CTA FOUNDATION

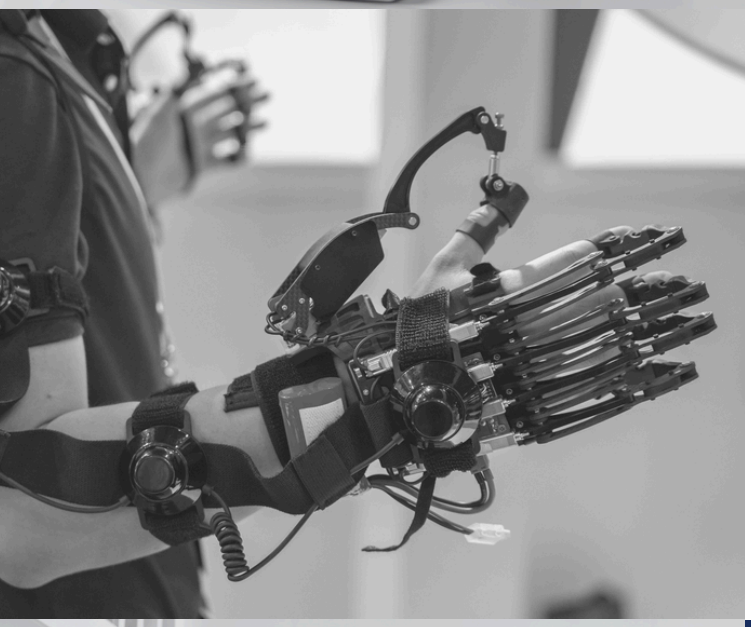
Sponsorship Prospectus 2026-2027

ACCESSIBILITY + INDEPENDENCE

ctafoundation.tech

Our world has 1 billion people living with a disability, and more older adults (65 years+) than children under the age of 5.

BUT JUST 3.5% OF ALL PHILANTHROPY FOCUSES ON THESE UNDER SERVED POPULATIONS



CELEBRATING A DECADE OF POWERING INDEPENDENCE THROUGH TECHNOLOGY.

You can power accessibility and independence. Through the CTA Foundation's dynamic network of partners and grantees, **your partnership will bring tech and innovative solutions to those most in need.**

By partnering with the CTA Foundation you give people freedom, independence, and vital connection.

Our mission is to link older adults and people with disabilities with technologies that enhances their lives. For a decade, the CTA Foundation convened and facilitated dialogue amongst industry, consumers, government, advocacy groups, and nonprofits. And **we steward your philanthropic investment by making strategic grants to direct service nonprofits on the cutting-edge of accessible technology.**

Be an accessibility ally!

"The CTA Foundation is the only national foundation that I know prioritizing aging and technology, then casts a wide net looking for innovative and strategic initiatives."

-Tom Kamber

Executive Director, OATS

Industry Partners

DEMONSTRATE YOUR COMMITMENT TO ACCESSIBILITY

As an Industry Partner, you have the freedom choose the events and programs you want to support (see next page) and receive year-round special recognition and benefits at the level of your total investment in accessibility. This includes special recognition opportunities at CES, available only to Industry Partners.

Benefit	Convenor $75,000	Innovator $50,000	Collaborator $25,000	Investor $15,000	Partner $5,000
Foundation website link		Logo	Logo	Logo	Name
Grantee call slide recognition		Logo	Logo	Name	Name
Foundation CES recognition wall		Logo	Logo	Name	Name
Seat on CTA Foundation Industry Leader Council		X	X	X	X
Foundation newsletter recognition		Logo	Logo	Name	
Partnership profile featured in newsletter & on Foundation social media		X	X	X	
Interview with Foundation Executive Director at CES		X	X		
Invitations and VIP seating at Foundation CES events		X	X		
Grantee leader visits your HQ to share impact with your employees		X			
Press release shared on CTA social media about your support		X			

CUSTOM

100+
Vetted direct service nonprofits across the U.S. funded working in the accessible tech space

9K+
Tech executives and accessibility leaders on our mailing list

$8.4 M
Given to drive impact through technology for older adults and people with disabilities

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RAISE THE VISIBILITY OF TECHNOLOGY'S IMPACT

Mix and match the events and levels to fit your business objectives best. Your combined total investment will count towards your Industry Partner level, and the recognition benefits on the previous page. Below is an overview of the events available, and the following pages contain in-depth descriptions of the events and their recognition opportunities.

Event	Investment Levels		
Accessibility Stage at CES (page 5)	SOLD Presenting $150,000	SOLD Supporting $35,000	Session Partner $20,000
Pitch Competition at CES (page 6)	SOLD Presenting $75,000	SOLD Award $40,000	Supporting $10,000
Accessibility Roundtable at CES (page 7)	Presenting $40,000	Supporting $25,000	Partnering $10,000
CES Open Path Awards (page 8)	Presenting $60,000	SOLD Award $40,000	Supporting $10,000
Accessibility & Aging Reception at CES (page 9)	Supporting $15,000	Partnering $5,000	
Eureka Park Accessibility Contest at CES (page 9)	SOLD Exclusive $20,000	~~Supporting $10,000~~	
Aging & Innovation Dinner at CES (page 10)	SOLD Presenting $15,000	SOLD Partnering $5,000	
Disability Advocates Dinner at CES (page 10)	SOLD Presenting $10,000	Partnering $3,500	
Funders Tour at CES (page 10)	SOLD Presenting $5,000	Partnering $2,500	
Accessibility or Aging Roundtable During the Year (page 11)	Presenting $20,000	Supporting $10,000	Partnering $5,000
NEW Accessibility Hub in Eureka Park (page 12)	SOLD Presenting $50,000	Supporting $25,000	
NEW Sensory Respite Rooms @ CES (page 13)	Exclusive - All Rooms $50,000	1 Room $25,000	In-kind Sponsor

Learn more:
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RAISE THE VISIBILITY OF TECHNOLOGY'S IMPACT

CTA Foundation Accessibility Stage @ CES presented by Verizon
This new stage was smashing success at CES 2026 and will return bigger and better for CES 2027. The stage is located in The Venetian Convention Center lobby, just outside the entrance to Halls A-D (level 2). The stage will operate for the three busiest days of CES – Tuesday, Wednesday, and Thursday - and each session will also be recorded and shared for later viewing on the CES app and website.

Presenting Sponsor is exclusive, and there are limited Supporting Sponsorships. Supporting Sponsors can choose to support Accessibility Services, Speaker Ready Room, or the Rest & Recharge area. **Session Partners are purchasing a stage session only.**

Benefit	SOLD Presenting $150,000	SOLD Supporting $35,000	Session Partner $20,000
Ability to host an 30-minute accessibility session, which will be recorded and available on the CES website	3 sessions	1 session	1 session
Listed on CTA Foundation supporter recognition listings	Logo	Logo	Logo
VIP invites to other CTA Foundation events at CES	X	X	X
Recognition in CTA Foundation newsletter, social media and website as a stage sponsor	X	X	
Digital signage recognition throughout the stage	X	X	
Recognition at the beginning of each session	X	X	
Presented by recognition on stage signage, program listings, and maps	X		
Branding opportunities (including logo) on the main stage sign and backdrop (which will feature in all recorded sessions)	X		
Press release announcing new stage	X		

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CTA Foundation Pitch Contest @ CES presented by Ability Central
Join the competition that unites the innovation ecosystem. This high-energy, engaging event is designed to kick-start collaborations that will drive the future. This live event showcases lifechanging tech, which surmounts challenges faced by older adults and people with disabilities. Your Pitch Competition partnership unlocks your ability to access Eureka Park and includes recognition from the Eureka Park Startup Stage during CES.

The Pitch Competition is held live at CES, the most influential global tech event. CES is a simultaneous set of shows within a show - highly focused, industry-specific vertical markets that attracts worldwide attention.

Benefit	SOLD Presenting $75,000	SOLD Award $40,000	Supporting $10,000
Logo Recognition on Event Signage	X	X	X
Recognition on all event emails	Logo	Logo	Name
Recognition on winner social media announcement from CTA Foundation official channels	X	X	X
Recognition from the podium at event launch	X	X	X
Reserved seats at the stage	X	X	X
Opportunity to participate in judging	X	X	
Opportunity to provide feedback on competition topic	X	X	
Opportunity to announce and present award winners		X	
Panel participation option	X	X	
Interview on CES Center Stage	X		
Speaking Opportunity during the event	X		
Recognition in event title - CTA Foundation's Pitch Competition presented by Company Name	X		
Opportunity to provide feedback on finalists' selection for live event	X		

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CTA Foundation Accessibility Roundtable @ CES

The CTA Foundation's Accessibility Roundtable facilitates connections between accessibility advocates, nonprofits, government representatives, and industry leaders, allowing them to problem-solve and leverage #tech4good. The roundtable's goal is to advance conversation – and partnerships – on key challenges that advance inclusivity. To accommodate as many advocates and supporters as possible, the event expanded in 2026 to a record attendance of 150 attendees.

Benefit	Presenting $40,000	Supporting $25,000	Partnering $10,000
Logo Recognition on Event Signage	X	X	X
Recognition on all event emails	Logo	Logo	Name
Recognition from the podium at event launch	X	X	X
Early Preview of Roundtable agenda	X	X	X
Reserved seats	8	6	4
Recognition on post-event social media post from CTA Foundation official channels	X	X	
Opportunity to submit topics for the event agenda	X	X	
Access to the attendee list	X	X	
Bundled recognition at the Accessibility & Aging Reception immediately following the roundtable*	X	X	
Presented by recognition in the event name wherever it is listed	X		
Opportunity to make opening remarks at the event	X		

*Bundled recognition at the Accessibility & Aging Reception (approximately 200 attendees) includes:

- Logo recognition on event signage
- Logo recognition on event emails
- Recognition in post-event social media from CTA Foundation official channels
- Podium recognition at the reception
- An opportunity to speak at the reception

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CES Open Path Awards

The CES Open Path Awards (formerly known as the Innovation Challenge) asks consumer technology companies to leverage their products to solve challenges faced by those with intellectual or developmental disabilities (IDD) who want to be more independent.

The 2-day event begins with a roundtable discussion that incorporates competing companies, investors, leaders, advocates and the IDD community. The roundtable is followed-by a pitch event on day 2 at the Accessibility Stage, during CES. The pitch portion will be recorded and available for later viewing. The winning companies receive monetary awards for their unique solutions to challenges faced by the IDD community.

Benefit	Presenting $60,000	SOLD Award $40,000	Supporting $10,000
Logo Recognition on Event Signage	X	X	X
Recognition on all event emails	Logo	Logo	Name
Recognition on winner social media announcement from CTA Foundation official channels	X	X	X
Recognition from the podium at event launch	X	X	X
Reserved seats	X	X	X
Opportunity to participate in judging	X	X	
Opportunity to provide feedback on competition topic	X	X	
Interview on CES Center Stage	X	X	
Opportunity to participate in and help plan fireside chat to take place during judging at pitch event		X	
Opportunity to announce and present award winners		X	
Recognition in event title - CTA Foundation's Pitch Competition presented by Company Name	X		
Speaking Opportunity during the roundtable + pitch event	X		

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CTA Foundation Accessibility & Aging Reception @ CES
An opportunity to shine the spotlight on accessibility and AgeTech at the beginning of CES. This reception is open invitation to all attendees at CES interested in accessibility and aging solutions. The well attended event, complete with food and drinks, helps kick-off the first day of CES.

- **Supporting Sponsor - $15,000**
  - Logo recognition on event signage
  - Logo recognition on event emails
  - Recognition in post-event social media from CTA Foundation official channels
  - Podium recognition at event
  - An opportunity to speak at the reception
- **Partnering Sponsor - $5,000**
  - Name recognition on event signage
  - Name recognition on event emails
  - Podium recognition at event

Eureka Park Accessibility Contest @ CES presented by Mitsubishi Electric Americas Foundation
The Eureka Park Accessibility Contest gives start-ups the opportunity to win a spot in Eureka Park and receive recognition for their technology solutions.

- **Exclusive Sponsor - $20,000** SOLD
  - No other sponsorship will be accepted, you are the only sponsor of the event
  - Recognition in title – CTA Foundation's Eureka Park Accessibility Contest presented by Company
  - Logo recognition on event signage
  - Logo recognition on all event emails
  - Recognition on all event social media from CTA Foundation channels
  - Opportunity to present awards onsite in Eureka Park (with official photographer and post award social media posts)
  - 1 judging seat to choose the winners
- **Supporting Sponsor - $10,000**
  - Logo recognition on event signage
  - Logo recognition on all event emails
  - Recognition on all event social media from CTA Foundation channels
  - Opportunity to present awards onsite in Eureka Park (with official photographer and post award social media posts)
  - 1 judging seat to choose the winners

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CTA Foundation Aging & Innovation Dinner @CES presented by Next50
An opportunity for a diverse group of individuals interested in AgeTech to come together. Invitees include start-ups, established consumer technology leaders, nonprofit advocates, and CTA Foundation leadership.

- **Presenting Sponsor - $15,000** SOLD
  - Logo recognition on event emails with presented by
  - Opportunity to provide feedback on invitation list
  - 4 reserved seats
  - An opportunity to speak at dinner
- **Partnering Sponsor - $5,000**
  - Name recognition on event emails
  - 2 reserved seats
  - Verbal recognition at the dinner

Disability Advocates Dinner @ CES presented by Salesforce
The Foundation brings a diverse group of disability advocates to speak and tour CES each year, support their annual dinner with the CTA government relations team.

- **Presenting Sponsor - $10,000**
  - SOLD Logo recognition on event emails with presented by
  - Opportunity to provide feedback on invitation list
  - 4 reserved seats
  - An opportunity to speak at dinner
- **Partnering Sponsor - $3,500**
  - Name recognition on event emails
  - 2 reserved seats
  - Verbal recognition at the dinner

Funders Tour @ CES supported by Next50
Support a VIP tour for a group of organizations investing in aging that range from large, private foundations to venture funds. You are helping to showcase aging and accessibility solutions to an important audience at CES!

- **Presenting Sponsor - $5,000** SOLD
  - Logo recognition on event emails with presented by
  - 4 reserved lunch seats
  - An opportunity to speak at lunch
- **Partnering Sponsor - $2,500**
  - Name recognition on event emails
  - 2 reserved seats
  - Verbal recognition at the lunch

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Accessibility Roundtable During the Year

The CTA Foundation can facilitate connections between advocates, nonprofits, government representatives, and industry leaders all year-long - not just at CES! Our strategically timed annual roundtables allow these groups to problem-solve and leverage #tech4good. Each roundtables' goal is to advance conversation – and partnerships – on key challenges that advance inclusivity. In the past, we have worked with partners to hold roundtables during National Disability Employment Month and during Older Americans Month. We can work with you to tailor a roundtable that fits your CSR goals.

Benefit	Presenting $20,000	Supporting $10,000	Partnering $5,000
Logo Recognition on Event Signage	X	X	X
Recognition on all event emails	Logo	Logo	Name
Recognition from the podium at event launch	X	X	X
Early Preview of Roundtable agenda	X	X	X
Reserved seats	8	6	4
Recognition on post-event social media post from CTA Foundation official channels	X	X	
Opportunity to submit topics for the event agenda	X	X	
Access to the attendee list	X	X	
Presented by recognition in the event name wherever it is listed	X		
Opportunity to make opening remarks at the event	X		
Opportunity to guide location of the event	X		

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NEW

Accessibility Hub in Eureka Park @ CES presented by Mitsubishi Electric America Foundation

New this year, the CTA Foundation is partnering with like-minded organizations to establish an Accessibility Hub within Eureka Park - the buzzworthy startup arena that provides a unique opportunity to launch a new product, service or idea.

Help us establish a space which will showcase the newest, bold ideas for creating accessibility for all while connecting attendees with all the places at CES that feature accessibility.

Benefit	SOLD Presenting $50,000	Supporting $25,000
Invitation to conduct an interview with CTA Foundation on the Accessibility Stage about the hub	X	X
Listed on CTA Foundation supporter recognition listings	Logo	Logo
VIP invites to other CTA Foundation events at CES	X	X
Recognition in CTA Foundation newsletter, social media and website as a hub sponsor	X	X
Recognition inside the hub	X	X
Presented by recognition on hub signage, program listings, and maps	X	
Press release announcing new hub	X	
Ability to provide feedback on startups featured in the hub	X	

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NEW

Sensory Respite Rooms @ CES
Neurodiversity is celebrated and welcomed in the consumer technology sector. Great ideas spring from diverse minds. With a highly neurodiverse population attending CES, there is demand for a safe, quiet space for respite from the hustle and bustle of a show the size of CES. Help the CTA Foundation provide this inclusive addition to our show by either sponsoring exclusively to host a room (2 opportunities - 1 in the Venetian and 1 in the Convention Center), or by being an in-room In-Kind Sponsor. In-Kind Sponsors provide an item or technology that can provide respite (e.g. noise cancelling headphones, eye masks, etc).

Benefit	Exclusive - All Rooms $50,000	1 Room $25,000	In-Kind Sponsor
Listed on CTA Foundation supporter recognition listings	Logo	Logo	Name
VIP invites to other CTA Foundation events at CES	X	X	X
Recognition in CTA Foundation newsletter, social media and website as a hub sponsor	X	X	X
Logo recognition	Door & In-Room Signage on all rooms	Door & In-room Signage for 1 room	In-room only, with donated item
Presented by recognition on room signage, program listings, and maps	All rooms at show	1 room at CES	
Press release announcing new rooms	X		

Photo for illustrative purposes only, not final room design

Join Our Network

2026-2027 INDUSTRY PARTNERS

CONVENORS ($75,000+)

INNOVATORS ($50,000-74,999)

COLLABORATORS ($25,000-49,999)

INVESTORS ($15,000-24,999)

PARTNERS ($5,000-14,999)

Aira
Brunswick Foundation
Canon
LG
Mitsubishi Electric America Foundation
Panasonic
Serve Robotics
Sony
Vispero

Contact Steve Ewell, CTA Foundation Executive Director, to learn more:
sewell@ctafoundation.tech - or - 703-907-7660