

LEADING TOGETHER:
Leveraging Change to Advance our Vision

AFBLC2025

**AMERICAN FOUNDATION
>>> FOR THE BLIND <<<**

Leadership Conference

November 12th — 14th, 2025
Crystal Gateway Marriott | Arlington, VA

2025 AFB Leadership Conference

Crystal Gateway Marriott | 1700 Richmond Hwy, Arlington, VA 22202



**Thank you for your interest in sponsoring
the 2025 AFB Leadership Conference
at the Crystal Gateway Marriott Hotel,
November 12–14, 2025, in Crystal City, VA.**

The American Foundation for the Blind creates equal opportunities and expands possibilities through advocacy, thought leadership, and strategic partnerships. Sponsorship at the AFB Leadership Conference not only offers you an excellent opportunity to be visible at one of the leading events in the field of blindness and low vision, but it also affords you the chance to walk with us as we make our mission a reality for millions of Americans.

This year's conference theme is: "Leading Together: Leveraging Change to Advance Our Vision." The focus of the conference will be built on the dynamic reality that has been ensconced in our community in recent years. From the rapidly expanding fiscal austerity that has dramatically impacted legacy programs and institutions to the seismic societal shift brought by artificial intelligence and other technologies, our world has witnessed significant change. While headlines increasingly highlight a growing sense of disruption, AFB believes that by coming together, we can leverage this change in a manner that propels our mission forward for the next generation of thought leaders, scholars, and practitioners committed to creating a world of endless possibilities for people who are blind or have low vision.

AFB has long stood as the premier convener in field of blindness and low vision. For this reason, we invite you to join us in the key conversations that will create a lasting positive impact on our community. The conference's core tracks will provide insight and guidance on navigating these changing tides and the steps we can all take to effectively advance our shared vision.

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Location & Attendees

We are excited to hold this year's conference within the Beltway of our nation's capital. This year's conference will offer us a platform to hear from leaders across all sectors in our field. It will provide a backdrop embodied in our nation's core values, advancing a narrative of independence, opportunity, and inclusion. It will also give us space to grow our network in a way that strengthens our collective voice and opens the door for future leaders. Crystal City has long been recognized as a gateway to innovation, where the best and brightest minds converge to find real solutions to tackle the greatest problems of the day. Its proximity to transportation, iconic monuments, and key influencers allows attendees to recharge and recommit to our shared mission. For these reasons, we know this is a conference you will not want to miss!

Engagement Opportunities

Participation in the 2025 AFB Leadership Conference will not end once we leave Crystal City! AFB will continue to convene participants throughout the following year. Sponsors will be given the opportunity to continue their engagement with conference attendees and our larger audience of supporters and followers.

Sponsors for this year's event will receive multiple opportunities to continue engagement with the participants joining us in our nation's capital. There will also be ample exposure across AFB's digital channels of communication, which reach over 46,000 followers across our social networks, receive over 1,400,000 website sessions annually, and directly reach over 80,000 through our email campaigns.

Sponsorship Benefits

The following breakdown of sponsorship opportunities is intended to serve as a guide for what your support of this year's conference can bring to you and your organization.

For questions about this year's sponsorship opportunities, contact our Partnerships Team at partners@afb.org. Exhibitor opportunities are also available, offering direct contact with conference attendees. Ask how you can not only support the 2025 AFB Leadership Conference but also be in the room where transformation begins!

2025 Sponsorship Opportunities

FLAGSHIP SPONSOR — \$50,000

This premier opportunity includes maximum visibility throughout the 2025 AFB Leadership Conference including all plenary sessions and the AFB annual awards luncheon.

THIS TOP SPONSORSHIP LEVEL ALSO RECEIVES THE FOLLOWING BENEFITS:

Extended Public Recognition (May 2025 – November 2026)

- Two opportunities to participate on AFB's "Inform & Connect" podcast
- Acknowledgments in 3 issues of AccessWorld Magazine (63,000 visitors monthly)

Pre and Post AFB Leadership Conference Promotions (July 2025 – July 2026)

- Underwriting sponsorship video embedded on www.AFB.org website (1.4 million annual sessions)
- Banner ad in 2 pre-event email blasts (80,000 recipients)
- Link and logo on the www.AFB.org website
- Link and logo on the AFB Leadership Conference webpage
- Logo/listing in the AFB Leadership Conference email blasts (80,000 recipients)
- Listing in AFB Leadership Conference news release
- Social media shout out on Facebook, LinkedIn, Instagram & X (46,000 followers)

On-Site AFB Leadership Conference Benefits (November 12th – 14th, 2025)

- Speaking opportunity during opening session
- Special thanks both verbally and with logo on-stage during each plenary session
- Space in demo room
- Two exhibit booths
- Opportunity to include item in Leadership Conference swag bag
- Logo on the Leadership Conference digital program
- Eight registrations for AFB Leadership Conference
- Logo on sponsor signage

2025 Sponsorship Opportunities

LEADERSHIP CIRCLE SPONSOR — \$25,000

Each \$25,000 opportunity includes the naming rights for a Leadership Conference breakout session track, or the naming rights for the opening night reception during the AFB Leadership Conference.

ALL \$25,000 LEVEL SPONSORS ALSO RECEIVE THE FOLLOWING BENEFITS:

Year-Round Benefits (July 2025 – July 2026)

- Opportunity to participate in the AFB podcast “Inform & Connect”
- Acknowledgments in 2 issues of AccessWorld Magazine (63,000 visitors monthly)

Pre & Post AFB Leadership Conference Promotions (July 2025 – July 2026)

- Link and logo on the www.AFB.org website
- Logo on the AFB Leadership Conference webpage
- Logo/listing in the AFB Leadership Conference email blasts (80,000 recipients)
- Listing in the AFB Leadership Conference news release
- Social media shout out on Facebook, LinkedIn, Instagram & X (46,000 followers)

On-Site AFBLC Benefits (November 12th – 14th, 2025)

- Announced as a sponsor during plenary sessions
- Space in demo room
- Exhibit booth
- Opportunity to include item in the Leadership Conference swag bag
- Logo on the Leadership Conference digital program
- Four registrations for the AFB Leadership Conference
- Logo on sponsor signage

2025 Sponsorship Opportunities

OPPORTUNITY DRIVER SPONSOR \$15,000

Each \$15,000 opportunity includes the naming rights for one of the following assets during the AFB Leadership Conference. Please note, this is on a first come first serve basis:

- Day 1 Keynote Sponsor
- Day 2 Keynote Sponsor
- Conference App Sponsor
- Free Wi-Fi Sponsor
- Coffee Breaks Sponsor
- Networking Breakfast Sponsor
- Discussion Panel Sponsor

ALL \$15,000 LEVEL SPONSORS ALSO RECEIVE THE FOLLOWING BENEFITS:

Year-Round Benefits (July 2025 – July 2026)

- Opportunity to participate in the AFB podcast “Inform & Connect”
- Receive acknowledgment in one issue of AccessWorld Magazine (63,000 users monthly)

Pre & Post AFBLC Promotions (July 2025 – July 2026)

- Logo on the AFB Leadership Conference webpage
- Logo/listing in the AFB Leadership Conference email blasts (80,000 recipients)
- Listing in the AFB Leadership Conference news release
- Social media shout out on Facebook, LinkedIn, Instagram & X (46,000 followers)

On-Site AFB Leadership Conference Benefits (November 12th – 14th, 2025)

- Acknowledgement as a sponsor during plenary sessions
- Space in demo room
- Exhibit booth
- Include item in Leadership Conference swag bag
- Logo on the Leadership Conference digital program
- Three registrations for the AFB Leadership Conference
- Logo on sponsor signage

2025 Sponsorship Opportunities

CHANGEMAKER SPONSOR — \$10,000

Year-Round Benefits (July 2025 – July 2026)

- Receive acknowledgments on 1 issue of AccessWorld Magazine (63,000 visitors monthly)

Pre & Post AFB Leadership Conference Promotions (July 2025 – July 2026)

- Name listed on the AFB website
- Listing in the AFB Leadership Conference email blasts (80,000 recipients)
- Listing in the AFB Leadership Conference news release
- Social media shout out on Facebook, LinkedIn, Instagram & X (46,000 followers)

On-Site AFB Leadership Conference Benefits (November 12th – 14th, 2025)

- Exhibit booth
- Include item in Leadership Conference swag bag
- Logo on the Leadership Conference digital program
- Two registrations for the AFB Leadership Conference
- Logo on sponsor signage

ALLIES SPONSOR — \$5,000

Year-Round Benefits (July 2025 – July 2026)

- Receive acknowledgments on 1 issue of AccessWorld Magazine (63,000 visitors monthly)

Pre & Post AFB Leadership Conference Promotions (July 2025 – July 2026)

- Name listed on AFB website
- On-Site AFB Leadership Conference Benefits (November 12 - 14, 2025)
- Name on the Leadership Conference digital program
- One registration for the AFB Leadership Conference
- Listing on sponsor signage

2025 Exhibitor Opportunities

EXHIBITOR PACKAGES

Conference Double Booth Exhibitor — \$2,099

- Two – 72” x 30” table, draped, chairs
- Access for three booth representatives to open sessions and events at AFBLC

Conference Single Booth Exhibitor — \$1,199

- One – 72” x 30” table, draped, chair
- Access for two booth representatives to open sessions and events at AFBLC

Exhibitor Table Only — \$900

- One – 72” x 30” table, draped, chair

Exhibitor Two Tables Only — \$1,800

- Two – 72” x 30” table draped, chair