



TRUE CHARITY SUMMIT

FLOURISH

Sponsorship and Exhibition Guide



TRUE CHARITY

APRIL 3-5, 2024



ALL THE TREES OF THE FIELD WILL KNOW THAT I...
MAKE THE DRY TREE ***FLOURISH.*** —EZEKIEL 17:24

- WHO:** Charity workers including nonprofit/church staff and volunteers
- WHEN:** April 3-5, 2024
- WHERE:** Northside Christian Church, Springfield, MO

We believe charity can do more than just help a person get by.

We believe charity can help a person *flourish.*

It doesn't happen by default, though. Most ministries to the poor endure a years- or decades-long learning curve to discover that indiscriminate handout charity, at best, merely deadens the pain of poverty, and at worst, prolongs a person's poverty.

We can reduce the effective charity learning curve so more people find the path to flourishing. To do so, charity practitioners must be equipped with the right framework, smart program design, and relevant tools and resources. They must feel inspired, encouraged, and connected to other poverty fighters, who can share wisdom and best practices gleaned from years of experience.



EVENT OVERVIEW

That's what the Summit, our annual conference, provides.

We provide expert instruction to help nonprofits and churches make their poverty alleviation programs more relational, challenging, and impactful. Summit workshops allow attendees to identify, refine, and begin measuring their outcomes. We introduce innovative, empowering program models and provide plenty of networking opportunities with the trailblazing leaders who run them.

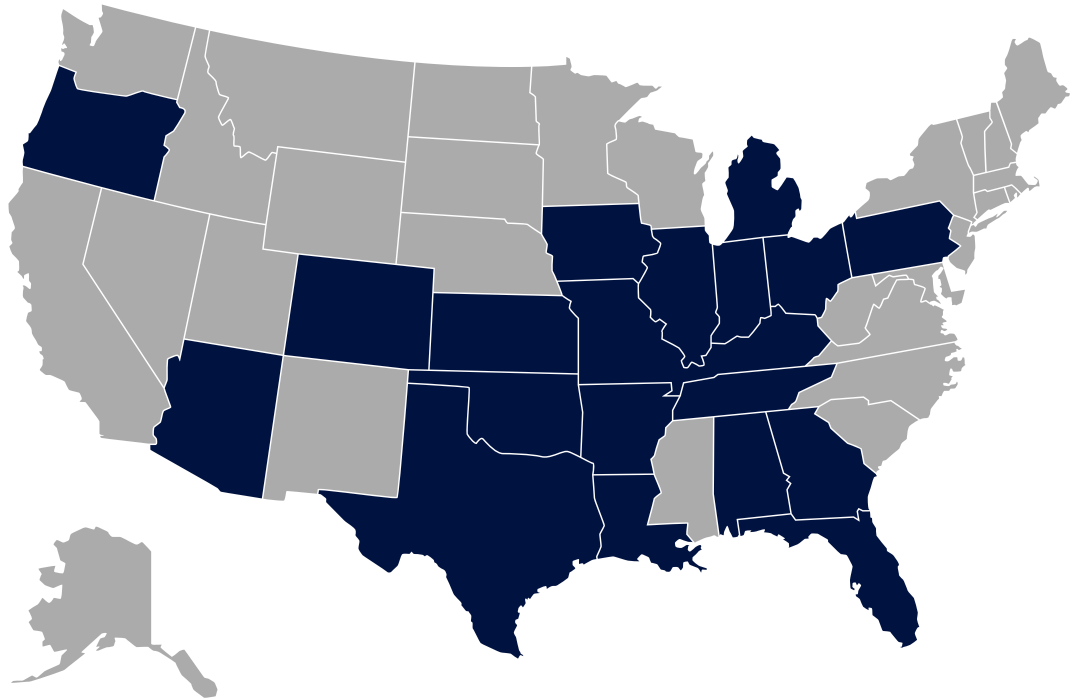
We can equip charity practitioners to help the poor truly flourish. But we can't do it without the support of sponsors like you!

Sponsorship is a critical part of our budget that allows us to keep ticket prices low for those who need this conference most. Your sponsorship directly helps those on the frontlines of poverty alleviation ministries by keeping this invaluable experience accessible to them.

Additionally, sponsorship allows you to tell attendees about your products and services that make the hard work of effective charity a little easier. We love showcasing valuable resources that help our attendees!

Thank you for considering sponsorship of the 2024 True Charity Summit. Your support will lead to impact for the leaders of poverty alleviation ministries, which will in turn lead to more people in poverty experiencing the joy of a flourishing life.

169 attendees from 22 states



63 organizations represented



Testimonials from 2023 Summit attendees

"The Summit has given us great tools and ideas that have helped us transition our outreach ministries to a model that allows our efforts to be sustaining and transformative."

-CATHY HOLLEY, New Covenant Church

"Our team left the Summit with lots of action points to take home. The break out sessions were packed full of practical tools and inspirational stories!"

-JESS AHRENS, Lincoln Village Ministry

Lead sponsorship packages

BENEFITS	TITLE (\$7,500)	MAJOR (\$5,000)	SUPPORTING (\$2,500)
Complimentary tickets	5	3	2
Social media	Post, story, and video (vid also posted to TCN private group)	Post and story (post also posted to TCN private group)	Post and story
Emails to all network members	1 stand-alone email to members	Clickable ad in regular newsletter to members	No
Email	Shout-out with link in our week-of email to registrants & clickable ad in a Summit promotional email	Clickable ad in a Summit promotional email	Your logo on an email banner with other supporting sponsors
Rotating slide before/after general sessions*	Stand-alone	Logo with other major sponsors	Logo with other supporting sponsors
General session	2-minute mainstage address including vid (if desired) and marketing materials distributed	Shout-out from the mainstage, marketing materials distributed	Shout-out from the mainstage
Push notifications on app	1 per conference day (3)	1 during conference	No
Recognition in app*	Home page	Agenda	Profile
Recognition on webpage*	Yes, top-tier	Yes, second tier	Yes, third tier
Recognition in program*	Yes, top-tier	Yes, second tier	Yes, third tier
Ad	Yes, full-page	Yes, half-page	Yes, quarter-page
Exhibit hall booth	Premium, general session space with landing space in exhibit hall	Priority booth in exhibit hall	Standard

Product and session sponsorships*



LANYARDS (\$800)

Every attendee will see your logo every time they put on their lanyard and every time they interact with another attendee! We'll print your logo on the lanyard that every attendee receives along with their event nametag.

BREAKOUT SESSION (\$800)

Choose a breakout session to sponsor that aligns with your mission! This sponsorship allows you the opportunity to give a 3-minute address or show a marketing video at the beginning of the session and to pass out marketing materials. Your organization will also be recognized in the event app and printed program.



CHURCH LEADERS BREAKFAST (\$800)



Sponsor this networking event exclusive to those in church leadership. Your sponsorship includes a 3-minute address or video at the beginning, followed by networking throughout the breakfast. You may pass out marketing materials to attendees, and your organization will be recognized in the event app and program.

NONPROFIT LEADERS BREAKFAST (\$1,000)

Sponsor this networking event exclusive to those in nonprofit leadership. Your sponsorship includes a 3-minute address or video at the beginning, followed by networking throughout the breakfast. You may pass out marketing materials to attendees, and your organization will be recognized in the event app and program.



Product and session sponsorships*



BOOKSTORE (\$1,000)

Always a hit with attendees! True Charity- and speaker-recommended books will be available for purchase here, along with other event merchandise. Open all day and located in a high-traffic area, attendees will be sure to see your brand. Sponsorship includes recognition from the mainstage, recognition in the event app, and signage at the bookstore.

COFFEE BAR (\$1,250)

Achieve hero status with our attendees by providing their morning (and afternoon... and evening...) cup of joe! We'll stamp your logo on every coffee cup sleeve. Attendees will literally carry you around with them throughout the conference- and they'll associate your brand with their great cup of coffee. Sponsorship also includes recognition from the mainstage, recognition in the event app, and signage at the coffee bar.



GENERAL SESSION MEAL (\$2,250)



We see a delicious, relaxed meal as a perfect way to thank ministry leaders who make daily sacrifices to help others. You can help bless attendees by sponsoring a general session meal, complete with appetizers and dessert. Sponsorship includes recognition on the event app and in the printed program, a slide featuring your brand during the meal, marketing materials at every seat and signage at every table (provided by sponsor), and a 2-minute address from the stage with video.

* PLEASE NOTE:

All sponsorships include an exhibit hall booth where you may directly engage attendees. Our team will be in contact with you to further coordinate this and other benefits.



EXHIBITIONS

Grab a booth in the Exhibit Hall!

SPONSORS: Your sponsorship includes a complimentary booth in our exhibit hall. However, you must claim your booth in order to reserve your spot.

BUSINESS PARTNERS: if you are not sponsoring, you may purchase an exhibit hall booth at a discounted price (\$400).

ALL OTHERS: You may purchase a booth a la carte. A booth in our exhibit hall is \$500. Priority placement is given to sponsors and business partners. Limited spots available.

ALL EXHIBIT HALL BOOTHS INCLUDE:

- An 8' deep by 10' long booth in a high-traffic area
- An 8' wide table with a tablecloth
- Two folding chairs
- One complimentary ticket. This includes access to all general and breakout sessions as well as meals. Additional tickets may be purchased at a 20% discount.

A detailed schedule for the exhibit hall will be sent to all exhibitors before the event.



Advertise at the 2024 Summit!

TITLE, MAJOR, AND SUPPORTING SPONSORS:

Your sponsorship includes either a full-page, half-page, or a quarter-page ad in our event program. See page 5 for more information.

PRODUCT AND SESSION SPONSORS AND BUSINESS PARTNERS:

You may purchase ad space in our event program at a 50% discount.

ALL OTHERS:

You may purchase an ad a la carte:

- \$500 for a full-page
- \$350 for a half-page
- \$250 for a quarter-page

All digital assets for the ad must be provided by January 31, 2024.

**To claim a sponsorship or
reserve a booth or ad, contact:**

Savannah Aleckson

True Charity Events Director

Email: savannah@truecharity.us

Phone: (417) 825-7034

