



AccessAbility Fest 2012

Texas Public Radio has the distinct advantage of owning 250,000 watts of “voice” in San Antonio and surrounding communities. As such, we will again assume the role of lead promotional partner in **AccessAbility Fest 2012**...

WHAT: **AccessAbility Fest 2011 was a tremendous success, with approximately 3,000 individuals in attendance!** Now in its sixth consecutive year, *AccessAbility Fest 2012* endeavors to again spotlight programs and services provided by institutions supporting individuals with physical, developmental, mental, sensory and multiple disabilities.

The event provides a means for: 1) sharing information, resources, ideas and support among people with all types of disabilities, their families and their caretakers; 2) highlighting the organizations that provide these services; 3) advancing public attitudes, awareness, respect and consideration of individuals with disabilities; and 4) advancing the success of people with disabilities.

The FREE four hour event will provide resources and information on subjects such as: 1) Benefits Management, 2) Education, 3) Employment, 4) Financial, 5) Health & Nutrition, 6) Residential Options, 7) Support Services, 8) Recreation-Socialization, 9) Transportation and other areas of concern as they are identified.

WHY: **October is National Disability Awareness Month.** There is no other high-profile event bringing these service providers together in one setting in San Antonio. Nearly half the population of San Antonio either has a disability or has an immediate family member with special needs. In addition to traditionally understood means, these exceedingly high numbers are a result, in part, to the debilitating effects of Diabetes in our community and to the large number of military troops returning to San Antonio with traumatic injuries sustained in combat.

WHEN/WHERE:

Date: Sunday, October 28, 2012

Time: Noon - 5:00 p.m.

Location: HemisFair Park

SPONSORSHIP OPPORTUNITIES:

Anchor Sponsor (2 available)

\$5,000 Anchor Sponsorship Package Includes:

- Inclusion in a minimum of 225 promotional announcements on a combination of KSTX 89.1 FM, KPAC 88.3 FM and KTXI 90.1 FM in the Hill Country;
- Booth space at the event which includes two 6' tables and four chairs;
- A "Get Forty" underwriting package valued at roughly \$2000 which includes forty :15-second messages to schedule 6a-7p (half on KSTX and half on KPAC);
- Signage at main entry;
- Identification on VIA Bus signage promoting the event;
- Identification in the event program;
- Identification and hotlink in a featured web TPR story on the event at www.tpr.org during the month of May (Voted the best radio station website in the state of Texas in 2007 by the Texas Association of Broadcasters — 38,000 hits daily);
- Identification in our printed and e-newsletters mailed to 15,000+ member households;
- E-mail and newsletter exposure through the participating non-profit service organizations;
- Identification in the AccessAbility Fest blog <http://accessabilityfest.blogspot.com/>;
- FREE one-year membership at www.DisAbilitySA.org;
- Inclusion in press release distribution through other media outlets;
- Volunteer opportunities for your employees, if desired

Benefactor Sponsor (3 available)

\$2500 Benefactor Sponsorship Package Includes:

- Inclusion in a minimum of 75 promotional announcements on a combination of KSTX 89.1 FM, KPAC 88.3 FM and KTXI 90.1 FM in the Hill Country;
- Booth space at the event which includes two 6' tables and four chairs;
- A "Get Twenty" underwriting package valued at roughly \$2000 which includes forty :15-second messages to schedule 6a-7p (half on KSTX and half on KPAC);
- Signage at main entry;
- Identification in the event program;
- Identification and hotlink in a featured web TPR story on the event at www.tpr.org during the month of May (Voted the best radio station website in the state of Texas in 2007 by the Texas Association of Broadcasters — 38,000 hits daily);
- Identification in our printed and e-newsletters mailed to 15,000+ member households;
- E-mail and newsletter exposure through the participating non-profit service organizations;
- Identification in the AccessAbility Fest blog <http://accessabilityfest.blogspot.com/>;
- FREE one-year membership at www.DisAbilitySA.org;
- Inclusion in press release distribution through other media outlets;
- Volunteer opportunities for your employees, if desired

Charter Sponsor (12 available)
\$1000 Sponsorship Package Includes:

- Booth space at the event which includes a 6' table and two chairs (may include volunteer opportunities for your employees, if desired);
- A “Get Twenty” underwriting package valued at roughly \$1000 which includes twenty :15-second messages to schedule 6a-7p, equally on KSTX and KPAC;
- Signage at main entry point;
- Identification in the event program;
- Identification and hotlink in a featured web TPR story on the event at www.tpr.org during the month of May;
- Volunteer opportunities for your employees, if desired

Exhibitor (approximately 75 available)
\$600 Exhibitor:

- Booth space at the event which includes a table and two chairs (may include volunteer opportunities for your employees, if desired);
- A “Get Ten” underwriting package valued at roughly \$500 which includes ten :15 second messages to schedule 6a-7p on KSTX (or 20x on KPAC)
- Identification in the event program

*** For a \$25 registration fee, non-profit Exhibitors will receive booth space only, without a “Get Ten” package. However, they may participate at the \$600 level for a 15% non-profit discounted rate of \$510 if they would like to benefit from the “Get Ten” package.**

Please consider committing your support to this important effort. Your partnership could be a way for you to reach our unique listener base, while at the same time exhibiting your association with and support of Texas Public Radio and a significant senior initiative in San Antonio and Bexar County.