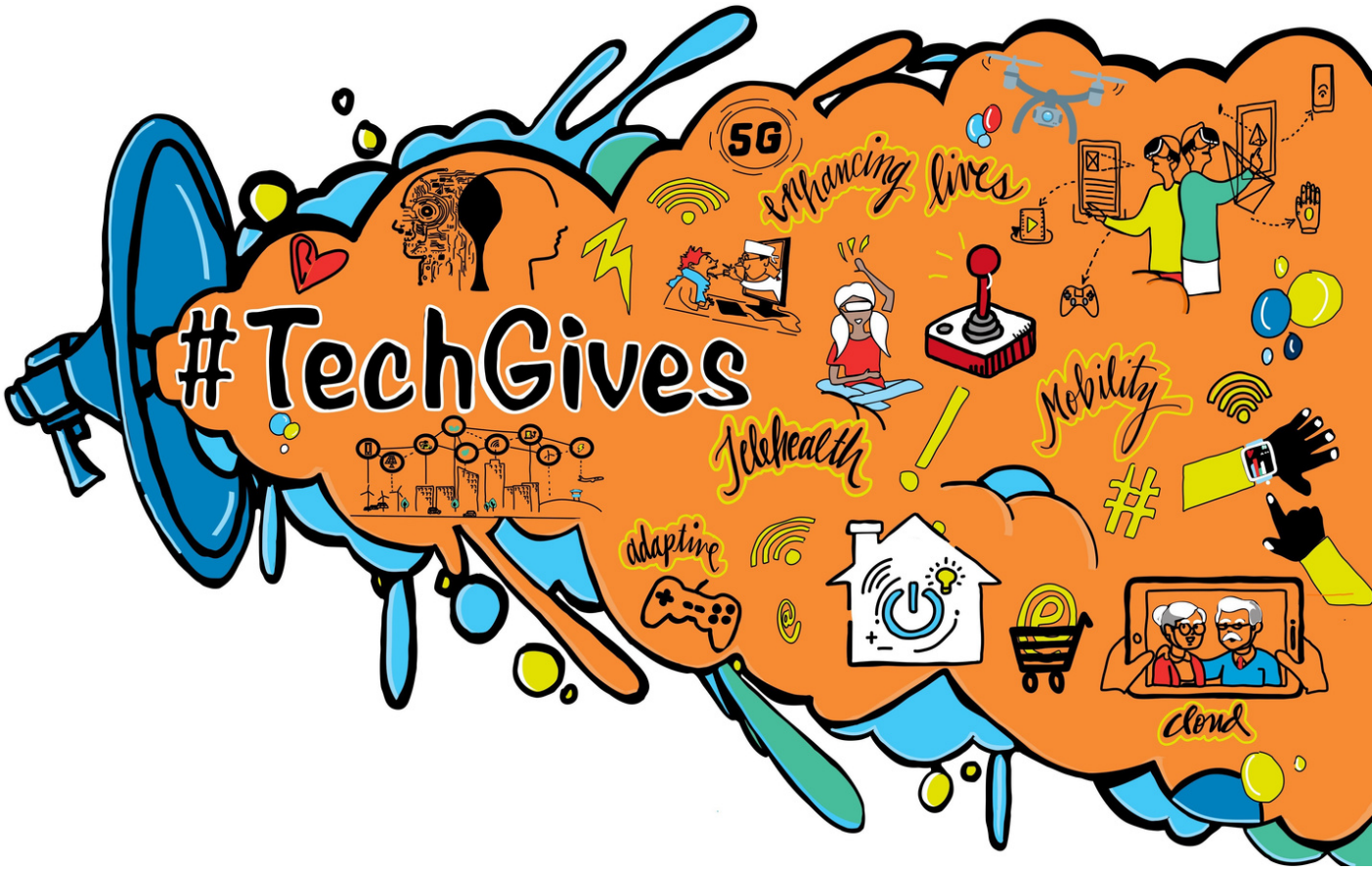
Consumer Technology Association™
FOUNDATION

Sponsorship Prospectus 2022-2023



GIVE INDEPENDENCE

Power lives with tech

CTAFOUNDATION.TECH

Our world has 1 billion people living with a disability, and more older adults (65 years+) than children under 5.

BUT JUST 3.5% OF ALL GRANTMAKING FOCUSES ON THESE UNDER SERVED POPULATIONS

CELEBRATING A DECADE OF POWERING INDEPENDENCE THROUGH TECHNOLOGY.

You can power lives. Through the CTA Foundation's dynamic network of partners and grantees, **your partnership will bring tech and innovative solutions to those most in need.**

By partnering with the CTA Foundation you give people freedom, independence, and vital connection.

Our mission is to link seniors and people with disabilities with technologies that enhances their lives. For a decade, the CTA Foundation convened and facilitated dialogue amongst industry, consumers, government, advocacy groups, and nonprofits. And **we steward your philanthropic investment by making strategic grants to direct service nonprofits on the cutting-edge of accessible technology.**

Be an accessibility ally by:

- Becoming an Annual Industry Partner with year-round recognition and benefits
- Choosing an ala carte partnership opportunity

"The CTA Foundation is the only national foundation that I know prioritizing aging and technology, then casts a wide net looking for innovative and strategic initiatives."

-Tom Kamber

Executive Director, OATS

Industry Partners

DEMONSTRATE YOUR COMMITMENT TO ACCESSIBILITY

As an Industry Partner, you are prioritizing our work with grantees to get innovative solutions to underserved populations. And helping us serve as a convener to bring not-for-profit leaders, industry innovators, and government agencies together to leverage technology to solve accessibility and aging challenges.

For your generosity, you receive year-round special recognition and benefits, including special opportunities at CES, available only to Industry Partners. **Interested in a fully customizable partnership to fit your corporate social responsibility goals?** Industry Partners investing more than $50,000 can work directly with CTA Foundation leaders to mold a custom fit partnership.

Benefit	Innovator $50,000	Collaborator $25,000	Investor $15,000	Partner $7,500
Foundation website link	Logo	Logo	Logo	Name
Foundation Annual Report recognition	Logo	Logo	Name	Name
Grantee call slide recognition	Logo	Logo	Name	Name
Foundation CES pavilion recognition	Logo	Name	Name	
Foundation newsletter recognition	Logo	Name	Name	
Interview with Foundation Executive Director broadcast on social media	X	X	X	
Partnership profile featured in newsletter, and on social media	X	X		
Co-host Innovation House reception for industry & government leaders in Washington, DC	X	X		
Invitations and VIP seating at Foundation CES events	X	X		
Grantee leader visit to your HQ to share impact with your employees	X			
Invitation to judge and present Eureka Park Contest awards at CES	X			
Press release shared on CTA social media about your support	X			

52
Vetted direct service nonprofits across the U.S. funded working in the accessible tech space

9K+
Tech executives and accessibility leaders on our mailing list

$5.8M
Given to drive impact through technology for older adults and people with disabilities

Ala Carte Partnership

RAISE THE VISIBILITY OF THE IMPACT OF TECHNOLOGY

Ala Carte parntership opportunities give you the flexibility to choose the event and impact you want to have. You can mix and match opportunities, and even add them on to your Industry Partner level.

Disrupt Aging Smart Home Booth ($100,000)

NEW & EXCLUSIVE!!

This "display" will mockup smart home capability that helps older adults disrupt aging and remain independent. The display will travel to key events that reach industry leaders and consumers. Recognition package is completely customizable.

Technology and Aging Fellowship ($50,000)

Advance the world's knowledge about how technology can be leveraged to help older adults and people with disabilities. You can choose to create a fellowship at a leading university or commission a white paper. You will also receive all the recognition benefits associated with our "Innovator" Industry Partner level on the previous page.

Live Captions ($50,000)

EXCLUSIVE

Walk the talk and provide live captioning of CTA Foundation activities throughout the year to make them accessible to all. CART captioners will be hired for all public CTA Foundation events, with "captioning brought to you by" recognition prominently displayed to acknowledge your partnership. You will also receive all the recognition benefits associated with our "Innovator" Industry Partner level on the previous page.

Big Tech, Big Impact Reception at Innovation House ($15,000)

Sponsor an annual reception on Capitol Hill each fall that will bring together leaders from industry, government, and nonprofits to highlight consumer technology innovations that benefit older adults and people with disabilities. See separate prospectus.

Giving Challenge Sponsor ($5,000)

Become a Giving Challenge Sponsor, and your commitment will be used to encourage individuals to give to our mission on during one of our digital giving campaigns (10th Anniversary or Giving Tuesday). Recognition on all materials including multiple emails, social media channels and website.

Contact Steve Ewell, CTA Foundation Executive Director, to learn more:
sewell@ctafoundation.tech
703-907-7660

Ala Carte Partnership

CES EVENT OPPORTUNITIES

Demonstrate your commitment to accessibility and aging solutions at the premier consumer technology event.

Pitch Contest ($150,000, $50,000, & $15,000)

NEW - 2 Separate Competitions

The CTA Foundation will execute two pitch competitions - one focused on aging and one on accessibility at CES. You could have the opportunity to be involved in the programming, as well as selecting the participants and the winner, hosting the panel, and more (see separate prospectus).

Eureka Park Reception at CES ($15,000)

EXCLUSIVE

Recognize the winners of the Eureka Park Accessibility Contest, alongside industry leaders and advocates, during the CES Show. Exclusive recognition on all event materials and invitations, and an opportunity to speak during the reception.

Accessibility Roundtable at CES ($10,000)

Help convene leaders from industry, government, and nonprofits to facilitate a conversation on the important role technology plays in independence and accessibility. Exclusive recognition on all event materials, and an opportunity to speak during the roundtable.

Eureka Park Accessibility Contest ($25,000)

EXCLUSIVE

Sponsor and judge the Eureka Park Accessibility contest, giving start-ups the opportunity to win a spot in Eureka Park. You will receive recognition on all contest materials (and more!) and the ability to present the awards in the Foundation Pavilion.

Accessibility Leaders ($25,000)

EXCLUSIVE

Expand the aging and accessibility conversation at CES by helping us bring a group of accessibility leaders to the show. We can build customizable recognition and networking opportunities for you!

Grantmakers Tour ($10,000)

EXCLUSIVE

Support a VIP tour for a group of top grant-making organizations to see technology in action making an impact on aging and accessibility challenges. Help us move the needle on their investment. Opportunities to attend the tour, host lunch, speak, and provide a giveaway.

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Join Our Network

INDUSTRY PARTNERS

RECENT GRANTEES