2016 Corporate Partnership Prospectus

January 1, 2016 – December 31, 2016

Authorized and paid for by the National Business & Disability Council at The Viscardi Center.
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Projected Growth of Disability Segment:

- According to the U.S. Department of Labor’s Office of Disability Employment Policy, 54 million Americans with disabilities represent the third largest market segment behind Baby Boomers and the mature market, placing them ahead of the Latino, African American, Gen X, teen and Asian American markets.

- Globally, consumers with disabilities represent a market the size of China.

- Americans 50 and older represent 25% of the population, but control 50% of the nation’s buying power and 75% of its assets, representing $150 billion in annual discretionary income, and billions more for necessities like housing and food.

- More than 7 out of every 10 Americans will acquire some sort of disability by the time they reach the age of 75.

The National Business & Disability Council (NBDC) at The Viscardi Center is a comprehensive resource for Fortune 1000 companies and government employers promoting the inclusion of people with disabilities into the workplace, marketplace and accessible technologies. These include:

- **Employment** – Talent acquisition, advancement and retention; job posting service; workplace accommodations; Emerging Leaders Internship Program for College Students with Disabilities.
- **ICT**– Best practices on accessible information & communication technology; accessibility index; customized trainings, seminars and workshops.
- **Marketing** – Strategies and tactics to reach consumers with disabilities; creative messaging that will resonate with the disability market; analytics behind consumer attitudes.

**NBDC is an employer membership organization and comprehensive resource for best practices in disability inclusive marketing, accessible technology and disability employment.**
National Business & Disability Council

YOUR COMPANY

Human Capital

Accessible Information Technology

Marketing Anthropology Project
Human Capital – Key Services

The Emerging Leaders Internship Program for College Students with Disabilities, funded by the UPS Foundation and coordinated by NBDC, focuses on matching college students with disabilities with member companies for a summer internship program that could potentially lead to full-time employment.

From a business perspective, it is a way for companies to bring new talent to their workforce since these students come from well recognized colleges and universities across the country and represent a bright, diverse, and growing future talent pool.

The NBDC Job Postings is a signature service that allows members to post jobs on our website and directly reach out to qualified candidates with disabilities and Veterans about potential job opportunities. It provides an opportunity for member companies to diversify and expand its reach to them.

Technical Assistance Guides offer useful information, key resources and practical solutions on evolving work-related issues.

“The internship has prepared me to tackle the real world and have confidence in doing so. Truly, Emerging Leaders is like no other program. You receive guidance and opportunities to grow and learn. I will forever remember this program as the first major stepping-stone to the real world.”

-Jason Lee, New York University

A vital NBDC service is access to our Information Services Specialist, who can assist you with relevant workforce-related inquiries.
Accessible ICT – Key Services

NBDC partners with its member companies to improve accessible Information & Communication Technology (ICT), including:

- Accessible ICT Index;
- Database of leading accessibility content experts;
- Usability testing;
- Stakeholder meetings; and
- Discounts on accessibility products.

Additional services include relationships established with our strategic partners to offer value-added services and supports, including website accessibility tools.

A vital NBDC service is access to our Information Services Specialist, who can assist you with relevant ICT-related inquiries.

NBDC offers tools to move companies beyond compliance, investing in the future of technology.
Disability Marketing – Key Services

The **Marketing Anthropology Project (MAP)** – which was launched by NBDC in October 2013 – is the first-of-its-kind in the disability market; it offers members a tool to better understand pockets of the global disability culture that influence consumer attitudes. Numerous studies have demonstrated that the “disability market” is the most untapped group of potential customers.

There is one market that continues to be overlooked by most companies? It is the disability market, with estimated value in the United States around $1 trillion dollars, which includes $350 billion in annual discretionary buying power. What can you do to tap into this emerging customer base?

**A vital NBDC service is access to our Information Services Specialist, who can assist you with relevant disability marketing-related inquiries.**

![Image](image.png)

**Most consumers (60%) were unaware individuals with disabilities represent one of the fastest growing consumer segments in the US.**

<table>
<thead>
<tr>
<th>AGREE</th>
<th>DISAGREE</th>
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<tbody>
<tr>
<td>60%</td>
<td>27%</td>
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The same percentage (60%) agrees and less than 27% disagree that businesses currently ignore or overlook potential and current customers with disabilities.
Beginning January 2014, through NBDC’s new tiered model, NBDC offers its corporate partners research, consultations, workshops and trainings, publications and benchmarking strategies on how to create, implement, grow and measure first rate disability programs. NBDC’s corporate partnership levels include:

<table>
<thead>
<tr>
<th>Partnership Level</th>
<th>Investment</th>
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<tbody>
<tr>
<td>Executive Leadership Team</td>
<td>$50,000</td>
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<tr>
<td>Platinum</td>
<td>$25,000</td>
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<tr>
<td>Gold</td>
<td>$10,000</td>
</tr>
<tr>
<td>Basic</td>
<td>$5,000</td>
</tr>
<tr>
<td>A La Carte Consulting Options</td>
<td>Ask Us</td>
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</tbody>
</table>
NBDC’s **Basic** Partnership package is $5000, which includes:

- Participation in designated Industry Groups and Industry Roundtables
- Fifty (50) designated individual “memberships” from your company
- Complimentary use of NBDC’s signature job posting service
- Emerging Leaders Internship Program
- Contact with Information Services Specialist
- Basic consultation (annual review of current strategies w/ recommendations)
- Access to Members-only website (library of disability-related materials)
- Access to Technical Assistance Guides
- Access to resources on disability workforce, marketing & accessible ICT
- Monthly “Distance Learning Workshops” with leading content experts
- Job Accommodation Network (JAN) Quarterly “Think Tanks”
- “Basic” discounted pricing on certain NBDC-sponsored events & trainings
- Daily Disability News Report e-zine
- Partnership branding (website, annual report)
NBDC’s **Gold** Partners ($10,000) will have all the same benefits as Basic Partners and, in addition, will receive:

- Twenty-five (25) additional designated “individual” memberships
- Corporate Advisory Board membership
- Additional consultations (phone consultations every quarter to review with members ongoing trends and offer recommendations/best practices to enhance disability policies for members)
- Marketing Anthropology Project (MAP) committee membership
- Annual Customized Workshop/Training Session (work with member to focus on training to meet its immediate business tactics to enhance disability confidence and show how disability is a cornerstone for a company’s larger business strategy)
- “Gold” discounted pricing on certain NBDC-sponsored events & trainings
NBDC’s **Platinum** Partners ($25,000) will have all the same benefits as Basic, and Gold Partners and, in addition, will receive:

- Twenty-five (25) additional designated “individual” memberships
- ICT Founders Group membership
- Personalized Corporate Service Plan (Overview Strategy Development review of disability policies ranging from recruitment, hiring, retention, Employee Resource Groups (ERG’s), market opportunities, ancillary group evaluations (i.e. veterans, mature worker, etc.) to corporate messaging. NBDC will offer recommendations to enhance your company’s ongoing strategy. (for a more detailed analysis please refer to NBDC’s consulting services)
- Two dedicated webinars per year (topics will be discussed and agreed upon between NBDC and member company)
- Full Day Onsite Strategy Session to enhance Personalized Corporate Service Plan for the organization. Additional follow up emails/phone calls to discuss findings and recommendations for action plan
- “Platinum” discounted pricing on certain NBDC-sponsored events & trainings
NBDC’s Executive Leadership Partners ($50,000) will have all the same benefits as Basic, Gold, Platinum, and, in addition, will receive a customized benefits package that complements your company’s needs and objectives.

What do you need from NBDC?
Accessible ICT Summit
(Dates/Location TBD)

Upgrade your partnership to include Summit Sponsorship

Sponsorship Branding
Complimentary Registrations (x8)
Speaker Invitation

Intersection between Disability Marketing & Accessible ICT

Photo: 2015 Summit Save The Date
Contact Us

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