Sponsorship Opportunities

Denver, Colorado

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.

#RootsSummit2024
Social Media: @UntanglingOurRoots
Email: info@UntanglingOurRoots.org
Annual SUMMIT

Join us in Denver, Colorado—the Mile High City—as Right to Know (RTK) and the National Association of Adoptees and Parents (NAAP) unite the adoption, assisted reproduction, and NPE communities in an unparalleled conference experience at the second annual Untangling Our Roots Summit.

Experience an innovative Summit featuring cutting-edge insights from expert speakers and thought leaders across the U.S. and globally. Join organizations that specialize in our communities for diverse presentations, interactive workshops, engaging panel discussions, and ample networking opportunities.

By becoming a sponsor for this groundbreaking summit, you gain exclusive access to a vibrant and expanding community of professionals and individuals. Seize this unique opportunity to connect and make an impact.

Date and Venue

April 25-April 28, 2024
4/25: 4:00pm-9:00pm registration & entertainment
4/26 8:00 AM to 4/28 11:30 AM

Denver, CO
Hyatt Regency Aurora-Denver Conference Center

Sponsorship opportunities range from $125 to $6,000
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 who may experience a DNA surprise. That's 16.5 million people 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
- 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 and people conceived from assisted reproduction or a non-paternal event. We have DNA surprises and we grow up knowing about our origins. We come in all shapes and sizes.

Our Families & Friends
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, and our friends—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 three plus days of exploration, education, healing, and networking.

**A Musical Walk Through Genetic Identity**
Musicals evoke emotions and trigger unexpected feelings and can help people connect on a deeper level than just talking. Join us for an evening of MPE, adoption, and DCP musical extravaganza.

**Adoption, Assisted Reproduction & NPE Movie Night**

www.UntanglingOurRoots.org
Plenary Panel

three fabulous keynote speakers

Angela Tucker
Angela is an adoptee, the Executive Director of the Adoptee Mentoring Society, and a well-known voice in the conversation about interracial adoption. Through The Adopted Life LLC, she blogs, consults for agencies and families, hosts monthly Adoptee Lounges for adult adoptees, and spends her weekends mentoring adopted youth. She has a BA in Psychology. She just published “You Should Be Grateful”: Stories of Race, Identity, and Transracial Adoption.

Jon Baime
Jon is a DCP Atlanta-based independent producer with a specialty in non-fiction projects. His work encompasses reality series and lifestyle programming on one end and science, environment, and socially conscious content on the other. He recently finished a documentary, “Filling in the Blanks” about his discovery to understand his parents choices regarding is donor conception, his discovery, and meeting his siblings and his mom’s donor.

Shirley Muñoz Newson
Shirley had a complicated NPE. Family is of utmost importance to her and her husband Scott. Together they have six children, two grandchildren, and six grand dogs. It has taken her over twenty years of therapy, healing, an unshakable faith in God, and the encouragement of my family, and I found the courage to tell her story in “The Little Dark One.” This book will give hope to the hopeless. It will help those who have questioned whether life is worth living.
Dr. Mariel Buque

Dr. Buqué is an Afro-Dominican, Columbia University-trained Psychologist, intergenerational trauma expert, and the author of the book Break the Cycle: a book that focuses on healing wounds of intergenerational trauma. Her clinical framework is holistic and infuses ancient and indigenous healing practices into a modern, comprehensive therapeutic approach. She additionally provides healing workshops to Fortune 100 companies including Google, Twitter, Capital One, and Facebook and lectures within the psychology department of Columbia University. Dr. Buqué is widely sought out for her clinical expertise and trauma healing approach and has been featured on major media outlets including The Today Show, Good Morning America, and ABC News. She has been named as a School of Greatness’s 100 Greatest People Doing Good in 2022.

Dr. Everett Worthington

Dr. Worthington is a leading expert on forgiveness. After the murder of his mother in 1996 and his brother’s suicide, Everett began thinking about how the practice of forgiveness relates to justice, faith, and virtue—a main theme of his recent work.

Alyssa Mancao, LCSW

Alyssa believes in the transformative and healing powers that a safe human connection holds. Her work includes providing trauma treatment for individuals that have endured the pain of childhood abuse.

3+ Days of Jam-Packed Events

- enjoy live entertainment
- 5 tracks each day with many choices
- meet authors
- participate in interactive workshops
- engage with podcasters & tiktokers
- gain innovative tools
- network

www.UntanglingOurRoots.org
Entertainment

Summit MC
Brian Stanton

FATHER UNKNOWN

Misfit Variety
Ancestry Dot
Comedy Show
Lauren Loguidice

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FOR THE RECORD(S)
A New Musical About Adoption, Identity, and Truth

In Development
Book, Music, and Lyrics by Rich Uhrlaub

Filling in the Blanks
When your parents BIG SECRET is YOU
A Documentary by Liz Barten

six short musicals
about obsolescence

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

What are People Saying?

Taylor Ashley, Friend of a First Mom
Being at the conference was magical. It was a place where you could feel the love and respect and comfort all around you. But being there I realized that I’ve been craving this community for myself. This conference was the emotional and spiritual healing that I’ve always wanted but never found.

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 Mackinnon, 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!

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

Sponsorship Packages

The Untangling Our 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 35,000 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.

Unsinkable Molly Brown

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.

Rocky Mountain

Benefits
The Unsinkable Molly Brown 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.

Unsinkable Molly Brown

$1,500

- Your organization and logo on the Untangling Our Roots 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
- Exhibitor space
- Your logo displayed in secondary classroom

Rocky Mountain

$3,000

All Unsinkable Molly Brown Benefits Plus...

- Your organization and logo on the Untangling Our Roots 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
- Exhibitor space
- Your promotional materials added to our build a gift bag
- Banner signage in secondary meeting room
- 2 free attendee tickets

www.UntanglingOurRoots.org
The Mile High City package incorporates the Unsinkable Molly Brown and Rock Mountain 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 Our 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 speakers.

**Content Benefit**
As a Mile High City sponsor, in addition to information about your organization included on our marketing platforms (website and promotional materials) we will add your logo to any recorded digital content.
Participation Opportunities

$299* full space
$119* half space
$39* individual space

Table Sponsor
Promote your organization

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

Exhibitor Space
Show off your merchandise, products, podcast, etc.

Your information featured on the website and in the program.

* 50% Discounts for non-profit organizations

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

Every attendee will go home with your logo. Proudly display your logo on our name and badges along with our Rocky Mountain and Mile High City sponsors.

All attendees will be glad to carry your logo along with our primary Rocky Mountain and Mile High City sponsors with a bag full of Summit goodies at our build a goodie bag table.

Every attendee needs a place to keep notes, write their thoughts, and journal about their Summit experience. They can take your logo home with them in this custom notebook.

$500  
$775.00  
$950.00  
$1,200

www.UntanglingOurRoots.org
We have 3+ amazing movies about DNA surprises, adoption, assisted reproduction, and NPEs. Your logo will be placed with all movie promotions and showings.

**Movie Night**

$1,600

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.

**Snack Time**

$1,850

We'll bring the entertainment, you provide the drinks or taco bar Thursday night. We will announce your sponsorship, display your logo, and add you to all media associated for the event.

**Drinks or Taco Bar**

$4,000

We aim to ensure that everyone who wishes to attend can connect with the Summit community, engage in learning, and healing. All your funds go directly to providing access to all.

**Scholarship Fund**

$X - TBD by you

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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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#RootsSummit2024 / @RootsSummit
info@UntanglingOurRoots.org