



## **FAITH & FREEDOM COALITION**

### **Road to Majority | June 17-19, 2021 Gaylord Palms Resort & Convention Center**

6000 W Osceola Parkway, Kissimmee, FL 34746

### **Sponsor & Exhibitor Overview**

#### **About Faith & Freedom Coalition**

Faith & Freedom Coalition, with over 2.3 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 2020, Faith & Freedom Coalition undertook a data-analytics-driven \$43 million grassroots “ground game” program, to educate, mobilize and turn out voters of faith. Its volunteers knocked on 5.84 million doors of social conservative voters in 21 key states, made over 10.3 million phone calls, reached 31.64 million voters with educational mail, and passed out 30 million voters guides in over 200,000 churches. FFC also placed over 39 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. FFC completed over 183 million voter contacts during the 2020 General Election and Run-Off Elections.

#### **About the Road to Majority Policy Conference**

The “Road to Majority” policy conference is one of the premier events for people of faith and conservative activists. In 2021, 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:

<https://www.ffcoalition.com/rtm2021-sponsorship/>

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

Faith & Freedom Coalition

Attn: RTM 2021

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.



## FAITH & FREEDOM COALITION

# Road to Majority | June 17-19, 2021 Gaylord Palms Resort & Convention Center

6000 W Osceola Parkway, Kissimmee, FL 34746

### Additional Information

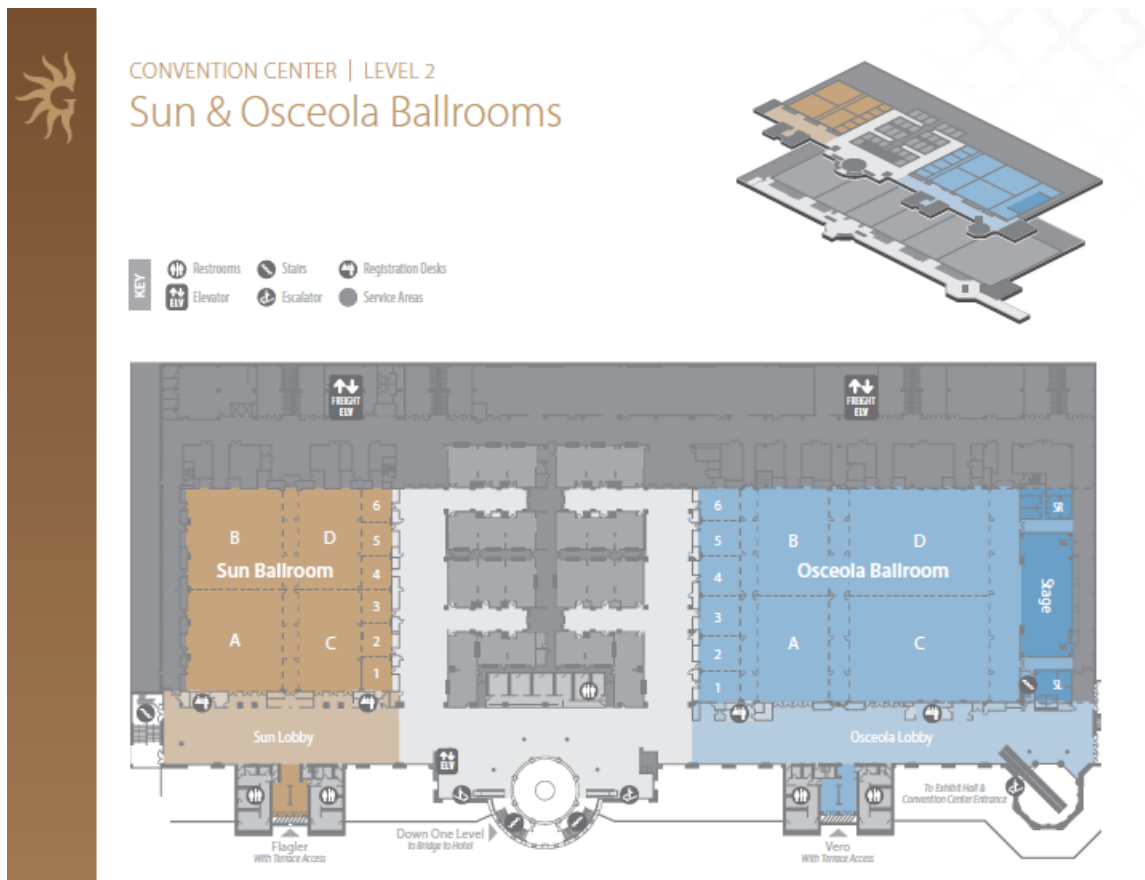
**Exhibit Space Layout:** The Osceola Lobby and Rooms 1-6 will be the main exhibit space.

**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.





## FAITH & FREEDOM COALITION

# Road to Majority | June 17-19, 2021

## Gaylord Palms Resort & Convention Center

6000 W Osceola Parkway, Kissimmee, FL 34746

### Schedule (subject to change)

#### Thursday, June 17

**7:30 am – 9:00 pm**

Sponsor Registration

*Osceola Lobby*

**9:00 am - 9:00 pm**

Exhibit Hall Hours

*Osceola Lobby*

**11:30 am - 1:30 pm**

Legislative Luncheon

*Osceola Ballroom*

**6:30 pm - 9:00 pm**

Worship Concert

*Osceola Ballroom*

#### Friday, June 18

**8:00 am - 9:00 pm**

Exhibit Hall Hours

*Osceola Lobby*

**9:00 am - 12:30 pm**

General Session

*Osceola Ballroom*

**2:00 pm - 4:00 pm**

Breakout Sessions

*Sun Rooms*

**6:30 pm - 9:00 pm**

Film Screening

*Osceola Ballroom*

#### Saturday, June 19

**8:00 am - 1:00 pm**

Exhibit Hall Hours

*Osceola Lobby*

**9:00 am - 12:00 pm**

General Session

*Osceola Ballroom*

**2:00 pm - 4:00 pm**

Breakout Sessions

*Sun Rooms*

**5:00 pm – 6:00 pm**

Cocktail Reception

*Emerald Bay Plaza*

**6:15 pm - 8:30 pm**

Patriot's Gala

*Osceola Ballroom*



**FAITH & FREEDOM COALITION**

**Road to Majority | June 17-19, 2021**  
**Gaylord Palms Resort & Convention Center**  
 6000 W Osceola Parkway, Kissimmee, FL 34746

**Sponsor & Exhibitor Opportunities at a Glance**

<b>Benefits</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Sponsor Plus</b>	<b>Sponsor / Exhibitor</b>
<i>Note: benefit sizes and quantities vary based on each level, see details for more info</i>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$6,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
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 Monthly Newsletter	Logo	Logo	Logo	Logo	Logo	Name
Full Page Feature in Faith in Action Monthly 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			



## **FAITH & FREEDOM COALITION**

# **Road to Majority | June 17-19, 2021** **Gaylord Palms Resort & Convention Center**

6000 W Osceola Parkway, Kissimmee, FL 34746

## **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)

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 are the size WITH the bleeds; file type: jpg or pdf

## **Table Opportunities**

### **VIP Gala Table Host Committee - \$3,500**

Includes 10 tickets (one table) to Patriot's Gala reception and dinner

Priority seating

Name listed in dinner program

### **VIP Gala Table - \$1,500**

Includes 10 tickets (one table) to Patriot's Gala reception and dinner

Reserved seating

### **Gala Dinner Host Committee - \$2,500**

Includes 10 tickets (one table) to Patriot's Gala reception and dinner

Priority seating

Name listed in dinner program

### **Gala Dinner Table - \$950**

Includes 10 tickets (one table) to Patriot's Gala reception and dinner

Reserved seating



## **FAITH & FREEDOM COALITION**

# **Road to Majority | June 17-19, 2021** **Gaylord Palms Resort & Convention Center**

6000 W Osceola Parkway, Kissimmee, FL 34746

### **Platinum Sponsor - \$35,000**

- Premium exhibit space for three (3) days
- One table (10 tickets) at the Legislative Luncheon on Thursday, June 17th.
- 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 19th
- 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 FFC 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 FFC 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.



## **FAITH & FREEDOM COALITION**

# **Road to Majority | June 17-19, 2021**

## **Gaylord Palms Resort & Convention Center**

6000 W Osceola Parkway, Kissimmee, FL 34746

### **Gold Sponsor - \$20,000**

- Premium exhibit space for three (3) days
- One table (10 tickets) at the Legislative Luncheon on Thursday, June 17th.
- 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 19th
- 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 FFC 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.



## **FAITH & FREEDOM COALITION**

# **Road to Majority | June 17-19, 2021**

## **Gaylord Palms Resort & Convention Center**

6000 W Osceola Parkway, Kissimmee, FL 34746

### **Silver Sponsor - \$10,000**

- Deluxe exhibit space for three (3) days
- Four (4) tickets to the Legislative Luncheon on Thursday, June 17th.
- Four (4) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
- Four (4) tickets to the Patriot's Gala on Saturday, June 19th
- 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 FFC 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 FFC 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.





## **FAITH & FREEDOM COALITION**

# **Road to Majority | June 17-19, 2021**

## **Gaylord Palms Resort & Convention Center**

6000 W Osceola Parkway, Kissimmee, FL 34746

### **Bronze Sponsor - \$6,000**

- Deluxe exhibit space for three (3) days
- Two (2) tickets to the Legislative Luncheon on Thursday, June 17th.
- Two (2) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
- Two (2) tickets to the Patriot's Gala on Saturday, June 19th
- 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 FFC 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.



## **FAITH & FREEDOM COALITION**

# **Road to Majority | June 17-19, 2021**

## **Gaylord Palms Resort & Convention Center**

6000 W Osceola Parkway, Kissimmee, FL 34746

### **Sponsor Plus - \$3,000**

- General exhibit space for three (3) days
- Two (2) tickets to the Legislative Luncheon on Thursday, June 17th.
- Two (2) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
- Two (2) tickets to the Patriot's Gala on Saturday, June 19th
- Acknowledgment during general session program, Legislative Luncheon and Patriot's Gala by FFC 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

### **Sponsor/Exhibitor - \$1,500**

- General exhibit space for three (3) days
- Two (2) tickets to the Legislative Luncheon on Thursday, June 17th.
- Two (2) conference tickets (includes access to general sessions, breakouts, and exhibit hall)
- Two (2) tickets to the Patriot's Gala on Saturday, June 19th
- Acknowledgment during general session program, Legislative Luncheon and Patriot's Gala by FFC 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.