

National Corporate Coalition
International Dyslexia Association



National Corporate Coalition

International Dyslexia Association

Mission:

To unite a global movement to advance collaboration between corporations, stakeholders, and experts to ensure all students - especially those with dyslexia and reading differences - receive the instruction needed to succeed.

The National Corporate Coalition (NCC) is the premier partnership opportunity for organizations dedicated to transforming the lives of individuals who struggle with dyslexia and other reading differences. The NCC connects its members with community-based organizations, educators, advocates, and individuals with dyslexia and their families, on a local, national, and international level. In partnership with IDA, NCC membership enables organizations to join other industry leaders to generate innovative solutions to the challenges faced by the hundreds of millions of people with dyslexia and other reading differences.

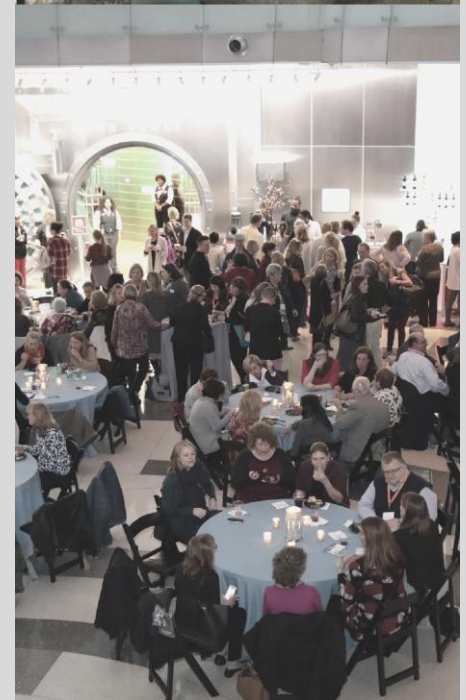
NCC members have the opportunity to:

- Align with a cause that resonates with their employees and clients.
- Benefit from ongoing marketing exposure to IDA consumers, families, partner organizations, and educators
- Access dyslexia and reading difference experts to learn about current trends and research.
- Collaborate with like-minded organizations and provide input on the overall dyslexia agenda.
- Ensure current messaging and services align with the needs of the dyslexia and reading differences community.



National Corporate Coalition Membership

Benefits	Platinum \$50,000 Annually	Gold \$30,000 Annually	Silver \$20,000 Annually	Bronze \$10,000 Annually
Complimentary Programs				
Corporate Membership(s) status to include: IDA Professional Membership for designated employees	4 Valued at \$1,000	3 Valued at \$750	2 Valued at \$500	1 Valued at \$250
Registration(s) for Legislative Briefing or Policy Summit	4 Valued at \$2,400	4 Valued at \$1,800	4 Valued at \$1,200	4 Valued at \$600
National Conference Exposure				
Corporate Sponsor Designation:	Ruby Sponsor	Emerald Sponsor	Sapphire Sponsor	Scholar Sponsor
<ul style="list-style-type: none"> Eblast to Attendee mailing list (<i>one-time use - opt in only</i>) Welcome bag insert Pre-conference email blast Mobile app push notification 	X X X X	X X X	X X -	X - -
Premium Visibility - Right of Refusal				
<ul style="list-style-type: none"> Exclusive conference sponsorship opportunities Sponsorship opportunities at Legislative Briefing or Policy Summit Notice of new sponsorship/program opportunities 	1st Choice of All	2nd Choice of All	3rd Choice of All	4th Choice of All
Recognition				
Acknowledgement with Logo/Link:				
<ul style="list-style-type: none"> NCC webpage Electronic/print newsletters Exclusive National Conference signage/wall display 	X X X	X X X	X Limited X	X Limited X
Executive Information & Access				
<ul style="list-style-type: none"> Monthly NCC Executive updates NCC Strategies Executive Roundtable National Conference Networking Reception with IDA Board of Directors, Branch Leaders, Global Partners, and Ambassadors 	X X X	X X X	X X X	X X X
Research & Intelligence Access				
<ul style="list-style-type: none"> Executive reports of member and consumer surveys Advisory input in planned surveys 	X X	X X	Limited X	Limited X
Communications & Marketing				
<i>*Items must be approved by IDA vetting committee prior to scheduling</i>				
<ul style="list-style-type: none"> Tailored digital cause-focused marketing opportunity Organization updates shared in IDA newsfeed, social media platforms, and key national events Access to IDA (50,000+) mailing list* Organization information disseminated through IDA Branches Video advertisement via IDA web, email blasts and social media platforms Advertisement in one of the following IDA Publications: <i>Perspectives or Examiner</i> Additional advertisement discount in <i>Perspectives</i> 	X X X X X Premium Full Page 20% Off	- X Limited Limited X Interior Full Page 15% Off	- Limited - - X Half Page 10% Off	- Limited - - X Quarter Page 5% Off
Educational Hosting				
<i>*Items must be approved by IDA vetting committee prior to scheduling</i>				
<ul style="list-style-type: none"> Opportunity to host educational webinars within IDA Leadership Academy* Opportunity to conduct focus group sessions with specific groups (teachers, parents, young adults, etc.)* Forum hosting through IDA Portal & Digital Library 	X X Up to 3	Limited Limited Up to 2	- Limited 1	- Limited -



Key Collaborations...

NCC Members will have access to millions of people in the dyslexia community through...

National News Media

- IDA is one of the *go-to* dyslexia resources for reporters and authors for major media outlets

Expansion of Branch and Affiliate Networks

- Over 40 community-based branches and 26 International Global Partners worldwide

Parent and Family Advocate Networks

- IDA works in partnership with various global consumer networks (individuals with dyslexia and families) and a cadre of individuals of members impacted by dyslexia
- IDA is the organizer and host of the first ever Youth & Young Adult Advocate Program (YAP). YAP consists of individuals between the ages of 15 and 21 with dyslexia working together to provide input on community and corporate decisions impacting their generation. YAP members provide thought leadership on such topics as product satisfaction, technology, and resource development.

Community Networks

- IDA is the lead organization working with the newly created National Minority Dyslexia Consortium (MDC). MDC is comprised of national and local leaders of the nation's most influential associations, organizations, and faith-based groups focused on minority issues, disparities, and community programs. Access to this group allows corporate partners an opportunity to gain insight in target communities for product and program development.

Online Services

- IDA boasts a network of constituents through several online communication platforms to include upcoming National Information Digital Library, national provider directory, local branches websites, the IDA website, and an array of social media and publishing platforms.

Community Education & Outreach

- As the CEU training center for certified teachers and the clearinghouse for university and program accreditation, we communicate vital information to teachers, professionals, and educational institutions nationally, as well as, globally.