The Center for START Services is a non-profit, national initiative based at the University of New Hampshire’s Institute on Disability/UCED. The START model works to address the mental health service gap for people with IDD in communities across the U.S. by pairing rigorous evidence-based practices with a well-trained workforce, linking the system as a whole. START teams provide training, support and consultation to inform and strengthen the community of care, offering hope that the future is brighter because of the changes we make today.

The START National Training Institute (SNTI) is the featured annual event offered by the Center for START Services as part of the Professional Learning Community (PLC) initiative. The SNTI provides an interactive forum aimed at the sharing of best practices, engaging in experiential learning opportunities, and “feeling the strength of START” (2016 SNTI participant feedback). Institute participants leave SNTI equipped with tools to inform and improve their daily work, empowering them to become ambassadors of hope within their own communities.

**Event Details:**

April 30 – May 2, 2017  
Doral Arrowwood Conference Center  
Rye Brook, Westchester County, New York

**Who Attends?**

Our extensive Professional Learning Community (PLC) includes:

- Program Directors
- Physicians
- Developmental Pediatricians
- Nurses
- Licensed Psychologists
- Psychiatrists
- Direct Support Professionals
- Family Members
- Advocates
- Policy Makers
- Social Workers
- Licensed Therapists

Last year’s inaugural SNTI was attended by 200 professionals. This year we anticipate an even larger attendance of 200 to 400.

**Sponsorship Levels:**

- Platinum Sponsorship  
  $10,000
- Gold Sponsorship  
  $5,000
- Silver Sponsorship  
  $2,500
- Bronze Sponsorship  
  $1,000

**Special Opportunities**

There are also several exciting exclusive opportunities aimed to showcase your company/brand starting at $5,000.

**Contact Us**

Phone: (603) 228-2084 x23  
Email: sponsor.snti@unh.edu  
Website: centerforstartservices.org

START has shown that promoting wellness and positive life experiences impacts not only the people we support but everyone around them. As a sponsor of SNTI, you can invest in the power of positivity. Visit our website to learn more.

# Sponsorship Levels

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Ad</th>
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<tr>
<td>Recognition on event website, social media, and in other event related communications (Estimated Reach: 20,000 individuals)</td>
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<tr>
<td>Recognition at registration</td>
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<tr>
<td>Special recognition at welcoming each morning, including verbal recognition from podium and inclusion in rotating sponsor slideshow</td>
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<td>Advertisement in START quarterly newsletter (Estimated Reach: 2,500 individuals)</td>
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<td>Opportunity to show promotional video during event</td>
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<td>Include promo items in our take-home package</td>
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**Become a Sponsor:** [https://www.events.unh.edu/RegistrationForm.pm?event_id=22211](https://www.events.unh.edu/RegistrationForm.pm?event_id=22211)

The Center for START Services
Institute on Disability/UCED, University of New Hampshire
centerforstartservices.org/sponsor | iod.unh.edu
BHMA Troupe Sponsor - 1 Available

SNTI is proud to host the BHMA Troupe as the keynote performance opening the second day of our training institute. The BHMA troupe is a testament to how embracing and cultivating your strengths can lead to meaningful, enriching life experiences. The talented artists that comprise the BHMA Troupe not only demonstrate their craft as a group of musicians, they also defy commonly held misconceptions about individuals with disabilities and teach community members about the importance of inclusion and acceptance.

“The Berkshire Hills Music Academy performance is one of the best well-received and thought-provoking events we have at Pepsi each year. The band's musical talents immediately change any audience perceptions of people with disabilities to people with exceptional abilities. Add to that, the engaging personalities of the band members and you couldn't have a better event.”*

- Liam Fuller, former PepsiCo executive

*BHMA Website

This exclusive $15,000 investment opportunity includes the following benefits:

- Company signage in the Arrowwood Ballroom during keynote performance
- Exclusive brand recognition during evening Network Social performance
- A table in the Arrowwood Ballroom for materials and two representatives during the performance
- Meet & Greet with the Troupe
- Full page advertisement in the program guide
- Recognition in program guide, on website, social media, and other event related communications (Estimated Reach: 20,000)

Become a Sponsor: https://www.events.unh.edu/RegistrationForm.pm?event_id=22211

The Center for START Services
Institute on Disability/UCED, University of New Hampshire
centerforstartswithservices.org/sponsor | iod.unh.edu
TapSnap Sponsor - 1 Available

Put your brand in the spotlight with TapSnap. The open air, 42” interactive touchscreen photo booth captures high-resolution images that can be printed and instantly shared to social media, right from the kiosk, generating invaluable online recognition for your company. Over the course of three days, the TapSnap Photo Booth will be available to Training Institute participants for a total of nine hours, during which time they will create photos memories—featuring your logo—to share on social media, take home, and enjoy during and after the event.

This exclusive $10,000 investment opportunity includes the following benefits:

- Corporate logo prominently displayed in photo background - attendees enjoy free unlimited 4 x 6 prints and instant social sharing
- Banner featuring corporate logo at entrance to photo booth
- Half-page advertisement in the program guide
- Recognition in program guide, on website, social media, and other event related communications (Estimated Reach: 20,000)

Become a Sponsor: https://www.events.unh.edu/RegistrationForm.pm?event_id=22211

The Center for START Services
Institute on Disability/UCED, University of New Hampshire
centerforstartservices.org/sponsor | iod.unh.edu
The two featured presenters for the 2017 SNTI have a demonstrated history of spurring positive changes nationwide. The information that is shared at the SNTI is our most valuable asset. Help us host some of the field’s most influential speakers.

**Dan Tomasulo** | Keynote Speaker
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Dan is a highly sought-after international speaker on topics including positive psychology, positive education, and positive psychotherapy. He teaches Positive Psychology in the graduate program of Counseling and Clinical Psychology at Columbia University. He writes for Psychology Today as an expert on group therapy (The Healing Crowd) and authors the daily column, Ask the Therapist, for PsychCentral.com and their Proof Positive blog on practical applications of positive psychology. Honored by Sharecare as one of the top ten online influencers on the topic of depression, he joined the staff of Answers.com as their depression expert and writes for their organization.

**Dan Habib** | Featured Documentary Filmmaker and Photojournalist
---
Creator of the award-winning documentary films *Including Samuel, Who Cares About Kelsey?, Restraint and Seclusion: Hear Our Stories* and many other short films on disability-related topics. *Including Samuel* was broadcast nationally on public television stations in the fall of 2009, and was nominated for an Emmy in 2010. *Including Samuel* has also been featured on NPR’s “All Things Considered” and “Good Morning America,” as well as in the Washington Post and Exceptional Parent magazine. The film has been translated into 17 languages and is used as a teaching tool worldwide. Dan’s newest film, *Intelligent Lives*, explores how the segregation of people with intellectual disabilities (ID) became the norm, why this segregation is slowly being dismantled, and how some people with ID are blazing a new path. The film is narrated by Academy Award winning actor Chris Cooper and is scheduled for release in fall 2017.

Recent Awards & Appointments:
- 2012: Received the Champion of Human and Civil Rights Award from the National Education Association
- 2013: Received the Justice for All Grassroots Award from the American Association of People with Disabilities
- 2014: Appointed by President Barack Obama to the President’s Committee for People with Intellectual Disabilities—a committee that promotes policies and initiatives that support independence and lifelong inclusion of people with intellectual disabilities.

This exclusive $7,500 investment opportunity includes the following benefits:
- Company signage in the Arrowwood Ballroom during the keynote presentation
- A table for promotional materials and two company representatives OR an exclusive advertisement on each table during the keynote presentation
- Meet & Greet with the keynote speaker
- Recognition in program guide, on website, social media, and other event related communications (Estimated Reach: 20,000)

**Become a Sponsor:** [https://www.events.unh.edu/RegistrationForm.pm?event_id=22211](https://www.events.unh.edu/RegistrationForm.pm?event_id=22211)

The Center for START Services
Institute on Disability/UCED, University of New Hampshire
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Awards Dinner Sponsor Available TAKEN

START believes that investing in the morale of your network yields immeasurable returns. Recognizing the positive contributions within our network of professionals not only works to boost morale and positive energy amongst the recipients, it also contributes to enhanced outcomes for those we serve. This Awards Dinner is an opportunity for your company to gain your own kind of recognition: reach a large, captive audience and make a lasting impression that reaches far beyond the dinner itself.

This exclusive $5,000 investment opportunity includes the following benefits:

- Branded material on each table during the Awards Dinner
- Company signage in the Arrowwood Ballroom during the Awards Dinner
- Exclusive naming opportunity: “YOUR BUSINESS NAME Awards Dinner” to be printed on all program materials
- Recognition in program guide, on website, social media, and other event related communications
  (Estimated Reach: 20,000 )

Become a Sponsor: https://www.events.unh.edu/RegistrationForm.pm?event_id=22211

The Center for START Services
Institute on Disability/UCED, University of New Hampshire
centerforstartservices.org/sponsor | iod.unh.edu
Sponsorship Commitment Form

Company/Organization Name: 

Mailing Address: 

City: ___________________________ State: _______________ Zip: _______________

Contact Name: ___________________________ Phone: ___________________________

Email: ___________________________

Please select from the sponsorship options listed below

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Special Recognition Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Platinum $10,000</td>
<td>□ BHMA Troupe Sponsor $15,000</td>
</tr>
<tr>
<td>□ Gold $5,000</td>
<td>□ TapSnap Sponsor $10,000</td>
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<tr>
<td>□ Silver $2,500</td>
<td>□ Speaker Sponsor $7,500</td>
</tr>
<tr>
<td>□ Bronze $1,000</td>
<td>□ Awards Dinner Sponsor $5,000</td>
</tr>
</tbody>
</table>

Program Guide Advertisement Only

□ Full Page $1,000
□ Half Page $500
□ Quarter Page $250

UNH Institute on Disability Sponsorship Policy

Full payment is required to confirm sponsorship. All sponsorships are non-refundable. High-resolution image files must be submitted to START by 3/1/2017 for inclusion in any printed event materials.

□ I agree to UNH Institute on Disability Sponsorship Policy

Signature: ___________________________ Date: ___________________________

Accepted Methods of Payment

□ Payment by Credit/Debit Card can be at the following page: Pay with Credit/Debit Card
□ Payment by Check payable to: UNH Institute on Disability

Mail to: UNH Institute on Disability Center for START Services

56 Old Suncook Road, Suite 2

Concord, NH 03301

Total Sponsorship Commitment

$____________

Become a Sponsor:  https://www.events.unh.edu/RegistrationForm.pm?event_id=22211

The Center for START Services
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