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

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

March 30 - April 1, 2023
Marriott Louisville East

Louisville, Kentucky

Sponsorship Opportunities

www.UntanglingOurRoots.org

Social Media: @RootsSummit2023
Email: info@UntanglingOurRoots.org
First EVER
SUMMIT

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.

Date and Venue

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

Sponsorship opportunities range from $125 to $12,000
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

www.UntanglingOurRoots.org
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.

www.UntanglingOurRoots.org
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

Bill Griffeth
One of the country's longest serving and respected financial journalists, Bill is also a longtime genealogy buff. His unexpected DNA test results shook his sense of identity and led him on a quest to solve the mystery of his origins in his book "Stranger in My Genes." His squeal, "Strangers No More," continues his journey of discovery and how he tried to come to terms with the past.

Zara Philips
Singer, songwriter, author, educator, and adoptee advocate Zara Phillips writes and speaks about the life-long impact of being adopted. Her songs describe the complexities of relationships and explore the themes of connection, healing, and finding one's self. Zara's latest book, "SomeBody's Daughter," a moving journey of discovery, recovery, and adoption is now a one woman show.

Sarah Dingle
A dual Walkley Award-winning investigative ABC reporter and presenter, Sarah's book "Brave New Humans" focuses on the dirty reality of Donor Conception. She addressed the UN on biotechnology and the rights of the child about this issue in 2019. She has received many accolades for her continued reporting on violence against women and children.
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.”

**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

www.UntanglingOurRoots.org
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?

Leanne 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.""

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!"

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.”

www.UntanglingOurRoots.org
Anyone can have a DNA surprise: we’re your friend, neighbor, cousin...
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.

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

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
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

$250

Table Sponsor
Promote your organization

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

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

Your information featured on the website and in the program.

* Discounts for creative talent

www.UntanglingOurRoots.org
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 Double 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

www.UntanglingOurRoots.org
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.

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.

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.

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

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.

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

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.

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.

$2,500
$2,750
$4,500
$6,000
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.

www.UntanglingOurRoots.org
@RootsSummit2023
info@UntanglingOurRoots.org

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.