



58th Biennial NAD Conference

National Association of the Deaf

"Roots and Rising"

June 30–July 5, 2026 | San Francisco, California

PARTNERSHIP OPPORTUNITIES

About the Conference

The **58th Biennial NAD Conference: Roots and Rising** is a national gathering grounded in civil rights, leadership, and community. Held in San Francisco, California, from June 30 to July 5, 2026, the conference brings together advocates, leaders, professionals, students, families, and organizations from across the country for a week of connection, learning, and collective action.

The conference features signature events including the Opening Ceremony, Cultural Extravaganza, College Bowl Finals, and Conference Bash, along with an Exhibit Hall, multi-track workshops, and training opportunities designed to support engagement, leadership development, and shared progress.

Why Partner With NAD

Partnering with the National Association of the Deaf at the 58th Biennial NAD Conference: Roots & Rising connects partners with a national convening grounded in civil rights, leadership, and community.

Partners benefit from concentrated engagement throughout the conference week, including high-traffic Exhibit Hall hours, scheduled refreshment breaks, and dedicated spaces for training and interaction. Conference promotion extends across NAD digital platforms leading up to and during the event.

Partners also receive on-site recognition integrated across conference spaces and programming, including signage placements and large-format visual displays designed to ensure visibility across multiple attendee touchpoints.

Partnership Levels & Benefits

Canopy Circle — \$100,000

- Customized President's Reception access
- Welcome recognition video at Night of Unity events and Conference Bash (5 minutes)
- One major event "presented in partnership with" (exclusive)
- Exclusive training / meeting space
- Customized Exhibit Hall space
- Partner recognition visibility onsite
- Digital program recognition with live link
- Website recognition with logo and live link
- Seven social media posts with logo and live link
- Limited in-kind (customized) up to \$50,000

Emergent Circle — \$75,000

- Customized President's Reception access
- Welcome recognition video at Night of Unity events and Conference Bash (4 minutes)
- One major event "presented in partnership with" (shared)
- Shared training / meeting space (priority)
- Customized Exhibit Hall space
- Partner recognition visibility onsite
- Digital program recognition with live link
- Website recognition with logo and live link
- Seven social media posts with logo and live link
- Limited in-kind (customized) up to \$25,000

Crown Circle — \$50,000

- Customized President's Reception access
- Welcome recognition video at Night of Unity events and Conference Bash (3 minutes)
- One major event "presented in partnership with" (shared)
- Shared training / meeting space (priority)
- Customized Exhibit Hall space
- Partner recognition visibility onsite
- Digital program recognition with live link
- Website recognition with logo and live link
- Five social media posts with logo and live link
- Limited in-kind (customized) up to \$10,000

Branch Circle — \$25,000

- Six President's Reception tickets
- Welcome recognition video at Night of Unity events and Conference Bash (2 minutes)

- Shared training / meeting space
- Two Exhibit Hall booths
- Partner recognition visibility onsite
- Digital program recognition with live link
- Website recognition with logo and live link
- Four social media posts with logo and live link

Sapling Circle — \$15,000

- Four President's Reception tickets
- Welcome recognition video at Night of Unity events and Conference Bash (1 minute)
- One Exhibit Hall booth
- Partner recognition visibility onsite
- Digital program recognition with live link
- Website recognition with logo and live link
- Three social media posts with logo and live link

Seedling Circle — \$10,000

- Two President's Reception tickets
- Welcome recognition video at Night of Unity events and Conference Bash (30 seconds)
- Partner recognition visibility onsite
- Digital program recognition with live link
- Website recognition with logo and live link
- Two social media posts with logo and live link

Root Circle — \$5,000

- One President's Reception ticket
- Welcome recognition video at Night of Unity events and Conference Bash (15 seconds)
- Partner recognition visibility onsite
- Digital program recognition with live link
- Website recognition with logo and live link
- One social media post with logo and live link

Understanding Key Partnership Benefits

The following information is provided to ensure clarity and consistency across partnership levels.

Welcome Recognition Video Visibility

All partners receive recognition through a welcome recognition video featured during Night of Unity events and the Conference Bash—high-attendance moments that bring the community together. These videos are integrated into the event experience and displayed through large-format visual presentation elements used throughout the venue. Placement is designed to ensure partner

recognition is visible during key gathering moments while remaining aligned with the overall conference program and environment. Video length and placement vary by partnership level.

Partner Recognition Visibility

On-site partner recognition includes visibility integrated across shared conference spaces and programming, such as signage placements and large-format visual elements. Recognition is designed to provide consistent visibility throughout the conference experience and is scaled appropriately by partnership level. Specific placements and formats are determined by NAD to ensure a cohesive and high-quality conference environment.

Training and Meeting Space Access

Reserved space is available for partners to host demonstrations, facilitated discussions, briefings, or hands-on engagement during the conference. These spaces are designed to support focused interaction beyond the Exhibit Hall while remaining integrated with the overall conference experience. Access level, priority, and duration vary by partnership tier and are scheduled by NAD to ensure alignment with conference programming and logistics.

Social Media Recognition

Conference-related posts are shared through NAD's official social channels before and during the conference to highlight partners and conference activity. Post frequency varies by partnership level, with content and timing coordinated by NAD to align with overall conference messaging. Partner use or sharing of conference-related social media content is coordinated with NAD to ensure consistency with overall messaging.

Limited In-Kind Contributions

In-kind support may be accepted only with prior written approval from NAD. Such support is valued at fair market value as determined by NAD, must be directly aligned with identified conference needs, and may not replace cash partnership commitments or core conference expenses. All proposed in-kind support is subject to review, acceptance, and valuation by NAD to ensure compliance with organizational policies, conference operations, and financial reporting requirements.

Optional Partnership Opportunities

In addition to partnership tier benefits, partners may express interest in supporting specific conference experiences. Opportunities are limited and available on a first-come, first-served basis.

Food & Beverage Experiences

(Available as an Additional Partnership Investment)

- President's Reception (cash bars and food stations)
- Exhibit Hall Refreshment Breaks (morning and/or afternoon; up to 3 days)
- Conference Bash (family-style dining tables)

Accessibility Experiences

(Included as Part of Partnership)

- Captioning Services (CART)
- ASL–English Interpreting Services
- ProTactile & Tactile DeafBlind Interpreting Services

Technology & Production Experiences

(Included as Part of Partnership)

- Conference Wi-Fi Services
- Audio Enhancements (subwoofers for College Bowl Finals, Cultural Extravaganza, and Conference Bash)

Attendee Experience Enhancements

(Included as Part of Partnership)

- Eco-Friendly Packable Grocery Totes
- Lanyards and Multi-Use Badge Holders

Benefits and Levels at a Glance

Benefit / Partnership Level	Canopy Circle \$100,000	Emergent Circle \$75,000	Crown Circle \$50,000	Branch Circle \$25,000	Sapling Circle \$15,000	Seedling Circle \$10,000	Root Circle \$5,000
President's Reception in Exhibit Hall	Customized	Customized	Customized	6 tickets	4 tickets	2 tickets	1 ticket
Welcome Recognition Video at Night of Unity Events & Conference Bash	5 minutes	4 minutes	3 minutes	2 minutes	1 minute	30 seconds	15 seconds
Major Event "Presented in Partnership with" Recognition	1 Exclusive	1 Shared	1 Shared	—	—	—	—
Training / Meeting Space	Exclusive	Shared (Priority)	Shared (Priority)	Shared	—	—	—
Exhibit Hall Space	Customized	Customized	Customized	2 booths	1 booth	—	—
Partner Recognition Visibility Onsite	✓	✓	✓	✓	✓	✓	✓
Digital Program Recognition with Live Link	✓	✓	✓	✓	✓	✓	✓
Website Recognition with Logo and Live Link	✓	✓	✓	✓	✓	✓	✓
Social Media Recognition with Logo and Live Link	7 posts	6 posts	5 posts	4 posts	3 posts	2 posts	1 post
Limited In-Kind (Customized)	✓ Up to \$50K	✓ Up to \$25K	✓ Up to \$10K	—	—	—	—

Partnership Expression of Interest

Organizations are invited to indicate their preferred partnership level and any optional partnership opportunities of interest. Submission of an Expression of Interest does not guarantee availability. The NAD partnership team will follow up to confirm details and next steps.

[Click here to share your #NAD2026 partnership interest](#)