



March 19-22, 2025

Wyndham Atlanta Buckhead
Hotel & Conference Center

Sponsorship Opportunities



Atlanta, Georgia

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.

#RootsSummit2026

Social Media: @UntanglingOurRoots

Email: info@UntanglingOurRoots.org



DNAngels

Finding Families, One DNA Strand at a Time

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

Biennial
SUMMIT



ADOPTION NPE: NON- PATERNAL EVENT ASSISTED REPRODUCTION

Join us in Atlanta, Georgia as Right to Know (RTK), the National Association of Adoptees and Parents (NAAP), and DNAngels unite the adoption, assisted reproduction, and NPE communities in an unparalleled conference experience at the third 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.



Sponsorship opportunities range from
\$125 to \$6,000



Date and Venue



March 19-March 22, 2026

3/19: 4:00pm-9:00pm
registration & entertainment
3/20 8:00 AM to 3/22 noon



Atlanta, GA

Wyndham Atlanta Buckhead
Hotel & Conference Center



About

Our Communities

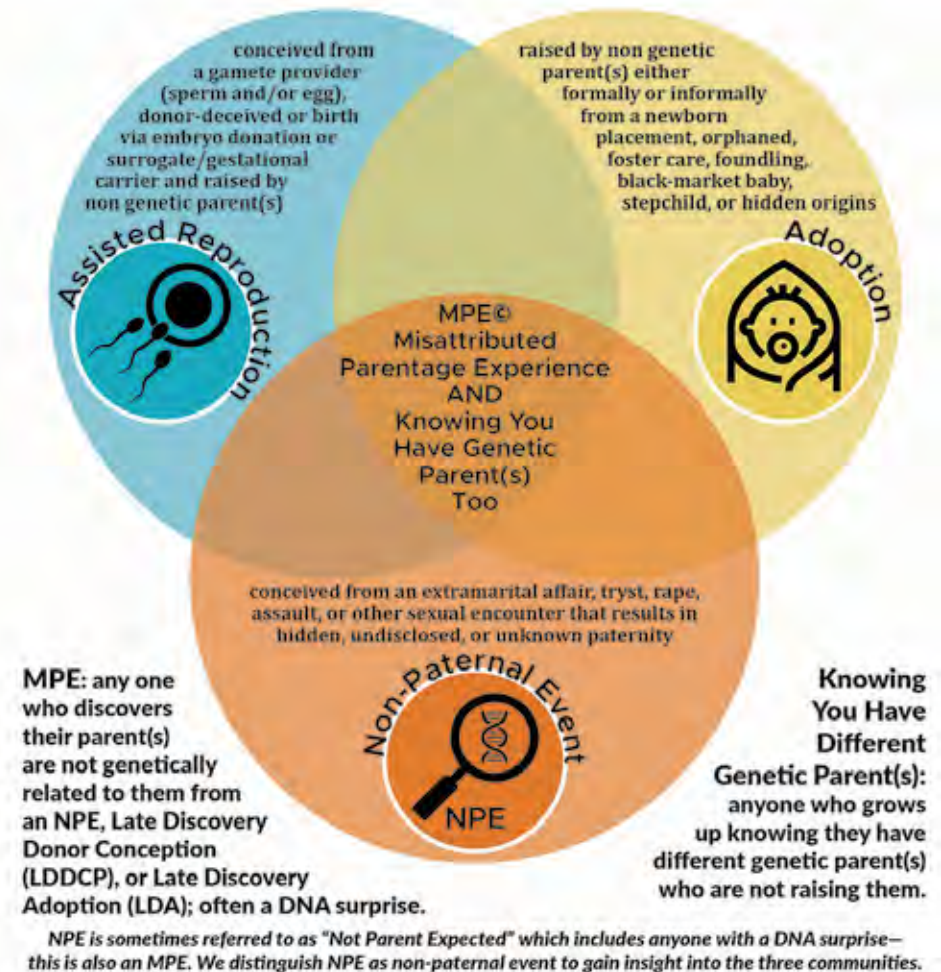


We represent a diverse group from every age level, geographic region, and socio-economic, political, educational, and ethnic background.

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

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 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 Seminars

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.

Creative Workshops

Explore identity, healing, and connection through interactive workshops using writing, art, and storytelling. Designed for those impacted by loss of genetic continuity, these sessions offer a supportive, expressive space to process experiences.

Adoption, Assisted Reproduction & NPE Movie Night

Virtual Media Connectivity



20,300+ followers



5380+ followers



9250+ direct contacts



**32,800+ subscribers
5 million+ views**



34,300+ followers



20,000+ visitors



5000+ virtual attendees



**up to 65,000+ social media
impressions per outreach**

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



Third 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. ”



Oliver Leembruggen

“ When faced with the tangled threads of a DNA discovery, it’s easy to feel isolated, overwhelmed, and unsure where to begin. But at the Untangling Our Roots Summit, I discovered I wasn’t alone. I met others walking similar paths—people who shared not only their stories but also practical tools to navigate the complexities of search and identity. What I found was more than guidance—I found community, connection, and deep healing. ”

Athena Strickland, NPE

“ The raw emotion and pure vulnerability I experienced at this conference were both refreshing and healing. To know I’m not alone (by a LOT) was a huge revelation, and to be surrounded by people “just like me” was identity-changing. So many from different backgrounds and different beginnings, who share the same feelings, came to this conference to stand together & bring awareness to DNA identity. ”

A grid of 30 small, square black and white portraits of diverse people of various ages and ethnicities, arranged in 5 rows and 6 columns. The portraits are slightly overlapping and have a soft, artistic feel.

**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, and DNAngels 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.

Dogwood Circle Benefits

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

Peachtree Blossom Benefits

The Dogwood Circle 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.



Dogwood Circle \$1,500

- Your organization and logo on the Untangling Our Root Summit website, schedule, and in the program
- We will announce your sponsorship on social media
- All three non-profits will issue a press release announcing your sponsorship
- Exhibitor space
- Your logo displayed in secondary classroom



Peachtree Blossom \$3,000

All Dogwood Circle 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
- All three non-profits 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

Magnolia Honor

\$6,000

All Dogwood Circle & Peachtree Blossom 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 build a gift bag**
- **Live announcement of sponsorship at summit each day**
- **Exhibitor space**
- **2 free VIP attendee guest passes**



Magnolia Honor Benefits

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



Your information featured on the website and in the program.

\$299* full space

\$149* half space

\$39* individual space

* 50% Discounts for non-profit organizations

Table Sponsor

Promote your organization

Exhibitor Space

Show off your merchandise, products, podcast, etc.



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

\$125



Special Sponsorships

Therapy Room



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.

\$500

Registration Badges



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.

\$775.00

Goodie Bag



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.

\$950.00

Logo-ed Journal



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.

\$1,200



Movie Night

Snack Time

Drinks & Mac & Cheese Bar

Scholarship Fund



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

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.

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

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.

\$1,600

\$1,850

\$4,000

**\$X - TBD
by you**



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 or visit our website, www.RightToKnow.us — you're not alone.

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. www.NAAPUnited.org

DNAngels, founded in 2019, is a nonprofit organization dedicated to helping individuals uncover the truth of their parentage through DNA testing and expert genetic genealogy. We provide compassionate support and free assistance identifying unknown parents. If you've experienced a DNA surprise and are searching for answers, you're not alone. Visit www.dnangels.org or call 1-559-Talk-DNA

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