



**The Learning Center for the Deaf is a national leader in educational, therapeutic, and community services for, by, and with deaf and hard of hearing children and adults.** Since 1970, we have been a true pioneer in Deaf Education, and an innovator in providing comprehensive services to deaf and hard of hearing children and adults. Over the past 50 years, TLC has grown from a small school in a rented room to a diverse multi-service agency with 17 buildings on a 14-acre campus and additional locations in Framingham and Springfield, MA. Our organization includes:

**MARIE PHILIP SCHOOL** - Educating nearly 200 deaf and hard of hearing students Pre-K to 12+ in a bilingual-bicultural language-rich setting;

**WALDEN SCHOOL** - Providing trauma-informed therapeutic residential care and education for deaf and hard of hearing children and youth ages 8-22;

**BADAVAS PARENT INFANT PROGRAM** - Supporting at-home early learning for children birth to age 3, toddlers and their families;

**WALDEN COMMUNITY SERVICES** - Providing accessible children's behavioral health, as well as community-based support and stabilization services for families with a deaf family member;

**AUDIOLOGY CLINIC** - Providing comprehensive audiologic, hearing aid and cochlear implant services, as well as newborn hearing screenings;

**INTERPRETING SERVICES** - Providing qualified ASL and Deaf interpreters for business, education, medical and community appointments and services;

**PUBLIC SCHOOL PARTNERSHIPS** - Addressing the specific needs of Massachusetts students with hearing aids and cochlear implants through consultation in mainstream educational settings;

**ASL CLASSES** - Providing customized ASL instruction for community members;

**CONSULTATION AND TRAINING** - Collaborating with individuals, business professionals, families and organizations to share and promote knowledge, practice and expertise, including Deaf Culture sensitivity training.

## OUR MISSION:

To ensure that all deaf and hard of hearing children and adults thrive by having the knowledge, opportunity and power to design the future of their choice.

## OUR VALUES

### QUALITY

We maintain a tenacious, high standard of excellence in our work and our interactions.

### COMMUNICATION

We cultivate a diverse bilingual, bicultural community where the primary language of interaction is American Sign Language (ASL).

### INCLUSIVITY

We value the perspectives, identity and contributions of each member of our community and celebrate its rich diversity.

### INNOVATION

We are proud to be pioneers in Deaf education, professional training, behavioral and clinical care, and related services.

### COLLABORATION

We actively partner with individuals, organizations, agencies, higher education institutions, and funders to strengthen the impact of our work.





The only institution in the country to be accredited by three organizations:



**OUR DIRECT SERVICES BENEFIT**  
**OVER 2,000**  
**DEAF AND HARD OF HEARING INDIVIDUALS**  
**AND FAMILIES IN MASSACHUSETTS.**

## Resilience Through the Pandemic:

- Expansion of our Behavioral Health services and programs across Western Massachusetts, broadening access in the Springfield area;
- A stable home environment for our residential students ages 7 to 22+, providing year-round support, counseling, friendship, special activities and academic growth;
- Achieved Department of Public Health (DPH) Level II status as a provider of Newborn Hearing Screenings within our outpatient Audiology Clinic;
- Communication access across businesses, schools, medical facilities and employers through our Interpreting Department, providing ASL and English language interpreters in-person and virtually;
- Enhancement of our Early Childhood Center Outdoor Classroom, designed for academic/science learning and motor skills development through sensory stimulation and interaction with nature.

For more information contact Patti McCarthy,  
 Senior Giving and Events Manager: [psmccarthy@tlcdeaf.org](mailto:psmccarthy@tlcdeaf.org)

# TLC 2022 Virtual Gala

## Sponsorship Opportunities

May 11, 2022



## LEAD

**\$25,000**

- Full-page ad on inside back cover of Digital Program Flip Book
- Logo recognition during Virtual Gala
- Public Recognition in marketing efforts, including TLC social media, and e-blasts
- 2-hour Deaf culture diversity training for your staff/organization of your choice
- Two (2) 1-minute ad spots during Gala stream

## PLATINUM

**\$10,000**

- Logo recognition during Virtual Gala
- Public Recognition in marketing efforts, including TLC social media and e-blasts
- Full-page ad in Digital Program Flip Book
- Two (2) 45-second ad spots during Gala stream

## GOLD

**\$7,000**

- Public Recognition in Gala email blasts
- Half-page ad in Digital Program Flip Book
- Two (2) 30-second ad spots during Gala stream

### SILVER

**\$5,000**

- Public Recognition in Gala email blasts
- Half-page ad in Digital Program Booklet
- One (1) 30-second ad spots on Gala stream

### BRONZE

**\$2,500**

- Public Recognition in Gala email blasts
- Quarter-page ad in Digital Program Booklet

### PARTNER

**\$1,000**

- Recognition in program book
- 25 word message in Digital Program Booklet

**DONATION: \$200; \$100; \$50; \$25; Other Amount\***

*\*Stream will be free and all are welcome to watch; optional donation levels to support Fund for TLC*

# TLC 2022 Virtual Gala

## Advertisement Specifications



Thank you for sponsoring TLC's 2022 Virtual Gala. Please submit ads in full color, high resolution PDF or JPEG format. For questions or to submit, email [advancement@tlcdeaf.org](mailto:advancement@tlcdeaf.org). Deadline to submit an ad or message is April 6, 2022.

**Full Page Color Ad**  
(5.5" wide x 8.5" high)  
**\$1,000**

**Quarter Page Color Ad**  
(2 5/8" wide x 4 1/8" high)  
**\$350**

**Half Page Color Ad**  
(5.5" wide x 4 1/8" high)  
**\$675**

**Business Card Color Ad**  
(3 1/4" wide x 1 7/8" high)  
**\$250**

**25 Word Message**  
**\$25**