

# Discover Abilities Expo

A showcase of adaptive sports and recreational opportunities in Minnesota

APRIL 20, 2024

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AllinaHealth 

COURAGE KENNY  
REHABILITATION  
INSTITUTE



## Sponsorship Opportunities

April 20, 2024 | Location: University of MN Recreation & Wellness Center

Courage Kenny Rehabilitation Institute invites your partnership for the 4th Annual showcase of adaptive sports and recreational activities in Minnesota. Your support will ensure the Discover Abilities Expo can continue to bring more than 600 people with disabilities and chronic health conditions, families, friends, health care professionals, community partners, and the general public together to explore all that Minnesota has to offer in the world of adaptive sports and recreation.

The Expo will link current and future participants with resources to further their involvement in adaptive sports and recreation as participants, volunteers or advocates. More than 70 local community organizations and vendors from across the state will be on site to share adaptive sports and recreation knowledge and provide demonstrations of adaptive equipment.

Attendees will be able to try equipment and network with adaptive athletes and use adaptive equipment for recreational activities – a full day of exploration and fun right here in our back yard on the University of Minnesota campus!

As a leader in rehabilitation care, Courage Kenny annually serves more than 116,000 people of all ages who have a broad range of disabilities and complex health conditions. Courage Kenny focuses on the whole person to ensure individuals get the services they need, in the right setting and at the right time. From acute rehabilitation and inpatient care to award-winning, client-centered outpatient programs and community services—including more than 30 adaptive sports and recreation opportunities—Courage Kenny provides lifelong support.

# Discover Abilities Expo

## Sponsorship Levels

Additional sponsorship opportunities on page 2

	Presenting \$15,000	Discover \$5,000	Engage \$3,000	Explore \$1,000	Empower \$500
Inclusion in media releases and U of M campus monitors promoting the Expo	X				
Logo included on photo booth	X				
Opportunity to give official Expo welcome	X				
Logo in CKRI Sports and Recreation Newsletter (monthly for 1 year)	X				
Recognition in pre and post event communications	X, including logo	X			
Prominent logo placement on event flyer (500+ print and digital)	X	X			
Onsite recognition and signage	X	X	X		
Name placement "activity sponsored by"	All classes, events, demos, etc	All education classes	All fitness classes / demos	Hospitality room & Community Partners Social	
Logo on reusable event bag	X	X	X	X	
Opportunity to present branded gift to attendees	X	X	X	X	
Recognition in pre & post event promotion	X	X	X	X	
Branded Booth Space at expo	X – Premier location	X – Premier location	X – Premier location	X	X
Dedicated social post on all channels before event	3 posts	2 posts	1 post	Mention in sponsors post	Mention in sponsors post
Interactive ad in the Discover Abilities Resource Guide website for 1 year	digital ad AND Logo on Sponsor page	digital ad AND Logo on Sponsor page	Logo on Sponsor page	Logo on Sponsor page	Name only
Branded visibility on printed Discover Abilities Resource Guide (600+ attendees/70+ vendors and community partners)	Full page, full-color ad AND Logo on Sponsor page & Cover	¼ page full-color ad AND Logo on Sponsor page	Logo on Sponsor page	Logo on Sponsor page	Name only

## Additional sponsorship opportunities

### Parking Sponsor - \$5,000 – Allows parking to be free to all Expo attendees

- Recognition as parking sponsor in pre and post event emails
- Recognition as parking sponsor on event day parking signage and pre and post event emails
- Preferred placement of display table/booth
- Quarter-page, full-color ad in in printed Discover Abilities Resource Guide
- Logo included on reusable event tote bag
- Opportunity to present branded gift to attendees

### Climbing Sponsor- \$500 – Provides free 3 adaptive rock climbing clinics for Expo attendees

- Recognition as climbing sponsor in social media promotion of Adaptive Climbing Clinics
- Recognition as climbing sponsor on registration website and promotion emails
- Recognition as climbing sponsor on day of event signage
- Opportunity to host a booth in the Expo Hall
- Opportunity to present branded gift to attendees or a Expo Bingo prize

### About Courage Kenny Rehabilitation Institute

As a leader in rehabilitation care, Courage Kenny serves people of all ages who have a broad range of disabilities and complex health conditions. Courage Kenny offers more 30 adaptive sports and recreational opportunities throughout the year. We are guided by our vision that one day all people will live, work, learn, and PLAY to their full potential.

### Contact

Please contact Megan Welty at [Megan.Welty@allinahealth.org](mailto:Megan.Welty@allinahealth.org) or 612-775-2280 if have any questions regarding sponsorships or ideas on ways you would like to be involved.



# Discover Abilities Expo

## Sponsorship Form

2024 DISCOVER ABILITIES EXPO - April 20, 2024

Name of organization:

Contact name:

Mailing address:

City, State, Zip:

Email Address:

Phone:

**Yes! We would like to sponsor the 2024 Discover Abilities Expo.**

**Yes! We would like to host a table as part of our sponsorship at the Discover Abilities Expo.**

***Please select the level of sponsorship:***

\$15,000 – Presenting    \$5,000 – Discover    \$3,000 – Engage    \$1,000 – Explore    \$500 – Empower  
\$5,000 – Parking

***Please contact me with information on how to volunteer. Group volunteer opportunities also available.***

**Method of Payment:**

Please invoice us      Check is enclosed      Credit Card – Contact us

Please make checks payable to: Allina Health Foundation

Memo: Discover Abilities Expo Sponsorship

And send to:

Courage Kenny – Adaptive Sports and Recreation

3915 Golden Valley Rd

MR 78434

Minneapolis, MN 55422

**Sponsor Checklist:**

Item	Due
Company Logo	Feb 20
Ad for Program	March 18
Sponsorship Payment	April 1

For more information, please contact Megan Welty at [megan.welty@allina.com](mailto:megan.welty@allina.com) or 612-775-2280.