

ADVERTISING & SPONSORSHIP opportunities

Association for Education & Rehabilitation of the Blind & Visually Impaired



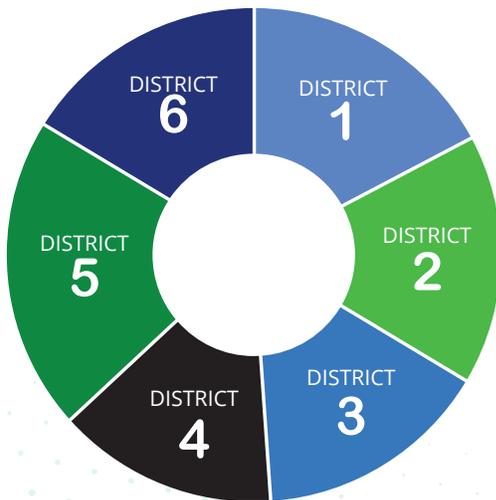
2025

about aer

The Association for Education and Rehabilitation of the Blind and Visually Impaired (AER) is a professional membership organization dedicated exclusively to professionals who provide services to persons with vision loss. We support the professions by advocating for evidence-based practices, high quality standards, value-added resources and giving voice to issues of critical importance. We provide professional development via face-to-face conferences, virtual offerings, and publications to strengthen the knowledge, skills, and abilities of professionals within the field. AER provides networking, mentoring, connectivity, awards, and scholarships for professionals to advance excellence within the field. We ensure that persons with vision loss will have optimal gains and greater independence by giving timely, intentional, and value-added support to professionals in the field. We can assist you with your marketing resources and will help you reach your target audience. Our members use a wide range of products and services and are looking for you!

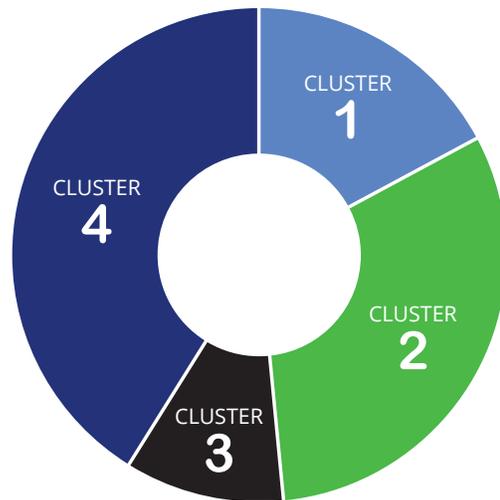


Where are our members from?



1 West: 17% 2 Southwest: 16% 3 Midwest: 15%
4 Northeast: 14% 5 Southeast: 20% 6 Mid-Atlantic: 16%

Where are our members involved?



1 Orientation & Mobility 1069 2 Related Services 1945
3 Adult Services 651 4 Instructional Services 2560

*as of 6/5/2025



official partner

Becoming an official partner of the Association for Education and Rehabilitation of the Blind and Visually Impaired (AER) is more than a sponsorship—it's a strategic opportunity to align your brand with a respected leader in the field of visual impairment and blindness services. As an official partner, your organization will be recognized year-round across multiple platforms, expanding your visibility, credibility, and reach within a highly engaged and mission-driven community. Let's grow together.

web

eblast

social

sponsorship benefits

Year-Round Logo Recognition: Display your logo prominently on AER's website, reinforcing your commitment to accessibility and education. The AER website (www.aerbvi.org) reaches the largest audience of professionals who serve those who are blind or visually impaired. Our website provides multiple portals to help individuals become more informed about resources, professionals in the field, and events occurring through the association. The AER website includes features directly geared towards year-round visibility, time-sensitive promotion, and customization. Expand upon your message by placing your business in the eyes of the community built within our profession.

Exclusive Bi-annual The Voice Newsletter Spotlight: Receive dedicated eblast promotions sent to our full membership base, positioning your brand front and center with professionals, educators, and decision-makers.

Quarterly Social Media Promotion: Gain extended reach through quarterly scheduled partner highlights across AER's active social media channels; Facebook, Instagram, and LinkedIn, boosting engagement and awareness.

**\$9,000
MEMBER**

**\$12,000
NON-MEMBER**





SAVE THE DATE
AER INTERNATIONAL
CONFERENCE 2026

JULY 29 - AUGUST 2, 2026

LOUISVILLE MARRIOTT DOWNTOWN
LOUISVILLE, KENTUCKY

The AER Biennial Conference Sponsorship offers extended exposure through pre-event promotions and conference visibility. Choose from flexible options, including Platinum, Gold, Silver, and Bronze packages, or explore a variety of individual sponsor opportunities. More details coming soon!


Association for Education & Rehabilitation
of the Blind & Visually Impaired

logo recognition

The AER website (www.aerbvi.org) reaches the largest audience of professionals who serve those who are blind or visually impaired. Our website provides multiple portals to help individuals become more informed about resources, professionals in the field, and events occurring through the association. The AER website includes features directly geared towards year-round visibility, time-sensitive promotion, and customization. Expand upon your message by placing your business in the eyes of the community built within our profession.



website logo placement benefits

As a valued sponsor, your logo will be prominently displayed on our AER website, one of the most visited resources for professionals in the field of blindness and low vision. This high-visibility placement reinforces your organization's commitment to accessibility, education, and community support. With visitors regularly accessing the site for events, learning, and updates, your brand stays front and center, building awareness and credibility throughout the year.

6 MONTHS
\$3,000 MEMBER
\$5,200 NON-MEMBER

12 MONTHS
\$5,000 MEMBER
\$8,800 NON-MEMBER

THANK YOU, PARTNERS & SPONSORS!



elearning

AER's eLearning platform offers professionals in the low vision and blindness field easy access to high-quality, on-demand training and continuing education. By becoming a Sponsor of the Month, your organization gains premier visibility among a highly targeted audience of educators, rehabilitation specialists, and service providers who are actively engaged in advancing their skills and knowledge. Position your brand as a champion of professional development and innovation in the field.

200+
courses

2,300+
registered
users

250+
earned credits
avg monthly

sponsor benefits

Corporate/Organizational Gold Level Sponsorship Rate:

- One year of Corporate Membership
 - Two complimentary AER individual Memberships
 - Discounted Career Connection postings
 - AER International Conference registration reduced pricing
- Your logo prominently displayed on the AER e-learning website home page for **four weeks**.
- One 60-minute **webinar** offering CEUs, hosted by the appropriate AER division.
 - Announcement in AER's The Voice
 - Two social media announcements posted to Instagram, Facebook, and LinkedIn

Corporate/Organizational Silver Level Sponsorship Rate:

- Your logo prominently displayed on the AER e-learning website for **two weeks** on your choice of the events or courses pages.

**\$2,500
GOLD LEVEL**

1
MONTH

**\$1,000
SILVER LEVEL**



CONNECT WITH TOP TALENT THROUGH AER'S

career connection

Looking to hire passionate professionals dedicated to serving individuals who are blind or have low vision? AER Career Connection is your go-to resource for reaching qualified candidates in the field. Our online job board is trusted by corporations, agencies, and schools across the country. Members, and non-members, can post openings at jobs.aerbvi.org and connect directly with a network of skilled service providers who are actively shaping the future of vision services.

600+
LinkedIn
followers

2,800+
members

1K+
page views
monthly avg

open position posting benefits

AER Corporate (not individual memberships) members enjoy a significant discount, paying only \$49 (USD) per ad per month and each additional month is only \$25.

As an added member benefit, the job posting will be:

- Featured on the **Career Connections landing page**,
- Included in the monthly issue of **The Voice**
- Shared on AER's **LinkedIn** account

All to help reach a broader audience and attract top talent.

\$49
MEMBER
\$25 for each
additional 30 days

\$149
NON-MEMBER
\$75 for each
additional 30 days

1
MONTH



PRIME PLACEMENT, MAXIMUM IMPACT

the voice

AER's *The Voice* is our monthly digital newsletter, delivering insightful articles and in-depth updates on organization news, chapter highlights, division activities, and member achievements. Distributed to our entire membership, it keeps our professional community informed and connected.

0%
unsubscribe

2,800+
recipients

10%
or more average
click rate

spotlight benefits

Your **Newsletter Spotlight** is positioned in a highly visible location near the top of the issue ideal for driving traffic and ensuring your message is seen by a wide, engaged audience from the start increasing brand awareness. Our newsletter reaches a highly engaged audience of professionals across the blindness and low vision field making this an excellent opportunity to connect with decision-makers, educators, and advocates who trust AER as a valuable source of information and insight.

1
MONTH

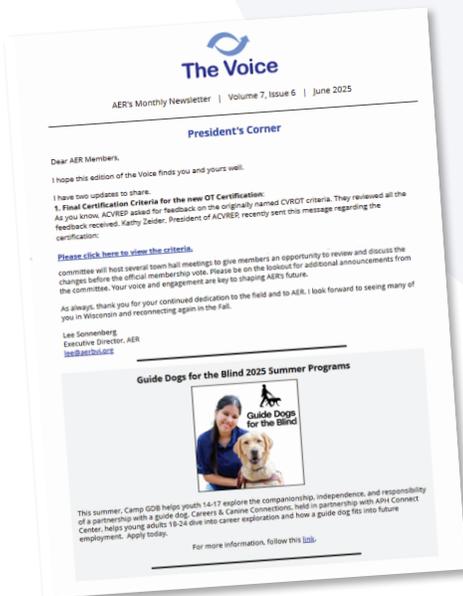
**\$500
MEMBER**

**\$750
NON-MEMBER**

3
MONTHS

**\$1,250
MEMBER**

**\$2,000
NON-MEMBER**



AFFORDABLE EXPOSURE the voice

AER's *The Voice* is our monthly digital newsletter, delivering insightful articles and in-depth updates on association news, chapter highlights, division activities, and member achievements. Distributed to our entire membership, it keeps our professional community informed and connected.

0%
unsubscribe

2,800+
recipients

10%
or more average
click rate

community benefits

The **Community** section of AER's *The Voice* is an affordable sponsorship option that still makes a meaningful impact. This section celebrates the people, programs, and everyday moments that bring our field together—offering your organization a chance to align with the heart of our community while gaining valuable exposure.

1 MONTH	\$250 MEMBER
	\$450 NON-MEMBER
3 MONTHS	\$600 MEMBER
	\$1,000 NON-MEMBER



TARGETED OUTREACH emails

Email promotions offer a direct and highly effective way to reach our engaged audience of professionals in the field of blindness and visual impairment. With consistently high open and click-through rates, our targeted email campaigns ensure your message is delivered straight to the inboxes of decision-makers, educators, service providers, and advocates. Whether featured in a dedicated sponsor email or highlighted within a conference update, your brand will benefit from increased visibility and meaningful engagement.

60%
or more
open rate

2,700+
recipients

0%
unsubscribe
rate

eblast benefits

Our members are actively seeking the products and services you offer, and we can help you connect with them effortlessly. We send targeted emails on your behalf, reaching specific chapters, divisions, or other demographic groups to maximize engagement. With our strategic approach, your message gets in front of the right audience, increasing visibility and potential business opportunities.

Unlock savings when you commit to sending two or three emails with AER, making it even more affordable to reach your target audience. Our bundled pricing ensures you get the most value for your investment while maintaining a strong presence with our members. Take advantage of this cost-effective opportunity and amplify your impact today!

1 EMAIL
\$500 MEMBER
\$750 NON-MEMBER

2 EMAILS
\$925 MEMBER
\$1,300 NON-MEMBER

3 EMAILS
\$1,350 MEMBER
\$1,800 NON-MEMBER

