

ROAD to MAJORITY

WASHINGTON, D.C. | 2020



*The premier conference
for people of faith and
conservative activists.*



SPONSOR & EXHIBITOR OVERVIEW

June 25-27, 2020 | Renaissance Washington Hotel | Washington, D.C.

ABOUT FAITH & FREEDOM COALITION

Faith & Freedom Coalition, with over 2 million members and activists in all 50 states, is America's largest and most influential organization dedicated to educating and mobilizing people of faith for effective civic action.

In 2018, Faith & Freedom Coalition undertook a data-analytics-driven \$18 million grassroots “ground game” campaign to educate, mobilize and turn out voters of faith. Its volunteers knocked on over 2 million doors of social conservative voters in 21 key states, made over 11.5 million phone calls, reached 13.4 million voters with educational mail, and passed out 10 million voters guides in over 200,000 churches. Faith & Freedom Coalition also placed over 32 million digital ads on social media platforms, and delivered 28 million emails and peer to peer text messages to encourage Christian voters to go to the polls. Peer to peer messages provided voters with links to nonpartisan voter guides and mapping software that directed voters to polling locations. Led by record turnout of evangelicals, voters of faith provided the margin of victory on a historic night for Republican Senate candidates.



ABOUT THE ROAD TO MAJORITY CONFERENCE

The “Road to Majority” conference is one of the premier events for people of faith and conservative activists. In 2020, we expect over 2,000 grassroots activists from across the country to be in attendance. The purpose of the conference is to energize, train, and equip our top activists and chapter leaders on voter registration, voter education, get-out-the-vote, lobbying their legislature, dealing with the media, building a precinct organization, and utilizing social media to mobilize supporters. We want them to leave this conference prepared to bring about a pro-family majority in Washington and in every state capitol.

PAYMENTS

To pay by credit card, please go to:

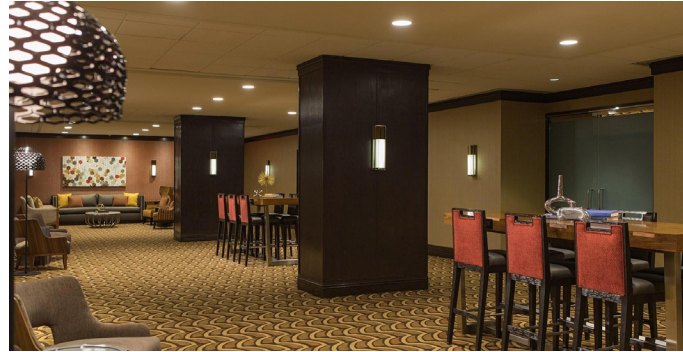
[Road to Majority Conference Sponsorships](#)

To pay by check, please make check payable to Faith & Freedom Coalition and mail to:

Faith & Freedom Coalition
Attn: Road to Majority 2020
P.O. Box 957736
Duluth, GA 30095

**All payments must be received at least two weeks before the start of the conference.*

Contributions to the Faith & Freedom Coalition, an Issues Advocacy Organization Under Section 501(c)(4) of the Internal Revenue Code, are not Deductible for Tax Purposes. Corporate Contributions are Permissible.



ADDITIONAL INFORMATION

Exhibit Hall Layout: The Exhibit Hall will be in the Grand Ballroom Foyer & Congressional Ballroom Foyer. Premium spaces will be in the Grand Ballroom Foyer. *(The Grand Ballroom will be the location for all events.)*

Exhibit Space: 6' table, 2 chairs, waste paper basket, no pipe and drape.

Internet and Electricity: An order form is available upon request. *(Additional charges apply.)*

Shipping: Information is available upon request. *(Additional charges apply.)*

Hotel Rooms: A link will be provided to book online.

SCHEDULE *(subject to change)*

THURSDAY, JUNE 25

11:30 am - 1:30 pm

Legislative Luncheon

Renaissance Washington DC Hotel

3:00 pm - 5:00 pm

Capitol Hill Townhall

U.S. Capitol Visitors Center Auditorium

5:00 pm - 6:00 pm

Lobby Day

Capitol Hill

FRIDAY, JUNE 26

8:00 am - 5:00 pm

Exhibit Hall

Renaissance Washington DC Hotel

9:00 am - 12:30 pm

General Session

Renaissance Washington DC Hotel

2:30 pm - 4:30 pm

Breakout Sessions

Renaissance Washington DC Hotel

6:30 pm - 9:00 pm

Museum of the Bible

SATURDAY, JUNE 27

8:00 am - 2:30 pm

Exhibit Hall

Renaissance Washington DC Hotel

9:00 am - 12:30 pm

General Session

Renaissance Washington DC Hotel

2:00 pm - 4:00 pm

Breakout Sessions

Renaissance Washington DC Hotel

5:00 pm - 5:45 pm

Gala Reception

Renaissance Washington DC Hotel

6:00 pm - 8:00 pm

Patriot's Gala

*Renaissance Washington DC Hotel
Ballroom*

**Schedule subject to change.*

SPONSOR & EXHIBITOR OPPORTUNITIES

BENEFITS	PLATINUM \$35,000	GOLD \$20,000	SILVER \$10,000	BRONZE \$6,000	SPONSOR PLUS \$3,000	SPONSOR/ EXHIBITOR \$1,500
Dedicated Registration and Lounge	•	•	•	•	•	•
Exhibit Space	Premium	Premium	Deluxe	Deluxe	General	General
Insert at Registration	•	•	•	•		
Legislative Luncheon Tickets	10	10	4	2	2	2
Conference Tickets	10	10	4	2	2	2
Patriot's Gala Tickets	10	10	4	2	2	2
Color Ad in Program	Two Full	One Full	Half	Quarter		
Acknowledgment during Program	•	•	•	•	•	•
Logo or Name on General Session Screen	Logo	Logo	Logo	Logo	Logo	Name
Logo or Name with Link on RTM Website	Logo	Logo	Logo	Logo	Logo	Name
Promo Video during General Session	10 Minutes	5 Minutes				
Promo Slides during General Session	10	5	2	1		
Logo or Name in Faith in Action Newsletter	Logo	Logo	Logo	Logo	Logo	Name
Full Page Feature in Faith in Action Newsletter	4	2	1			
Logo or Name with Link in Pre-Conference Email	Logo	Logo	Logo	Logo	Logo	Name
Logo or Name with Link in Post-Conference Email	Logo	Logo	Logo	Logo	Logo	Name
Dedicated Email to FFC Members	4	2	1			
Logo or Name for Sponsor/Exhibitor Appreciation Message on Facebook and Twitter	Logo	Logo	Logo	Logo	Logo	Name
Dedicated Post on Facebook and Twitter	4	2	1			

TABLE OPPORTUNITIES

VIP Gala Table Host Committee - \$5,000

Includes 10 tickets (one table) to Patriot's Gala reception and dinner with priority seating. Name listed in dinner program. Photo and meet and greet opportunities with select dinner speakers for two.

VIP Gala Table - \$1,500

Includes 10 tickets (one table) to Patriot's Gala reception and dinner with reserved seating.

Gala Dinner Host Committee - \$2,500

Includes 10 tickets (one table) to Patriot's Gala reception and dinner with priority seating. Name listed in dinner program. Photo and meet and greet opportunities with select dinner speakers for two.

Gala Dinner Table - \$950

Includes 10 tickets (one table) to Patriot's Gala reception and dinner with reserved seating.



ADVERTISING OPPORTUNITIES

Program Ad Back Cover - \$5,000

8" W x 10.5" H (vertical)

Program Ad Half Page - \$1,000

8" W x 5.125" H (horizontal) or
3.875" W x 10.5" H (vertical)

Program Ad Full Page - \$1,500

8" W x 10.5" H (vertical)

Program Ad Quarter Page - \$500

3.875" W x 5.125" H (vertical)

*Note: All sizes include the bleeds;
file type accepted: jpg or pdf.*

PLATINUM SPONSOR - \$35,000

- Dedicated sponsor/exhibitor registration area and lounge
- Premium exhibit space for two (2) days
- Insert in attendee bags
- One table (10 tickets) at the Legislative Luncheon on Thursday, June 25th
- Ten (10) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
- One table (10 tickets) at the Patriot's Gala on Saturday, June 27th.
- Two (2) full page color ads in the conference program distributed to all attendees, speakers, and media
- Acknowledgment during general session program, Legislative Luncheon and Patriot's Gala by Faith & Freedom Coalition chairman Ralph Reed
- Logo featured on sponsor/exhibitor appreciation message on video screens during the general sessions
- Logo with website link featured on RTM website
- Ten (10) minutes of total video time during general session
- Ten (10) promo slides during general session
- Logo in 'Faith in Action' monthly newsletter included in sponsor/exhibitor appreciation message post-RTM
- Four (4) full page features in 'Faith in Action' monthly newsletter
- Logo with website link in pre-RTM email
- Logo with website link in post-RTM email
- Four (4) dedicated emails to Faith & Freedom Coalition members
- Logo for sponsor/exhibitor appreciation message on Facebook and Twitter
- Four (4) dedicated posts on Facebook and Twitter

Note: Please submit marketing materials with at least two weeks' notice of your requested send or post date.



GOLD SPONSOR - \$20,000

- Dedicated sponsor/exhibitor registration area and lounge
 - Premium exhibit space for two (2) days
 - Insert in attendee bags
 - One table (10 tickets) at the Legislative Luncheon on Thursday, June 25th
 - Ten (10) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
 - One table (10 tickets) at the Patriot's Gala on Saturday, June 27th
 - One (1) full page color ad in the conference program distributed to all attendees, speakers, and media
 - Acknowledgment during general session program, Legislative Luncheon and Patriot's Gala by Faith & Freedom Coalition chairman Ralph Reed
 - Logo featured on sponsor/exhibitor appreciation message on video screens during the general sessions
 - Logo with website link featured on RTM website
 - Five (5) minutes of total video time during general session
 - Five (5) promo slides during general session
 - Logo in 'Faith in Action' monthly newsletter included in sponsor/exhibitor appreciation message post-RTM
 - Two (2) full page features in 'Faith in Action' monthly newsletter
 - Logo with website link in pre-RTM email
 - Logo with website link in post-RTM email
 - Two (2) dedicated emails to FFC members
 - Logo for sponsor/exhibitor appreciation message on Facebook and Twitter
 - Two (2) dedicated posts on Facebook and Twitter
- Note: Please submit marketing materials with at least two weeks' notice of your requested send or post date.*

SILVER SPONSOR - \$10,000

- Dedicated sponsor/exhibitor registration area and lounge
- Deluxe exhibit space for two (2) days
- Insert in attendee bags
- Four (4) tickets to the Legislative Luncheon on Thursday, June 25th
- Four (4) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
- Four (4) tickets to the Patriot's Gala on Saturday, June 27th
- Half (1/2) page color ad in the conference program distributed to all attendees, speakers, and media
- Acknowledgment during general session program, Legislative Luncheon and Patriot's Gala by Faith & Freedom Coalition chairman Ralph Reed
- Logo featured on sponsor/exhibitor appreciation message on video screens during the general sessions
- Logo with website link featured on RTM website
- Two (2) promo slides during general session
- Logo in 'Faith in Action' monthly newsletter included in sponsor/exhibitor appreciation message post-RTM
- One (1) full page feature in 'Faith in Action' monthly newsletter
- Logo with website link in pre-RTM email
- Logo with website link in post-RTM email
- One (1) dedicated email to Faith & Freedom Coalition members
- Logo for sponsor/exhibitor appreciation message on Facebook and Twitter
- One (1) dedicated post on Facebook and Twitter

Note: Please submit marketing materials with at least two weeks' notice of your requested send or post date.



BRONZE SPONSOR - \$6,000

- Dedicated sponsor/exhibitor registration area and lounge
 - Deluxe exhibit space for two (2) days
 - Insert in attendee bags
 - Two (2) tickets to the Legislative Luncheon on Thursday, June 25th
 - Two (2) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
 - Two (2) tickets to the Patriot's Gala on Saturday, June 27th
 - Quarter (1/4) page color ad in the conference program distributed to all attendees, speakers, and media
 - Acknowledgment during general session program, Legislative Luncheon and Patriot's Gala by Faith & Freedom Coalition chairman Ralph Reed
 - Logo featured on sponsor/exhibitor appreciation message on video screens during the general sessions
 - Logo with website link featured on RTM website
 - One (1) promo slide during general session
 - Logo in 'Faith in Action' monthly newsletter included in sponsor/exhibitor appreciation message post-RTM
 - Logo with website link in pre-RTM email
 - Logo with website link in post-RTM email
 - Logo for sponsor/exhibitor appreciation message on Facebook and Twitter
- Note: Please submit marketing materials with at least two weeks' notice of your requested send or post date.*

SPONSOR PLUS - \$3,000

- Dedicated sponsor/exhibitor registration area and lounge
- General exhibit space for two (2) days
- Two (2) tickets to the Legislative Luncheon on Thursday, June 25th
- Two (2) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
- Two (2) tickets to the Patriot's Gala on Saturday, June 27th
- Acknowledgment during general session program, Legislative Luncheon and Patriot's Gala by Faith & Freedom Coalition chairman Ralph Reed
- Logo featured on sponsor/exhibitor appreciation message on video screens during the general sessions
- Logo with website link featured on RTM website
- Logo in 'Faith in Action' monthly newsletter included in sponsor/exhibitor appreciation message post-RTM
- Logo with website link in pre-RTM email
- Logo with website link in post-RTM email
- Logo for sponsor/exhibitor appreciation message on Facebook and Twitter

Note: Please submit marketing materials with at least two weeks' notice of your requested send or post date.



SPONSOR/EXHIBITOR - \$1,500

- Dedicated sponsor/exhibitor registration area and lounge
- General exhibit space for two (2) days
- Two (2) tickets to the Legislative Luncheon on Thursday, June 25th
- Two (2) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
- Two (2) tickets to the Patriot's Gala on Saturday, June 27th
- Acknowledgment during general session program, Legislative Luncheon and Patriot's Gala by Faith & Freedom Coalition chairman Ralph Reed
- Name featured on sponsor/exhibitor appreciation message on video screens during the general sessions
- Name with website link featured on RTM website
- Name in 'Faith in Action' monthly newsletter included in sponsor/exhibitor appreciation message post-RTM
- Name with website link in pre-RTM email
- Name with website link in post-RTM email
- Name for sponsor/exhibitor appreciation message on Facebook and Twitter

Note: Please submit marketing materials with at least two weeks' notice of your requested send or post date.

For more information contact:

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