



April 25-April 28, 2024

Hyatt Regency Aurora-Denver



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

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



ADOPTION NPE: NON- PATERNAL EVENT ASSISTED REPRODUCTION

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.



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



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



About

Our Communities

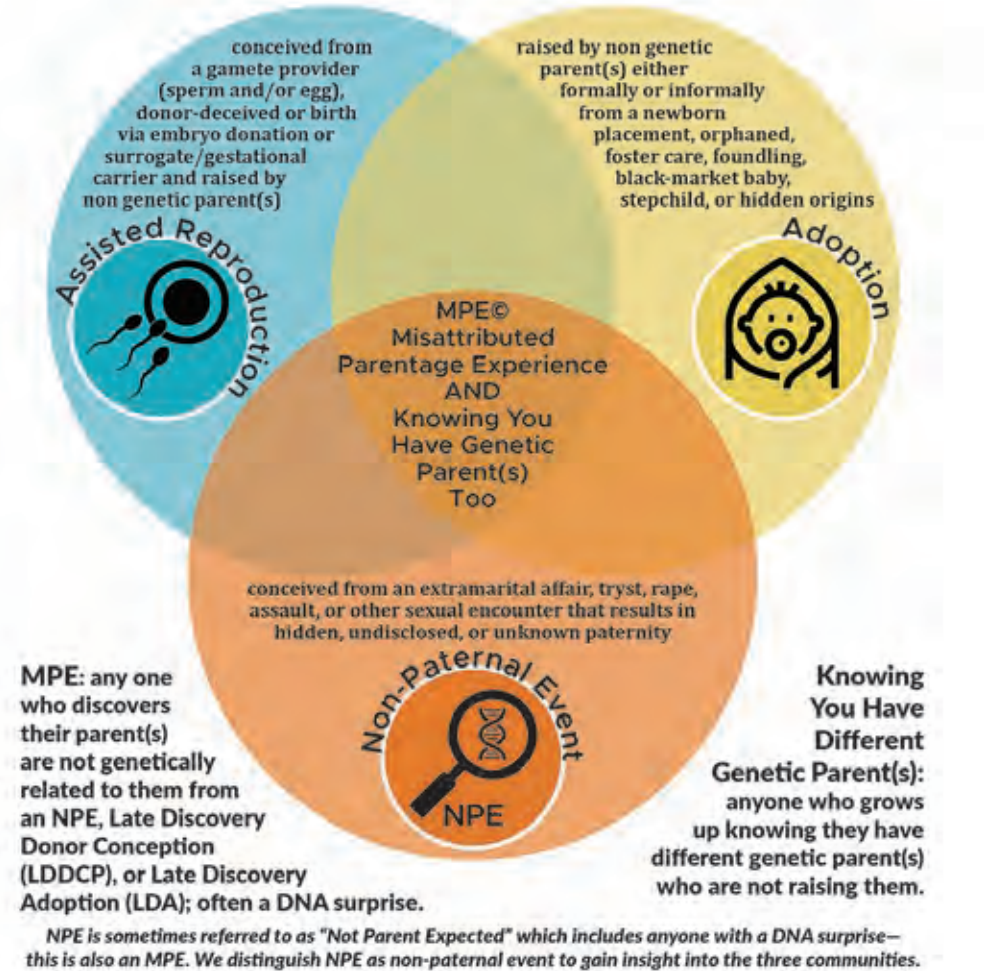


We represent a diverse group from every age level, geographic region, and socio-economic, political, educational, and ethnic background.

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 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



Plenary Panel



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.

three fabulous keynote speakers

NPE ● ADOPTEE ● DCP



Keynote Speaker

Dr. Abigail K. Hasberry

Dr. Abby describes her adoption journey as a social and mental health experiment, which she has titled *Adopting Privilege*. She is a family therapist associate and works with adoptees, birth moms, and young adults from a trauma-informed lens. Her work involves providing awareness of the trauma and identity confusion involved in adoption. She aims to center the voices of adoptees in the adoption narrative. Using her expertise in racial identity development and background in education, Abby has coached adult transracial adoptees and white adoptive parents of black and brown children. She's recently finished her memoir **Adopting Privilege**, which will be available in 2024.

She is a domestic trans-racial adoptee and birth parent. She was adopted as an infant and the youngest child in a family with three biological children making her not only the only adoptee, but also the only African American in her family. She is in full reunion with both her biological family and her biological son.



45+ speakers

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



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.

Guest Speakers

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.



Entertainment



poetry



art

films



musicals



music

Virtual Media Connectivity



13,300+ followers



3500+ followers



2500+ direct contacts



1800+ viewers



11,300+ followers



20,000+ visitors



5000+ virtual attendees



up to 35,000+ social media impressions per outreach

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! ”



**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 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
- 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

Mile High City

\$6,000

All Molly Brown & Rocky Mountain 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**

Mile High City 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.

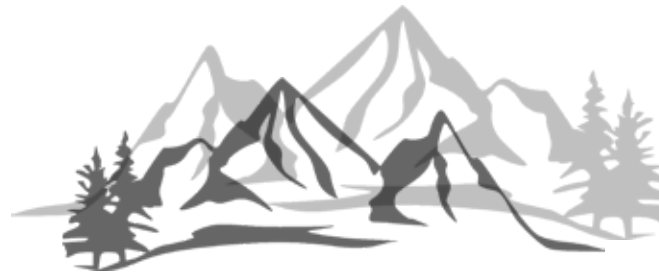
\$950.00

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 or Taco 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 or taco 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**



UNTANGLING Our Roots



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.

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
[@RootsSummit](https://twitter.com/RootsSummit)
info@UntanglingOurRoots.org