

SPONSORSHIP INFORMATION PACKET

Seniors Sign, Too! Book Release Campaign

ASL ALPHABET BOOK #1

Seniors Sign, Too!



**Empowering Older Adults with an Alternative Voice
Promoting Healthy Aging After Hearing Loss**



D'YANN ELAINE, M.ED, MAOM
Illustrated in American Sign Language by Filip Heyninck

PUT LANGUAGE IN YOUR HANDS

Seniors Sign, Too!

Putting language in the hands of seniors everywhere through American Sign Language.

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SIGN WITH ME

*Bridging the
Communication
Gap Between
The Hearing and
Deaf
Communities
through Cross-
Cultural
Awareness*

To Whom it May Concern,

Over the past decade, Sign with Me (SWM) Incorporated has been advocating for equal communication access for the deaf and hard of hearing (DHH) community. To combat the troubles that can come with "senior-dome" we are launching a first-of-its-kind book series called Seniors, Sign Too!, a colorful picture book that stimulates cognition by way of learning American Sign Language (ASL). Furthermore, the March 18, 2023 release will honor the belated 206th birthday of ASL coming to America. We're inviting your organization to be part of the pioneering team leading companies nationwide in serving such a disproportionately impacted demographic. SWM is becoming the strongest link between the DHH and the hearing worlds and leaving the elders behind in our global community cannot be an option. We expect to raise \$500,000 for our Seniors Sign, Too! project and \$10,000 for the launch experience (set to premier other products as well) in order to place donated books into healthcare facilities, schools, senior homes, and the like. By giving your supporters the ability to learn ASL, potentially 87.4 billion seniors can keep ineffective communication skills, deteriorating cognition, and memory failure at bay.

Sign With Me, Inc. builds stronger communities by promoting deaf awareness, inclusion, and equity using proven, quality educational services in a bi-lingual and bi-cultural manner. We would like to partner with your company to create and provide ASL language books, videos, and film, adding a unique value to your organization. Participating in this joint venture makes your organization an innovator in the evergreen ASL Awareness movement, making it invaluable to an extremely loyal demographic. Pledge your monetary support, volunteer your services, and/or donate your products as gifts to help us accomplish our mission. Whichever level of sponsorship on which you wish to contribute, you have our utmost gratitude. Please visit www.signwithme.org if you would like more information on what we do or give us a call at (310) 362-8290. To accept our invitation to participate, please email contact@signwithme.org. We appreciate your time and consideration in regards to this matter.

Best regards,

D'YANN CROSBY, PRESIDENT

Seniors Sign, Too!

ASL ALPHABET BOOK#1



Written with the aging adult perspective in mind, the HearZero Seniors Sign, Too! book series is the perfect way for seniors 55 and up to learn sign language as an alternative visual communication tool while using cognition skills.



The Vision

With the challenges of aging and addressing unmet support needs of an aging population, SWM endeavors to see HearZero books and videos in every senior facility nationwide. By delivering another first-of-its-kind accessible media product to the marketplace, we are poised to spark a whole new community of signers among older adults and the family, friends, and caregivers who empower them during hearing loss.



Features

- 26-letter alphabet in English & ASL
- Delightful interplay between letters and drawings
- Word association with each letter
- Nostalgic graphics that connect memories to today's reality

Brand expansion includes






- 12 titles slated for production
- 12 companion video lessons
- 6 Product variations in print, tech, education, and digital verticals



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SPONSORSHIP PACKAGES

Seniors Sign, Too! Book Release Campaign

	Donation	# of Sponsored Books	Advertising Credits	Sponsored Book Boxes	Marketing Perks
	\$80,000+	10,000	\$12,000	25 FULL COVERAGE OF BRAND ON THE BOX, EXCLUSIVE PRODUCTS INSIDE (UNLTD)	<ul style="list-style-type: none"> • Branding on next book • Social Media Spotlight • 2 Blog write ups • Email Marketing mentions • Add Logo to Billboard ads for the book • Add logo to all ads up to 60 sec • Press Release Mention • Interview mention (written or audio) • 20 Class Scholarships • INTERPRETING SERVICES (1-8HR SESSIONS) • CORPORATE TRAINING 6 HOURS • EXCLUSIVE LIST OF INVITES TO PARTNER ON ASL TECHNOLOGY PROJECTS • 1 newsletter feature or press release focus
	\$60,000-79,999	7,500	\$10,000	25 ENTIRE SIDES OF THE BOX DEDICATED TO BRAND, INCL LOGO ON THE BOX + 3 ITEMS)	<ul style="list-style-type: none"> • Branding on next book • Social Media Spotlight • 2 Blog write ups • Email Marketing mentions • Add Logo to Billboard ads for the book • Add logo to all ads up to 30 sec • Press Release Mention • Interview mention (written or audio) • 20 Class Scholarships
	\$40,000-59,000	5000	\$6500	25 LOGO ON THE BOX + 1 ITEM IN THE BOX	<ul style="list-style-type: none"> • Branding on next book • Social Media Spotlight • 2 Blog write ups • Email Marketing mentions • Add Logo to Billboard ads for the book • Add logo to all ads up to 15 sec
	\$20,000 - 39,999	2000	\$3400	15 LOGO ON THE BOX	<ul style="list-style-type: none"> • Branding on next book • Social Media Spotlight • 1 Blog write up • Email Marketing mentions
	\$5,000-19,999	500	\$1500	X	<ul style="list-style-type: none"> • Branding on next book • Social Media Spotlight • 1 Blog write up • Email Marketing mentions