive sport education for providers.

**Who:** 400+ sports coaches, volunteers, and administrators from fields such as non-profit, healthcare, government and education.

**Key activities:** Adaptive sport specific training and certifications, workshops, clinics and keynotes, exhibitor-exclusive showcase, research poster presentations, social activities.

# Event Benefits

FEATURES	NATIONALS	USAWFL	SKI SPEC	ED CON
Table and Seats	X	X	X	X
Free wifi and electric**	X		X	X
10x10 Tent***	X			
Host Demonstrations at Booth	X	X	X	X
Event Registrations	2	4+	2	1
Event App	X		X	X
Goody Bag	X	X	X	X
Research Opportunities	X	X	X	X
Vendor Signage Display	X	X	X	X
Volunteering	X	X	X	X
PA Announcements	X	X		
Lunch	X	X	X	X
Social media mentions	X	X	X	X

\*\*indoor venues only

\*\*\*if requested by deadline

# Additional Opportunities

FEATURES	ADD. FEES	NATIONALS	USAWFL	SKI SPEC	ED CON
Number of exhibitor days		5	2	5	2
Social Sponsorship	\$6000	X	X	X	X
Host Keynote Demonstrations*	\$1000	X			X
Host clinics and trainings*	\$1000	X	X	X	X
Banquet Place Setting and giveaway	\$2500	X		X	
Treats Station/Donut Wall	\$2000	X	X	X	X
Trophy / Medal Presentations	\$1000	X		X	
Prize Drawing	\$1000	X	X	X	X
Hydration/Coffee Station	\$2500	X	X	X	X
VIP Experience	\$5000	X	X	X	X
Employee Volunteering	\$5000	X	X	X	X
Social Media Collaboration	\$500	X	X	X	X

# Previous Event Vendors



# Event Vendors in Action



# Move United Magazine Advertising

Reach an audience seeking information to enhance their lifestyles through sport, recreation, fitness and competitions. Published three times (April, Aug, December) annually with an estimated readership of 150,000 per edition

- 47,000+ circulation of readers of varying disabilities, including but not limited to limb loss, spinal cord injury, muscle weakness, nerve damage, brain injury, who are interested in sports & recreation activities as well as community members and professional who work with people with disabilities
- Content directed at 20,000+ Warfighters and families
- Enhanced digital edition emailed to 15,000 targeted readers
- Increased hard-copy distribution at regional & national events
- Content includes: Sports features, local, regional and national adaptive sports events and expos, event calendar, athlete stories and achievements

## **Fee (rate per number of edition, 4 color):**

- Full Page: \$3,400 | \$3,200 | \$3,000
- Inside Back & Inside Front Covers: \$4,000 | \$3,750 | \$3,550
- Back Cover: \$4,000 | \$3,750 | \$3,500
- 1/2 Page \$1,800 | \$1,725 | \$1,650
- 1/4 Page \$1,075 | \$975 | \$875
- Marketplace: \$675 (100 words plus image)

# Pro-Deal Partners

The Move United membership network includes both adaptive sports 240+ organizations and 3,000+ individual athletes, medical providers, parents, family members, coaches, teachers, researchers students and more. We keep this community connected through a member hub - a virtual platform website and app.

**Key Activation:** Offer a discount on your products or services beneficial to Move United's adaptive sports group and individual members through online member hub.

## **Benefits:**

- Pro Deal partner listing (logo and website) on our member hub
- Priority registration as a Move United vendor at all Move United events. (Registration fees apply.)
- A spotlight in our member network newsletter once per quarter.
- 1-year of complimentary premium individual membership for 3 employees of your choice
- 1 Member Exclusive Event - a 1-hour virtual webinar to promote your product or service

**Pro Deal Partner Plus:** \$500 per activation and includes 2 additional sponsored posts on the member hub during the year

# Ready to join the movement?

Complete this interest form

[moveunitedsport.org/business-opportunity](https://moveunitedsport.org/business-opportunity)

Questions?

Contact: Julia Ray, [jray@moveunitedsport.org](mailto:jray@moveunitedsport.org)

