

# THE ROBERT M. BALL AWARD

*For Outstanding Achievements  
in Social Insurance*

## 2021



### Honoring



**Robert  
Greenstein**



**Kilolo  
Kijakazi**

***SPONSOR PROSPECTUS***

## Overview

The National Academy of Social Insurance is pleased to announce the recipients of the 2021 *Robert M. Ball Award for Outstanding Achievements in Social Insurance*:

**Robert Greenstein** has dedicated his life to strengthening social insurance and other programs that enhance economic security. Bob's leadership built the Center on Budget and Policy Priorities (CBPP), which he founded in 1981 and led through 2020, into a major force for helping shape federal and state policy on public programs, from Medicaid to Unemployment Insurance to Social Security and more. Thanks to his leadership and CBPP's impactful work, millions of low-and moderate-income Americans have benefited from evidence-based policymaking.

**Kilolo Kijakazi** has been at the forefront of addressing economic and social issues affecting people of color and women, including structural racism and the racial and gender wealth gaps. Earlier this year, Kijakazi became Deputy Commissioner for Retirement and Disability Policy at the Social Security Administration (SSA), bringing her expertise on social insurance and retirement policy to lead the department's policy development and research activities.

"Bob and Kilolo are a natural duo for this year's Ball Award," said **William Arnone**, Chief Executive Officer of the Academy. "They have worked closely together over the years on key social insurance and related policy issues and have made truly extraordinary contributions to help improve the well-being of millions. Their latest collaboration was their serving so diligently on the Academy's Economic Security Study Panel, whose report will be issued soon. All of us owe them our deep gratitude for their wise insights, and we greatly look forward to honoring them in November."

**Award Event:** Tuesday, November 9, 2021

**More event details to be announced in June 2021**

### 2021 Event Committee

#### *In formation*

(Sponsors at the Collaborator level or above are eligible to join the Event Committee)

#### Previous winners of the Ball Award:

2020: Jacob Hacker & Virginia Reno

2019: Carroll Estes & Theodore Marmor

2018: Nancy Altman & Stuart Altman

2016: William Spriggs

2015: Karen Davis

2014: Marilyn Moon

2013: Alice M. Rivlin

2012: Robert D. Reischauer

2010: John C. Rother

2009: Alicia H. Munnell

2008: Peter A. Diamond

2007: Henry Aaron

2006: Monroe Berkowitz

2005: Bruce C. Vladeck

2004: Stephen C. Goss

## Examples of Bob's and Kilolo's impact

The New York Times

### *America's Retirement Race Gap, and Ideas for Closing It*

"The disparities stem from racism in the labor market, says Kilolo Kijakazi, a fellow at the Urban Institute who has written extensively on income, wealth and race. "We have a history of discrimination in hiring, pay, promotions and benefits. Discrimination in hiring also contributes to occupational segregation," she said."

The Washington Post

### **Opinion:** Bob Greenstein's life proves the Washington cynics wrong

"In the battle for the Affordable Care Act, Greenstein sought a change in its employer mandate so it wouldn't inadvertently hurt low-income women with children. When told by the Obama administration it could not sign off on the change if the Business Roundtable opposed it, Greenstein's team negotiated successfully with the Roundtable."



### How one mother is building generational wealth for her young son

"Building wealth that can be passed on has been difficult for people of color due to systemic barriers, said Kilolo Kijakazi, an Institute fellow at the Urban Institute. Occupational segregation has resulted in people of color at every level of education being employed in lower-paying jobs with fewer, if any, benefits, she said."



### End of an era: Champion of programs for the poor retiring

"Bob transformed the Center into one of the most influential policy shapers in this country," says Ohio Sen. Sherrod Brown, a leading progressive Democrat. "His work has expanded opportunities for the lowest income children and families and ensured the country's prosperity is shared by the workers who created it, not just the wealthiest CEOs."

## Sponsorship Levels and Benefits

### **Policy Innovator: \$25,000**

- Most prominent visibility and recognition during event, in all pre-and post-event marketing materials, and in official invitation\*
- Up to twenty (20) registrations for Nov. 9<sup>th</sup> event
- Dedicated VIP “meet-and-greet” for you and your guests at Nov. 9<sup>th</sup> event (as requested)
- Photos from event
- Opportunity to include a congratulatory message in the Academy’s monthly newsletter (June, July, August, September, October, or November issue), with a 5,000-person circulation, including Academy Members across the country\*
- At least 6 unique mentions across the Academy’s social media channels
- Full-page ad in event program\*
- Prominent listing in other Academy funder acknowledgment materials (including new website)

### **Policy Leader: \$10,000**

- Prominent visibility in all pre-and post-event marketing materials and in official invitation\*
- Prominent visibility on signage during event
- Up to fifteen (15) registrations for Nov. 9<sup>th</sup> event
- Dedicated VIP “meet-and-greet” for you and your guests at Nov. 9<sup>th</sup> event (as requested)
- Photos from event
- At least 2 unique mentions across the Academy’s social media channels
- Half-page ad in event program\*
- Listing in other Academy funder acknowledgment materials

\*See deadlines in response form

### **Why support the National Academy of Social Insurance?**

We depend on our policymakers, and leaders across various sectors, to sustain a social insurance system that meets the needs of a 21<sup>st</sup> century American society.

The National Academy of Social Insurance plays an essential nonpartisan role in this process by equipping policymakers, leaders, journalists, educators, and the public with knowledge about the nation's social insurance programs. The Academy works with its Members and partners to provide objective, fact-based analyses, policy options, and answers to questions facing policymakers at all levels.

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## Sponsorship Levels and Benefits (Continued)

### Research Patron: \$5,000

- Visibility with logo in all pre- and post-event marketing materials, in official invitation, and on signage during event\*
- Up to ten (10) registrations for Nov. 9<sup>th</sup> event
- Dedicated VIP “meet-and-greet” for you and your guests at Nov 9<sup>th</sup> event (as requested)
- At least 1 unique mention across the Academy’s social media channels
- Listing with logo in event program\*
- Listing in other Academy funder acknowledgment materials

### Research Sustainer: \$2,500

- Visibility with logo in pre- and post-event marketing materials, in official invitation, and on signage during event\*
- Up to eight (8) registrations for Nov. 9<sup>th</sup> event
- Listing with logo in event program\*
- Listing in other Academy funder acknowledgment materials

### Collaborator: \$1,500

- Inclusion with logo in pre- and post-event marketing materials and in official invitation\*
- Up to six (6) registrations for Nov. 9<sup>th</sup> event
- Listing with logo in event program\*
- Listing in other Academy funder acknowledgment materials

### Friend: \$500:

- Up to two (2) registrations for Nov. 9<sup>th</sup> event
- Inclusion in official invitation\*
- Listing in event program\*
- Listing in other Academy funder acknowledgment materials

\*See deadlines in response form

### First-time sponsoring the Ball Award?

New sponsors are eligible to receive a 10% discount, or elect to have the Academy donate 10% of your sponsorship to a local food bank.

Questions? Email Devin Cowens, External Relations Manager, at [dcowens@nasi.org](mailto:dcowens@nasi.org)



## Who does the Academy reach and engage?

Top-tier **newspapers and journalists** (See [The Academy in the News](#) for a recent sample of press hits)

**1,200** Academy Members across the country – thought leaders whose work regularly appear in print and digital media outlets (newspapers, Web, TV, radio)

The Academy's website receives an average of **14k visitors each month**.

The Academy maintains a suite of **digital platforms with thousands of followers**. Check us out on social media:

[Twitter](#) (@socialinsurance)



[Facebook](#)



[National Academy of Social Insurance - YouTube](#)



## CONTENT GUIDELINES FOR POLICY INNOVATOR-LEVEL SPONSORS:

Monthly Electronic Newsletter: *This Month at the Academy*

- ✓ The Academy's monthly newsletter reaches the inboxes of 5,000+ policy professionals across the country
- ✓ Your congratulatory message will be highlighted at the top of the newsletter
- ✓ Other items accepted for inclusion: Events, professional opportunities, links to new publications/reports
- ✓ Items in the newsletter are also shared across the Academy's social media channels (Twitter, Facebook)
- ✓ (Editorial calendar with submission deadlines will be provided upon confirmation of interest)

*The Academy is launching a new website in late spring 2021, with additional opportunities for visibility for all sponsors.*

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## About the Academy

Since the National Academy of Social Insurance was founded in 1986, it has provided rigorous inquiry and insights into the functioning of our nation's social insurance programs – Social Security, Medicare, Unemployment Insurance, and Workers' Compensation. Comprised of over 1,200 Members – the nation's top experts in social insurance and related policies and programs – the Academy studies how social insurance can continue to meet the changing needs of American families, employees, and employers, including uninsured or underinsured economic risks.

Social insurance encompasses broad-based systems that help workers and their families pool risks to avoid loss of income due to retirement, death, major illness, disability, and/or unemployment, and to ensure access to health care. Social insurance has been an integral part of American life for over a century, and arguably, will play an even bigger role as the population ages and automation, global competition, rising inequality, and other developments continue to transform the economy and create new risks for workers and their families.

To learn more about the Academy's work, please visit [www.nasi.org](http://www.nasi.org), or follow @socialinsurance on Twitter.

Learn more about the annual Ball Award:  
<https://www.nasi.org/about/ball-award>

### BOARD OF DIRECTORS

(As of May 2021)

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The Academy's 2021-2022 initiatives include:

Economic Security Study Panel ([Final report on Assured Income for the 21<sup>st</sup> Century forthcoming in summer 2021](#))

[Campaign for Pathways to Economic Security](#)

[Universal Family Care](#)

[Task Force on Unemployment Insurance](#)

[Task Force on Older Workers Retirement Security](#)

[Task Force on COVID-19](#)

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# Sponsorship Response Form

All proceeds from this event support the Academy's education, leadership development, and policy research programs.

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**Individual Name:**

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**Organization Name:**

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### SPONSORSHIP LEVEL

- Policy Innovator (\$25,000)
- Policy Leader (\$10,000)
- Research Patron (\$5,000)
- Research Sustainer (\$2,500)
- Collaborator (\$1,500)
- Friend (\$500)

Your contribution, minus the value of goods and services received, is tax-deductible. Exact value will be provided prior to the event. Receipts will be mailed following the event.

\*Sponsorship Deadlines:

Official Invitation: Friday, July 30

Program (ad): Friday, Oct. 1

Program (listing): Friday, Oct. 15

Event signage: Friday, Nov. 5

For Policy Innovator-level Sponsors:

June newsletter: Friday, June 4

July newsletter: Friday, July 2

August newsletter: Friday, Aug. 6

September newsletter: Friday, Sept. 3

October and November deadlines TBA

Custom program participation: Tuesday, Aug.

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Questions? Please contact Devin Cowens, External Relations Manager, by e-mail at [dcowens@nasi.org](mailto:dcowens@nasi.org) or at (202) 243-7283.

### Contact Information and Payment

Contact Name (if different from above):

Email:

Address:

Telephone:

**Purchase your sponsorship online:**

[www.nasi.org/events](http://www.nasi.org/events)

**Please return this response form to the**

**National Academy of Social Insurance**

**Attn: 2021 Ball Award**

By mail: 1441 L Street NW, Suite 530,  
Washington, DC 20005

By email: [dcowens@nasi.org](mailto:dcowens@nasi.org)

By fax: 202-452-8111

Payment check is enclosed.

Please send an invoice.

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