NATIONAL ACADEMY OF·SOCIAL INSURANCE

2022 Robert M. Ball Award for Outstanding Achievements in Social Insurance

Honoring

Marian Wright Edelman

Peter Edelman

Jacob Lew

SPONSOR PROSPECTUS

Overview

The National Academy of Social Insurance is pleased to announce the recipients of the 2022 *Robert M. Ball Award for Outstanding Achievements in Social Insurance*:

Marian Wright Edelman is founder and president of the Children's Defense Fund (CDF). Previously, she was Director of the Center for Law and Education at Harvard University. Mrs. Edelman has received many awards and honors, including the Albert Schwietzer Humanitarian Prize and the MacArthur Foundation Prize Fellow.

Peter Edelman is the Carmack Waterhouse Professor of Law and Public Policy at Georgetown University Law Center, where he teaches constitutional law and poverty law and is faculty director of the Georgetown Center on Poverty and Inequality. On the faculty since 1982, he has also served in all three branches of government.

Jacob Lew is a visiting professor at Columbia University's School of International and Public Affairs and is a managing partner at Lindsay Goldberg. Previously he served as the 76th U.S. Secretary of the Treasury and White House Chief of Staff for President Obama.

"The National Academy of Social Insurance is thrilled to honor Marian, Peter, and Jack as champions of economic security and as our 2022 Robert M. Ball Award recipients," said **William Arnone**, Chief Executive Officer. **"**The Academy, our thousands of members, and the many hundreds of social insurance supporters who attend the event greatly look forward to honoring them in October."

The award is named in honor of Robert M. Ball who served as Commissioner of Social Security Administration under three presidents and was a founding member of the National Academy of Social Insurance.

Award Event: Tuesday, October 25, 2022
5:00 p.m. - 7:30 p.m. ET

Location
(in-person) The REACH at the Kennedy Center, River Pavilion
2700 F Street, NW
Washington, D.C. 20566

(virtual) Zoom – links and details to be shared with registered attendees closer to Oct. 25th

Previous winners of the Ball Award:

2021: Robert Greenstein & Kilolo Kijakazi

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

Sponsorship Levels and Benefits

Policy Innovator: $25,000
- Most prominent visibility and recognition during event, in all pre-and post-event marketing materials*
- Up to twenty (20) registrations for Oct. 25th event
- Photos from event
- Opportunity to include a congratulatory message in the Academy's monthly newsletter (August, September, or October 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

Policy Leader: $10,000
- Prominent visibility in all pre-and post-event marketing materials*
- Prominent visibility on signage during event
- Up to fifteen (15) registrations for Oct. 25th event
- 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 21st 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.

Sponsorship Levels
and Benefits (Continued)

Research Patron: $5,000
- Visibility with logo in all pre- and post-event marketing materials*
- Up to ten (10) registrations for Oct. 25th event
- 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*
- Up to eight (8) registrations for Oct. 25th 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*
- Up to six (6) registrations for Oct. 25th event
- Listing with logo in event program*
- Listing in other Academy funder acknowledgment materials

Friend: $500:
- Up to two (2) registrations for Oct. 25th event
- Inclusion in electronic invitation*
- Listing in event program*
- Listing in other Academy funder acknowledgment materials

*See deadlines in response form

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)

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, or follow @socialinsurance on Twitter.

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

The Academy's 2022-2023 initiatives include:

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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(As of May 2022)

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Sponsorship Response Form

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

NATIONAL ACADEMY OF·SOCIAL INSURANCE

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: Monday, August 1
Program (ad): Friday, September 2
Program (listing): Friday, September 23
Event signage: Tuesday, October 18

For Policy Innovator-level Sponsors:
August newsletter: Friday, Aug. 5
September and October deadlines TBA
Custom program participation: Tuesday, August 31

Questions? Please contact Devin Cowens, Director of Leadership Development & Outreach, by e-mail at dcowens@nasi.org or at (202) 243-7283.

Contact Information and Payment
Contact Name (if different from above):

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Email:

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Address:

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Telephone:

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Purchase your sponsorship online:
www.nasi.org/events

Please return this response form to the National Academy of Social Insurance Attn: 2022 Ball Award
By mail: 1441 L Street NW, Suite 530, Washington, DC 20005
By email: dcowens@nasi.org
By fax: 202-452-8111

❑**Payment check is enclosed**.

❑**Please send an invoice.**