



March 30 - April 1, 2023
Marriott Louisville East

UNTANGLING

Our Roots

Sponsorship Opportunities



Louisville, Kentucky

Targeted to reach consumers, corporate groups, and non-profit organizations with additional mass and social media coverage.

www.UntanglingOurRoots.org



A summit to unite the adoption, assisted reproduction, and non-paternal event communities into one amplified voice.

Social Media: @RootsSummit2023
Email: info@UntanglingOurRoots.org

NAAP
NATIONAL ASSOCIATION
OF ADOPTEE & PARENTS
EDUCATE • ELEVATE • EMPOWER



First EVER
SUMMIT



ADOPTION NPE: NON- PATERNAL EVENT ASSISTED REPRODUCTION

Join Right to Know (RTK) and the National Association of Adoptees and Parents (NAAP) in beautiful Louisville, Kentucky as we bring together for the first time the adoption, assisted reproduction, and NPE communities.

This Summit is designed to be innovative with cutting-edge expert speakers, thought leaders from across

the U.S. and the world, and organizations specializing in our communities. We will offer numerous presentations, interactive workshops, panel discussions, as well as multiple opportunities to connect.

As a sponsor of this groundbreaking summit, you can be part of making history with us.



Sponsorship opportunities range from
\$125 to \$12,000



March 30-April 1, 2023

3/30: 6:00pm-10:00pm
registration & entertainment
3/31 & 4/1: 8:00 AM - 6:00 PM



Louisville, KY
Marriott Louisville East

About

Our Communities

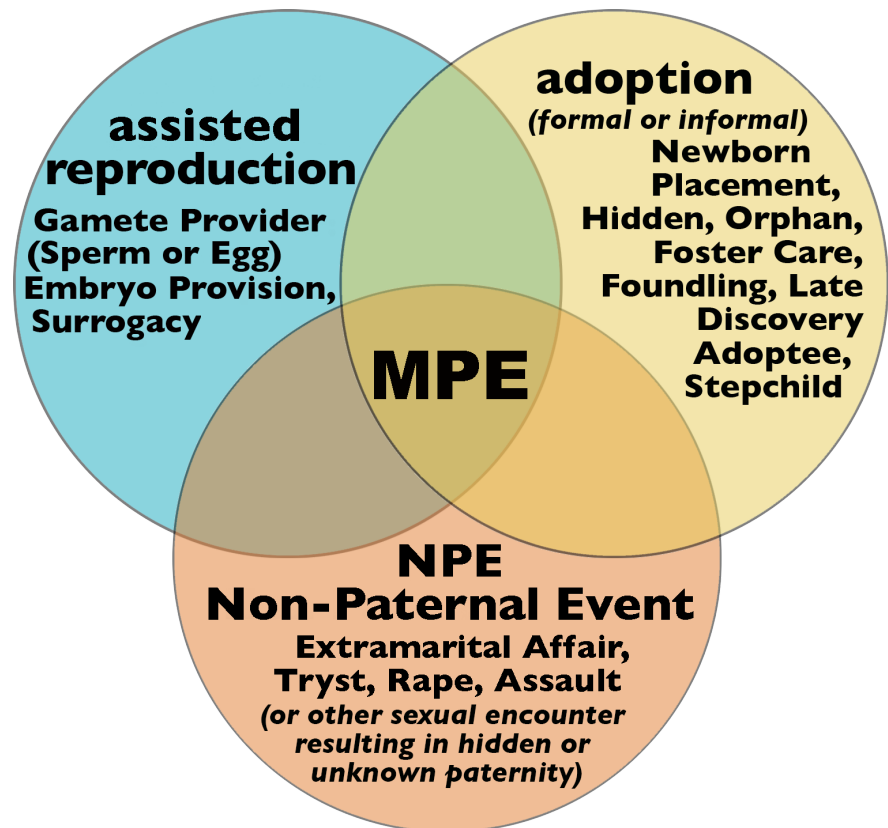


We represent a diverse group from every age level, geographic region, and socio-economic, political, educational, and ethnic background.

We estimate that 1 in 20 people have a misattributed parentage experience (MPE) — that's 16.5 million Americans. That's 16.5 million who are part of our community and may be interested in your services or product.

While we have a vast degree of interests, we are enthusiastic about:

- genealogy
- family history
- genetics
- psychology
- writing
- family dynamics
- truth-seeking
- technology & science
- age-old question-nature vs. nurture.



Percent of the Population

3%-5%

Conceived through a Non-Paternal Event (NPE)

4%

Conceived through Assisted Reproduction

2.5%

Adopted

Participants 350+ Attendees



Some people grow up knowing they are adopted or donor-conceived, or that they have a different genetic father out there somewhere. Others have a DNA surprise and learn that one, or both, of their parents are not genetically related to them.

Regardless of how we get to the point of wanting to know our genetic identity, who we are, who we're related to—once we stand at that point, we have very similar challenges, self discoveries, issues, and blessings.



Our Communities

We are adoptees, people conceived through assisted reproduction, and those from a non-paternal event—we come in all shapes and sizes.



Our Families

A DNA surprise impacts not only the person with the discovery but also their immediate family (significant other & children), raising family, and new genetic family—all are welcome.



People Who Help Our Communities

Genealogists, Genetic Genealogists, Genetic Counselors, Therapists, Writers, Podcasters, Researchers, and other academia will come together to learn from each other and teach us all.

Event Highlights

Event Objective

- unite the adoption, assisted reproduction, and NPE communities into one amplified voice
- advance awareness and education
- seek truth and healing
- foster connections and understanding

Speakers, Panels, and Workshops

From across the world, therapists, story tellers, educators, artists and experts in trauma, identity, DNA, sociology, genealogy, genetics, and much more will join us for two-and-a-half-days of exploration, education, healing, and networking.



KEYNOTE

Speaker Panel



three fabulous keynote speakers

Christine Jacobsen

A retired dancer and school counselor and author of "Dancing Around the Truth," she discovered through DNA testing that her father was not related to her and that her biological father was black. This added a layer of conflict to her fractured sense of identity. She was shocked but also relieved at the confirmation of her long-held sense that something was not right growing up.

Astrid Catro

Founder & CEO of Adoption Mosaic, which provides innovative adoptee-centered programs and support. She was adopted at four from Colombia (with her sister) and has been in reunion with her birth family since 2011. Her personal experiences as an adoptee, a woman of color, and growing up in a white family and community, fuel her professional path to helping others.

Chrysta Bilton

An American writer and memoirist, she authored "Normal Family: The Surprising Truth About My Crazy Childhood." Her memoir is a captivating coming-of-age story about her reckoning with the secrets both parents had carefully kept from her. Her writing has also appeared in The Guardian, Literary Hub, and Newsweek. She lives in L.A. with her husband and two children.

NPE ● ADOPTEE ● DCP

Plenary Speaker



Paul Fronczak

In an instant, Paul Fronczak became a man without a name, a birthday, or medical history—an “unidentified living person,” in official terminology. Ten years ago, Paul took a DNA test that disproved the story he’d been told about his identity. Paul has spent the last ten years searching for answers. His motto: “Leave no stone unturned.”

40+ speakers

2+ Days of Jam-Packed Events

- live entertainment
- 5 tracks each day
- meet authors
- interactive workshops
- engage with podcasters
- comedy hour
- innovative tools

Comedians

PEKITA TYNES



LAURA HIGH



CORY GOODRICH



BRIAN STANTON



ERIN MAYA



Entertainment

Virtual Media Connectivity



9300+ followers



3200+ followers



1900+ direct contacts



1800+ viewers



10,300+ followers



5000+ visitors



5000+ virtual attendees



up to 30,000+ social media impressions per outreach

RTK and NAAP reach members of their communities and beyond through engaging websites, social media posts, direct email, and virtual events.



First EVER Summit

What are People Saying?



Leeanne Hay,
author of
NPE: A Story Guide

“ The societal results of direct-to-consumer DNA tests have united the NPE, donor conceived, and adoptee communities, to change public perceptions and state laws. This summit ignites the next phase of action.”



Dr. Anita Foeman,
DNA Discussion Project
West Chester University

“ This is an opportunity to be part of an important and positive conversation. For more than 15 years, we’ve examined the impacts of over-the-counter DNA testing on who we are. We are excited to further the discussion and participate in the summit.”

Leslie Pate Mckinnon, LCSW

“ A Summit bringing together the adoption, assisted reproduction, and non-paternal event communities is the fruition of a long-time dream! Forming coalitions among groups with similar challenges, impacts, and goals will hasten our success! ”



Summit

Sponsorship Packages



The Untangling Your Roots Summit offers sponsors and partners a variety of opportunities to engage and support our communities while also meeting your marketing and branding goals.

Visibility

Our 350+ live attendees, unlimited digital viewership as well as more than a 30,000 and growing social media footprint will maximize your reach creating unique brand exposure.

Media Branding

RTK & NAAP will use traditional news media, radio, and social media to promote the Untangling Our Roots Summit, connecting our partners and sponsors to a broader audience.

Derby Benefits

Your logo and organization's name will be promoted with summit materials including the program, schedule, and website. RTK & NAAP will announce your sponsorship in a press release and on social media. Your information will be on display in our secondary classroom.

Daily Double Benefits

The Derby package plus even more media coverage and event exposure of your sponsorship and we will include your organization in our social media and news blitz. Plus two free attendee tickets and an opportunity to meet our keynote speakers.



Derby \$3,000

- Your organization and logo on the Untangling Our Root Summit website, schedule, and in the program
- We will announce your sponsorship on social media
- RTK & NAAP will issue a press release announcing your sponsorship
- Vendor space
- Your logo displayed in secondary classroom



Daily Double \$7,000

All Derby Benefits Plus...

- Your organization and logo on the Untangling Our Root Summit website, schedule, in the program, on the event T-shirt, in the lobby and on registration badges
- Announcement of your sponsorship included in various social media campaigns
- RTK & NAAP will issue a press release announcing your sponsorship
- Vendor space
- Your promotional materials added to gift bag
- Banner signage in secondary meeting room
- 2 free attendee tickets

Triple Crown \$12,000

All Derby & Daily Double Benefits Plus...

- **Your organization and logo on the Untangling Our Root Summit website, schedule, in the program, on the event T-shirt, in the lobby, on registration badges, and premiums.**
- **Your sponsorship included in all media outreach**
- **Sponsorship promotion on social media campaigns**
- **Step and repeat speaker banner placement**
- **Logo displayed in lobby**
- **Banner signage in primary meeting area**
- **Your promotional materials added to gift bag**
- **Live announcement of sponsorship at summit each day**
- **Vendor space**
- **2 free VIP guest passes**

Triple Crown Benefits

The Triple Crown package incorporates the Derby and Daily Double benefits while expanding your brand presence to all Untangling Our Roots Summit promotional materials including our website, schedule, program, traditional media articles, announcements, and advertisements. Your organization will also be included in all social media campaigns.

Visibility

The Untangling your Roots Summit is a prime opportunity to have your brand reach our social media following with continued posts throughout each day, your logo displayed in the keynote speaker conference hall, along with showcasing your brand logo on the step and repeat banner. These will be powerful ways to showcase your brand for attendees and the community at large.

Media Branding

Your logo will be placed alongside RTK and NAAP for all of our branding, digital, traditional, and on-line media outreach.

2 VIP Guest Passes

VIP access includes access to all sessions and introduction to keynote speakers and plenary speaker.

Content Benefit

As a Triple Crown sponsor, in addition to information about your organization included on our marketing platforms (website and promotional materials), recorded video of our brand partners and Triple Crown sponsors from the summit will be included in our digital content.

Participation Opportunities



Your information featured on the website and in the program.

\$250

* Discounts for creative talent

Table Sponsor

Promote your organization

Exhibitor Space

Show off your products, book, podcast, app, etc.



Your logo featured as a center piece on a table in our main ballroom and in the program.

* for display purposes, actual stand may be different

\$125



Special Sponsorships

Registration Badges



Every attendee will go home with your logo. Proudly display your logo on our name and schedule badges along with our Daily Double and Triple Crown sponsors.

\$875.00

Wi-Fi



Sponsoring Wi-Fi is sure to make you popular with event attendees. Your logo will be displayed everywhere the Wi-Fi password is.

\$1,000.00

Goodie Bag



All attendees will be glad to carry your logo along with our primary Daily Doubly and Triple Crown sponsors with a bag full of Summit goodies.

\$1,500.00

Therapy Room



Your logo on display for all media associated with our therapy room – a quiet place to pause with a licensed therapist available for attendees if needed.

\$2,000

Snack Time



We all love snacks at a summit. We will announce your support of snack time, display your logo on the table, and in all schedules.

\$2,500

Coffee Break



Conferences run on caffeine all day. We will announce your sponsorship, display your logo on the table, and in all schedules.

\$2,750

Story Hour



Let's capture attendees' stories for you and us to their unique journeys with the world. Your logo will be printed next to Story Hour promotions, and your sponsorship announced on the recordings.

\$4,500

Drinks or Hors d'oeuvres



We'll bring the entertainment, you provide the drinks or appetizers. We will announce your sponsorship, display your logo on the table, and next to all media associated with this event.

\$6,000



Since 2015 the National Association of Adoptees and Parents (NAAP), formerly Indiana Adoptee Network, has dedicated resources to enhancing the lives of adoptees by unifying their diverse voices. Our programming seeks to EDUCATE, ELEVATE, and EMPOWER by promoting dialogue, understanding, and healing. Through education, awareness, and connection, we are striving to establish a new adoption narrative.

Right to Know was founded in 2019 to support people impacted by DNA surprises through education, mental health initiatives, and advocacy and to promote understanding of the complex intersection of genetic information, identity, and family dynamics. It is a fundamental human right to know your genetic identity. If you've had a DNA surprise and need help, please call our hotline 323-TALK-MPE, you're not alone.

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