

TRUE CHARITY SUMMIT
ASCEND

Sponsorship & Exhibition Guide ▶

Huntsville, AL
April 9-11, 2025

Table of Contents

- [Event Overview](#) 3
- [Attendee Profile](#) 5
- [At-a-Glance Sponsorship Packages](#) 6
- [Lead Sponsorship Packages](#) 8
- [Other Sponsorship Opportunities](#) 12
- [Additional Exposure Opportunities](#) 14
- [Exhibition](#) 17
- [FAQ and Contact Info](#) 18

“The True Charity Summit is by far the most enlightening and enriching gathering of compassionate poverty fighters that I've had the opportunity to be a part of. Come for the content – leave with a renewed spirit to serve your communities more lovingly and effectively!”
—2024 SUMMIT ATTENDEE



- WHO:** Charity practitioners from nonprofits and churches
- WHEN:** April 9–11, 2025
- WHERE:** First Baptist Church, Huntsville, AL
- WHAT:** A 3-day conference to equip poverty alleviation ministry leaders, staff, and volunteers for effective charity

Why sponsor or exhibit at the True Charity Summit?

Partnership is your perfect opportunity to present your brand to attendees. By helping provide relevant, practical content to leaders in poverty alleviation ministries, you can increase their impact and build their working relationship with you.

Churches and nonprofits nationwide have sacrificially positioned themselves on the frontlines of a hard battle against poverty. Unfortunately, the vast majority of ministry leaders do not have access to the best practices, practical tools, and beneficial networks necessary to succeed. They must endure years- or even decades-long learning curves to discover that their programs are ineffective, only to attempt to fix the problems on their own through painful trial and error.



You can shorten someone's learning curve in poverty alleviation.

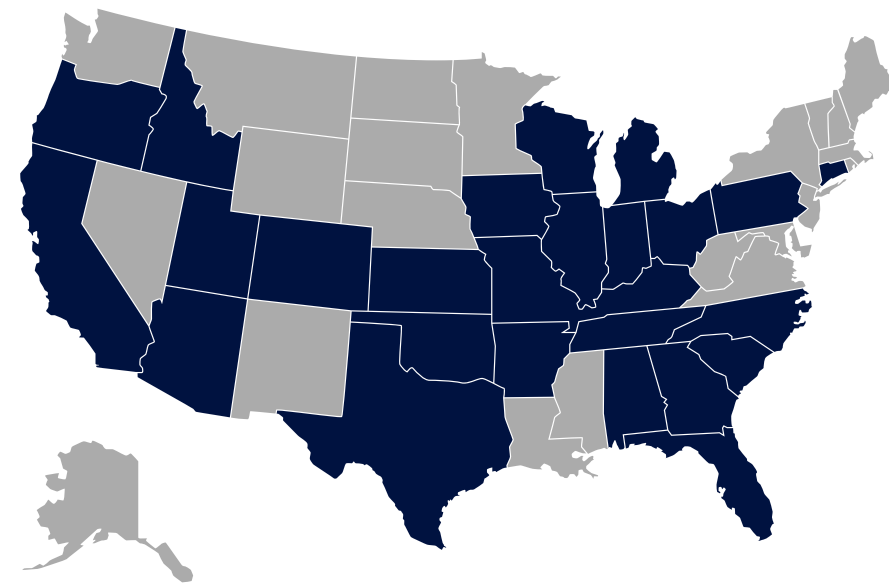
Sponsorship of True Charity's three-day conference allows struggling ministry leaders to connect with other experienced practitioners, attend inspiring mainstage and breakout sessions, and discover fresh approaches to helping those in poverty. You can help provide the path forward for this important work.

Partnership at the True Charity Summit allows you to reach your people and increase their engagement with you. Our attendees are from rapidly growing, nimble organizations, and many are organizational decision-makers. Most attendees are True Charity Network members who are hungry for new ideas and ready for change: in fact, nearly half of our members report significantly altering a program using a resource we created or recommended.

Even more importantly, **your partnership provides charity practitioners with the critical information, tools, and relationships necessary to maximize their ministry's impact.** The downstream effect of equipped charity leaders and maximized impact is that more people are lifted from poverty into stable, thriving lives.

Ministry leaders are ready to take their charity to new heights. Will you join us in providing the resources they need to do it?

212 attendees from 26 states



102 organizations represented



Roughly 80% of Summit attendees are True Charity Network members. A typical member is a founder-director with a handful of staff, though about 35% have budgets over \$1 million annually.

Testimonials from 2024 Summit attendees

“Attending a True Charity conference is a truly remarkable experience... I find the True Charity conferences to be like a spiritual retreat, refreshing my soul and equipping me with the tools I need.”

“I am blown away by the numerous resources available through True Charity- all in one place! Thank you!”

At-a-Glance Sponsorship Packages

BENEFITS	Title \$7,500	Major \$5,000	Supporting \$3,500	General Session Meal \$3,000	App \$2,250	Meet-up \$1,750	Energy Break \$1,500	Bookstore \$1,000
Ideal for:	Exposure, engagement	Exposure, engagement	Exposure, engagement	Exposure	Exposure	Engagement	Exposure	Exposure
Registrations	5	4	3	2	1	1	1	1
Booth (upon request and availability)	Premium, location first choice	Premium	Standard	Standard	Standard	Standard	Standard	Standard
Social media	<ul style="list-style-type: none"> Two collaborative posts (can include video) Instagram & Facebook Story 	<ul style="list-style-type: none"> Collaborative post Instagram & Facebook Story 	Post	No	No	No	No	No
Emails	<ul style="list-style-type: none"> 1 stand-alone email to all members Clickable ad in a Summit promotional email 	Clickable ad in a Summit promotional email	Logo in a Summit promotional email with other supporting sponsors	No	Your logo in emails asking attendees to download the app	Email invite and follow-up to target attendees	No	No
Rotating slide	Stand-alone	Logo with other major sponsors	Logo with other supporting sponsors	Stand-alone during dinner	Logo on slide promoting app download	No	No	No
Mainstage time	2 minutes at opening and closing general sessions (can include video)	2 mins at Wed or Thurs evening general session	No	2-min video during the meal you sponsor	No	No	No	No
Brochure/material	Yes, two in attendee bag	Yes, one in attendee bag	Yes, one in attendee bag	Yes, at every gen session seat	No	No	No	No
Acknowledgment in program	Yes, prominent logo placement	Yes, logo	Yes, logo	Listing	Listing	Listing	Listing	Listing
Ad in program	Full-page back cover	Yes, full-page	Yes, half-page	50% off	50% off	50% off	25% off	No
Additional perks	<ul style="list-style-type: none"> One meet-up or breakout session (<i>topic approved by TC</i>) Signage at opening and closing general sessions One additional exposure opportunity 	<ul style="list-style-type: none"> Signage at Wed OR Thurs night gen session 50% off any additional exposure opportunity 	25% off any additional exposure opportunity		Your logo on all TC-provided signage encouraging attendees to download the app	Signage at meet-up area during meet-up time	Signage at snack areas	Signage at bookstore



Lead Sponsorship Packages ▶

These sponsorship packages are perfect if you're looking to maximize both your exposure and engagement with Summit attendees. They also provide you with the biggest impact in making this valuable content available to ministry leaders.

Title Sponsor

\$7,500. *One available.*

- 5 registrations
- Premium booth, first choice of location
- Two collaborative social media posts prior to the Summit (can include video), Facebook and Instagram story
- One stand-alone email to all True Charity Network members (900+ recipients) and a clickable ad in a Summit promotional email (4,500+ recipients)
- Stand-alone rotating slide during general sessions
- Two minutes of mainstage time at the opening and closing general sessions (can include video)
- Up to two brochures/promotional items in every attendee bag
- Prominent logo placement in program acknowledgment
- Full-page, back-cover ad in the program
- Additional perks: Includes one meet-up and/or breakout session (topic must be approved by TC team), signage at opening and closing general sessions, and one additional exposure opportunity ([page 14](#))

Major Sponsor

\$5,000. Three available.

- Four registrations
- Premium booth
- One collaborative social media post prior to the Summit, Facebook and Instagram story
- Clickable ad in a Summit promotional email (4,500+ recipients)
- Logo with other major sponsors on a rotating slide during general sessions
- Two minutes mainstage time during the Wednesday or Thursday night general session
- One brochure in every attendee bag
- Your logo in the sponsor acknowledgment section of the program
- One full-page ad in the program
- Additional perks: signage at the Thursday night general session, 50% off any additional exposure opportunity ([page 14](#))

Supporting Sponsor

\$3,500. Five available.

- Three registrations
- Standard Booth
- One social media post
- Your logo in a Summit promotional email with other supporting sponsors (4,500+ recipients)
- Logo with other supporting sponsors on a rotating slide during general sessions
- One brochure in every attendee bag
- Your logo in the sponsor acknowledgment section of the program
- One half-page ad in the program
- Additional perks: Signage at the Wednesday night general session, 30% off any additional exposure opportunity ([page 14](#))

Other Sponsorship Opportunities

General Session Meal. \$3,000.

We see a delicious, relaxed meal as a perfect way to thank ministry leaders who make daily sacrifices to help others. Sponsorship includes:

- Two registrations
- Standard Booth
- Stand-alone slide with your logo displayed during dinner
- Opportunity to show a 2-minute video during the meal you sponsor
- Promotional material at every general session seat
- Listing in the sponsor acknowledgment section of the program
- 50% off an ad in the program

Event App. \$2,250.

The event app is critical for networking and communication. We have an impressive app download rate of 85%, which is accomplished through frequent reminders via email, signage, etc, all of which will be co-branded with the app sponsor. Sponsorship includes:

- One registration
- Standard Booth
- Your logo in emails asking attendees to download the app
- Logo on general session rotating slide promoting app download
- Listing in the sponsor acknowledgment section of the program
- 50% off an ad in the program
- Your logo on all TC-provided signage promoting app download
- Shout-out in an organizer announcement on the app, including 1-2 sentences provided by the sponsor

Meet-up. \$1,750.

If you crave face-to-face time with your target audience, this option is for you! We'll provide the block in the agenda, the space at a nearby restaurant, and the right target audience for you. You can make it a mix of presentation and casual networking, buy lunch or a dessert for your attendees, hand out literature... whatever serves your goals best!

- One registration
- Standard booth
- An email invitation and email follow-up to attendees
- Listing by the meet-up option in the program
- 50% off an ad in the program
- Additional perks: you may use signage at your meet-up area, pass out literature, or present as you see fit

Energy Break. \$1,500.

Help provide well-deserved refreshments, including snacks and coffee, to our attendees! They'll see your brand every time they visit a refreshment station and will have you to thank for their refuel.

- One registration
- Standard Booth
- Listing in the sponsor acknowledgment section of the program
- 25% off an ad in the program
- Signage at snack areas

Bookstore. \$1,000.

The bookstore is open all day, every day during the conference in a high-traffic area. It is an attendee favorite and is visited frequently, ensuring your brand is highly visible.

- 50% off a booth
- Listing in the sponsor acknowledgment section of the program
- Signage at bookstore



Additional Exposure Opportunities



CELL PHONE CHARGING TABLE

\$1,000 OR \$800 for exhibitors only

Everyone needs to charge their phone. Why not have them do it at a table promoting your brand? We'll provide the table, the charging equipment, and the signage (or you may provide signage). This option is especially well-suited for exhibitors, as we will place the table next to your booth to attract more traffic!

Additional Exposure Opportunities

Cell phone charging table	\$1,000	20% discount for exhibitors only (\$800)
Branded lanyards	\$800	20% discount for exhibitors only (\$640)
Branded bags	\$650	20% discount for exhibitors only (\$520)
Ad in program	<ul style="list-style-type: none"> • \$400 full-page • \$200 half-page 	20% discount for exhibitors only (\$320 or \$160)
Floor decal	\$300	
Place brochures on general session seats	\$250	

Exhibit Hall Booths

Premium Booth	Business Partner price	\$750
	Regular price	\$1,000
Standard Booth	Business Partner price	\$500
	Regular price	\$750

BRANDED LANYARDS

\$800 or \$640 for exhibitors only

You can't beat this for brand visibility. Your logo will be printed on the lanyard every attendee receives along with their name badge. Attendees wear their lanyards for all three days of the event.



BRANDED BAGS

\$650 or \$520 for exhibitors only

Have attendees carry your logo around with them everywhere they go! We'll place your logo on the bag that every attendee receives at the beginning of the conference with their conference goodies.





AD IN PROGRAM

**\$400 full-page, \$200 half-page
(exhibitors only: \$320 or \$160)**

The printed program is every attendee's guide to the conference and, therefore, frequently referenced. This is a great opportunity to send the message you want to our audience again and again.

Artwork must be approved by True Charity. Artwork submissions are due no later than Friday, February 14th.

Title, major, and supporting sponsors include an ad, and other sponsors receive a discount on an ad. Check your sponsorship for more details.

FLOOR DECAL (\$300)

We'll place your logo in a high-traffic area.



PLACE BROCHURES ON EVERY

GENERAL SESSION SEAT (\$250)

2 available

This allows you to place one item of printed literature at every general session seat, ensuring your message gets into the hands of every Summit attendee.



Exhibit Hall

"As new members of True Charity and booth participants, we can say that our experience with True Charity and this year's Summit was very successful. We highly recommend... attendance at the Summit!"

— 2024 EXHIBITOR

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
- Electrical access upon request
- 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 virtual booth in our event app

Premium Booth (5 available)

Enjoy a booth in the best location! You select your booth location from a map. A limited number of larger booth sizes are available upon request. First come, first served.

- Business partner price: \$750
- Regular price: \$1,000

Standard Booth (15 available)

True Charity will assign your booth location.

- Business partner price: \$500
- Regular price: \$750



Learn more about [Business Partnership](#).

"I wouldn't trade becoming a member for anything. True Charity resources have helped me tremendously."

—2024 SUMMIT ATTENDEE

FAQ

Can I customize a package to suit my company's goals better?

Absolutely! We will help you create a package with the most helpful benefits at a price point that works for you. Email our Events Director, Savannah Aleckson (savannah@truecharity.us), to get started.

I just want to help, but I don't have a brand that makes sense to feature at the Summit. Are there any opportunities for me?

Yes! There are opportunities to underwrite certain parts of the Summit, from session recordings to speaker honorariums to venue fees. These donations are invaluable, helping us create a sustainable event that is available at an affordable ticket price. In addition, we have a scholarship program for ministry leaders who would benefit from the Summit but don't have the margin in their budget to attend. We are always accepting contributions to the scholarship fund. Any unused scholarship funds are rolled over to the next year. To donate to the Summit general fund or the scholarship fund, email Savannah at savannah@truecharity.us.

Are there opportunities to teach breakout sessions at the Summit?

Yes, we have limited breakout session slots available. [Please fill out this form](#) to submit a breakout session proposal for consideration.

Contact us

Are you ready to partner with us to equip ministry leaders for effective charity? Contact us!

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