



ARRM

2022
SPONSORSHIP
GUIDE



2022 ARRM SPONSORSHIP GUIDE

For more than 50 years, ARRM has been a leading voice and advocate for individuals with disabilities, the dedicated workforce that supports them, and the residential facilities they call home. ARRM couldn't be the advocate and driving force it is without the generous support of our sponsors. As we continue to navigate our virtual COVID world, we are excited to offer a number of partnership opportunities to you and organization. Together, we will advance our common goals and better serve individuals with disabilities across the state.



ARRM MISSION

The mission of ARRM is to advocate for, inform, and support Minnesota organizations serving people in the disability and mental health communities.

ARRM members know that by coming together we can better shape the future service models for the people we serve and create sustainability for our members.

We value and understand:

- Our broad range of members and their important work/ innovative services
- Industry coalitions and partnerships that enhance effective service systems
- Sharing a broad base of ideas and information to empower our members and stakeholders.
- Evidence-based analysis to influence industry leaders, policy makers, and the public at-large.
- Planning for and proactively shaping the future.



Membership and Industry Engagement

ARRM's 150+ organizational members and 37 associate members are leading the charge in advocating for a disability services industry that prioritizes helping individuals with disabilities live their best lives. As their member-led trade association, ARRM is proud to represent their size and strength at the State Capitol and all across the state.

- 100,000+** Employees
- 35,000+** Individuals with Disabilities Served
- 87** Counties Supported by ARRM Members
- \$2.5 Billion+** Spent Annually on Disability Waivers in Minnesota
- 12,000+** Individual Member Interactions (webinars, in-person events, committee participation)



"An ARRM membership not only offers the opportunity to network with other providers but also to be a part of policy reform that impacts the supports we provide. ARRM is where we turn when we have questions and put it into action."

Shannon Bock
Executive Director,
CCRI Moorhead, MN



APPLY NOW ARRM.ORG/SPONSOR

WHY SPONSOR?

ARRM hosts more than a dozen workshops, conferences, and advocacy events each year, attracting thousands of attendees. In 2021, we continued our expansive webinar offerings, bringing ARRM's member-only content to members in a safe and convenient environment. A wide variety of topics and programming educates, inspires, and activates disability industry professionals, from direct care staff to C-suite executives. Being an ARRM sponsor not only supports the critical work being accomplished, but it offers a unique opportunity to connect with industry leaders and stakeholders.



WHO SHOULD SPONSOR?

- Home and Community-Based Residential Providers
- Medical Supply/ Pharmaceutical
- Insurance
- Benefits Management
- Banking/ Finance/ Money Management
- Assistive Technology Vendors
- Business Software Solutions
- Professional Services (ex. Legal, Accounting, HR)
- Training Solutions
- Residential Services (ex. Grocery, Lawn Care)



CUSTOM PACKAGES

For custom options, contact:

Ashley Wear

Director of Events and Promotions

awear@arrm.org

(612) 464-3676



Disability Services Day at the Capitol

March 8 | State Capitol | St. Paul, MN

Every year, more than 1,000 disability advocates gather for ARRM's Day at the Capitol, to raise awareness about important disability issues. Among the attendees are direct care workers, mid and executive level provider management, people who receive services, family members, and legislative champions. In 2022, we are planning an in-person event once again, subject to change.

Your sponsorship helps support one of the largest advocacy days of the year.

	Platinum \$2,000	Gold \$750
Logo on Event Website	✓	✓
Recognition on Social Media	✓	✓
Event Email Promotion	✓	✓
Recognition in CEO Welcome Address	✓	✓
Event Slideshow Recognition	Logo	Logo
Conference App Banner Ad Space	✓	✓
30 Second Welcome Video from Sponsor	✓	
Logo Included on Post-Event 'Thank You' Notes to Legislators	✓	

Event Stats

1000+
Attendees

Past 'Rally in the Rotunda' Speakers include:

- Governor Tim Walz
- Lt. Governor Peggy Flanagan
- House Speaker Melissa Hortman
- Fmr. Senate Maj. Leader Paul Gazelka



BUSINESS & FINANCE FORUM

June 21 | Mystic Lake Center | Shakopee, MN

November 30 | Vadnais Heights Commons | Vadnais Heights, MN

The ARRM Business & Finance Forums attracts top business leaders for full day events dedicated to increasing knowledge and expertise in key areas of regulatory policy, business practices and fiscal management. Over 120 ARRM member decision-makers, operations and IT staff, and provider executives attend.

All sponsors of the forums will be recognized on the event web page, event emails, and on event materials.

*Sponsorships apply to both Business and Finance Forums

	Platinum \$3,000	Gold \$1,500	Silver \$500
Printed Banner	✓	✓	✓
Logo on Event Website	✓	✓	✓
Logo in Conference Program	✓	✓	✓
Complimentary Event Registration	2	1	
Event Slideshow Recognition	Logo	Logo	Name
Table Top Literature Drop	✓	✓	
Complimentary Exhibitor Table	✓		
Post-Event Attendee Registration List	✓		

Past Session Topics Include:

- State and federal agency updates
- Financial procedures and operational trends
- Legislative priorities
- Human resources and employment strategies
- Crisis communications



FORWARD ANNUAL CONFERENCE

June 22 | Mystic Lake Center | Shakopee, MN

ARRM's Forward Annual Conference is a one-day event loaded with education, networking, innovative ideas, and practical solutions designed to drive breakthrough thinking and change. With more than 500 mid-and executive level management, Direct Support Professionals, and individuals from allied-industries in attendance, this is a prime opportunity to grow your brand profile and customer base. In addition to being recognized for supporting critical training and education opportunities, sponsors receive dedicated marketing space for the largest conference in the private disability services industry.

	Platinum \$5,000	Gold \$2,500	Silver \$1,500	Bronze \$500
Printed Banner	✓	✓	✓	✓
Logo on Event Website	✓	✓	✓	✓
Logo in Conference Program	✓	✓	✓	✓
Complimentary Event Registration	4	2		
Event Slideshow Recognition	Logo	Logo	Name	Name
Conference App Banner Ad Space	✓	✓		
Printed Ad in Conference Program	Full Page	Half Page	Quarter Page	
Complimentary Exhibitor Booth	✓			
Post-Event Attendee Registration List	✓			
Opening Session Speaking Slot (10 min. max.)	✓			

Event Stats

600+
Attendees

150+
Organizations
Represented

30%
Attendees who
are C-suite or
Organization
Influencers

* Interested in being an exhibitor? Reach out to Ashley Wear for more information.



ARRM Leadership Circuit

Disability services is led by visionary leaders, dedicated DSPs and ambitious managers who want to succeed and grow. ARRM is committed to supporting professional development within the Disability Services industry and ARRM's Leadership Circuit provides opportunities for sponsors to engage with this industry's brightest stars!

ARRM Leadership Conference

September 14-16 | Ruttger's Bay Lake Lodge | Deerwood, MN

The Leadership Conference doesn't happen without Platinum Sponsors. Attendees rely on these valuable ARRM partners for financial support of the conference and presenting information on top business issues. This is the ultimate in exclusive sponsorships - Platinum Sponsor representatives are the only non-organizational member attendees invited to the conference.

Platinum Sponsors share sponsorship and co-branding of all official social events, including the Welcome Reception, Pontoon Rides, Golf Tournament, and Bags Tournament.

Only three Platinum sponsorships available.

	Platinum \$8,500
Exhibitor Table in Lobby	✓
Opportunity to Address Attendees (5 min. max.)	✓
Conference App Banner Ad	✓
Pre-Event Email Marketing	✓
Complimentary Conference Registrations	2
Printed Banner	✓

	Platinum \$1,000
Logo on all event emails	✓
Option to Provide Speaker or Content to Event Curriculum	✓
Post-Event Attendee List	✓
Opportunity to Address Attendees (Virtual or Live, 10 min. max)	✓

ARRM Leadership Institute

Four Workshop Series:

February 16

May 18

August 17

November 16

The ARRM Leadership Institute enters its fourth year as a professional development offering to develop the future leaders of the field.

Organizations send the brightest rising stars, either joining a cohort who grow together across the series, or attending workshops one-by-one. Topics include: staff management, professional communications, tools of the trade, and more.

Sponsors of the Institute not only demonstrate a strong commitment to advancing the missions of provider organizations and supporting leadership development, but access opportunities to engage directly with current and future leaders.

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