



2024 SPONSORSHIP OPPORTUNITIES

SPORT CHANGES EVERYTHING



ABOUT LABS

- The annual **Adapted Sports Leadership & Business Symposium (LABS)** connects leaders from the adapted sport industry and beyond for progressive sessions and meaningful conversations to advance the adapted sport movement and expand our impact.
- LABS sparks conversations and ideas that not only move adapted sport forward toward real equity and opportunity, but also strengthen its power to create societal change.
- Celebrating 5 years! LABS brings in hundreds of attendees to engage with dynamic speakers, sessions, and panels.

With the goal of accessibility and affordability, LABS is a virtual conference.

Join us Nov. 6 & 7 from 9 am to 1:15 pm (MT)



LABS 2024 – SPORT CHANGES EVERYTHING

- *“Sport has proven a tremendous driver for changing attitudes, advancing legislation, empowering people and changing the societal fabric.”* - President of the International Paralympic Committee
- Sport for the disabled changes society, creating an inclusive community for all. Sport has the power to weave its positive impact into community infrastructure, transportation, legislation, education, and employment.
- The timing for LABS 2024 couldn't be better! We'll convene as the Paris Paralympic Games conclude and focus turns towards the LA28 Paralympic Games. Let's continue the momentum around disability sport, social change, and create understanding in how...

Sport Changes Everything

LABS LEADERSHIP



LABS is the vision of **Dawna Callahan**, Founder & CEO of All In Sport Consulting.

As a disabled female athlete, Dawna brings authentic, lived experience to LABS. She is a respected leader in the adapted sport industry and award-winning sport professional.

A unique distinction from other industry conferences, LABS is led by and highly focused on:

- Including speakers, influencers, and athletes with disabilities.
- Bringing lived experience to our mission and programming.



LABS LEADERSHIP & SPEAKERS

LABS is both led and presented by visionary leaders and industry influencers that represent many diverse roles within the industry:

- National Governing Bodies
- Paralympic Training Sites
- Global Disability Business Leaders
- Sport for Social Change
- Corporate Leadership
- Adapted Sport Leaders & Disability Advocates
- Researchers & Innovators
- Sport Travel/Tourism
- And of course...Paralympians & Elite Athletes

REPRESENTATION MATTERS:

In 2023, 65% of LABS leadership & speakers represented the disability community

LABS ATTENDEES & SESSIONS



We invite anyone who is passionate about learning more and getting involved in the movement to advance adapted sport. LABS attendees include a diverse audience of adapted sport leaders and advocates.

A sampling of LABS 2024 sessions may highlight:

- Diversity Within the Movement
- The Caitlin Clark Effect in Adapted Sport
- Adapted Sport Facilities and Community Inclusion
- Disability Policy & Youth Sport
- The Business of Adapted Sport
- Progressing the Disability Narrative in Media

During LABS, we will also share the findings from the 4th Annual *Adapted Sport Economic Impact Report* - the country's first-of-its-kind report initially launched in 2020 by All In Sport Consulting

WHAT LABS ATTENDEES ARE SAYING

- “Best of the best in leadership! Quality speakers with valued resumes.”
- “Thank you for leading with quality representation and providing content that is valuable.”
- "The speakers/panelists were incredible and extremely knowledgeable about their areas of expertise.”
- “Absolutely amazing set of speakers; I wished there was more time to learn from each of them!”
- "It's always an amazing event - annually it gets better and better!“



LABS 2024 SPONSORSHIP OPPORTUNITIES

For the 2nd year, LABS is offering expanded brand exposure opportunities for sponsors with the Whova event platform. This means:

- More visibility and promotional opportunities leading up to, during, and after LABS.
- More opportunities to connect with LABS attendees through the LABS mobile and web apps via Whova and the LABS website.

In addition, there are valuable opportunities to showcase your business through diverse promotions including:

- Monthly E-newsletters (60% avg. open rate)
- LABS Website
- Press Releases, Media Advisories
- Social Media – FB, LinkedIn, X

In 2023, LABS Sponsors received **4,483 impressions** along with **1,514 website views** while attendees viewed a total of **239 hours of extraordinary insights** around the adapted sport movement!

LABS 2024 SPONSORSHIP OPPORTUNITIES



PRESENTING PARTNER (SOLD)

- LABS virtual conference “POWERED BY” your organization with name and logo listed prominently on the LABS website and event platform through LABS web app & mobile app
- Multiple push notifications and online exposure leading up to LABS
- Prime exposure for your organization on digital platform throughout the day
- Organization mention to LABS attendees at the beginning of every session
- Logo visibility to nearly 1,000 potential attendees in pre-event online promotions and marketing including the LABS website, social media posts (FB, Twitter, LinkedIn), e-newsletters, and digital platform
- Media exposure through inclusion in all LABS press releases
- Seat on the LABS Advisory Committee to help guide future LABS events

2024 PRESENTING PARTNER SPONSORSHIP: \$10,000 (8 complimentary registrations - \$1,800 value)

LABS 2024 SPONSORSHIP OPPORTUNITIES



ECONOMIC IMPACT PARTNER (SOLD)

- Sponsor the National Adapted Sport Economic Impact Study – the first economic research study of its kind
- Organization with name and logo listed prominently on the LABS website and event platform through LABS web app & mobile app
- Multiple push notifications and online exposure in lead up to LABS
- Prime exposure for your organization on digital platform throughout the day and during Economic Impact session on November 7th
- Logo visibility to nearly 1,000 potential attendees in pre-event online promotions and marketing including the LABS website, social media posts (FB, Twitter, LinkedIn), LABS e-newsletters, and digital program
- Media exposure through inclusion in all LABS press releases and targeted press releases to sport tourism publication

2024 ECONOMIC IMPACT PARTNER SPONSORSHIP: \$8,000

LABS 2024 SPONSORSHIP OPPORTUNITIES



LABS ALLY

- LABS session/s “presented by” your organization with name and logo inclusion listed prominently on the LABS website and event platform through LABS web app & mobile app
- Multiple push notifications and online exposure leading up to LABS
- Prime exposure for your organization on digital platform throughout the day
- Organization mention to LABS attendees at the beginning of your sponsored session
- Logo visibility to nearly 1,000 potential attendees in pre-event online promotions and marketing including the LABS website, social media posts (FB, Twitter, LinkedIn), e-newsletters, and digital platform
- Media exposure through inclusion in all LABS press releases

2024 LABS ALLY SPONSORSHIP LEVELS:

- **\$5,000 – 2 sessions (4 complimentary registrations - \$900 value)**
- **\$3,000 – 1 session (2 complimentary registrations- \$450 value)**



Connect with Dawna Callahan today
to advance the adapted sport movement and expand our impact!

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