



families rising

Adoption & Foster Care CONFERENCE

OCTOBER 21-22, 2026

SPONSOR THE CONFERENCE!

Your cause could be featured at the **leading internationally-recognized event** for adoptive and foster caregivers and professionals.

Help us keep our conference rates **low** for families and professionals everywhere.

Reach **500-800 attendees**, and up to **41,000 other viewers!**



OUR MISSION → Families Rising exists to amplify those with lived experience, assist adoptive, foster, and kinship parents, educate child welfare professionals, and champion the well-being of children and families.

wearefamiliesrising.org • info@wearefamiliesrising.org • 651-644-3036

**OCTOBER
21-22,
2026**

FAST FACTS:

- **Every** sponsorship dollar directly **reduces what professionals and caregivers pay to attend**. Reduce our rates by helping offset our core costs!
- Reach **500–800 attendees, 11,000 newsletter subscribers, and 30,000 website visitors**.
- That's like spending **\$0.12–\$0.60 per view!**
- Exclusive features only available for VIRTUAL conferences.

SPONSORSHIP LEVELS

List view

Visionary Partner \$25,000

1 AVAILABLE

- “Conference Presented by [Sponsor]” on ALL digital assets
- Sponsored push notification in event platform
- Receive our full attendee list for your (opt-in) newsletters
- Dedicated sponsor email to attendees (1 pre + 1 post)
- Branded virtual lobby banner
- 5-minute live opening remarks
- Featured placement on Families Rising website (**30,000 monthly views**)
- Social spotlight (4 posts)
- 8 complimentary registrations
- Virtual exhibit booth with Click-through analytics (who visited, when, how long)
- Logo on every session holding slide

Permanency Champion \$10,000 – Keynote sponsor

5 AVAILABLE

- Exclusive sponsor of one keynote session
- Receive our full attendee list for your (opt-in) newsletters
- Post-keynote follow-up email inclusion
- Logo displayed on keynote title slide
- 3-minute live introduction
- Featured placement on Families Rising website (**30,000 monthly views**)
- Social spotlight (2 posts)
- 4 complimentary registrations
- Virtual exhibit booth with Click-through analytics (who visited, when, how long)
- Branded lower-third during session

Family Sustainer \$5,000

3 AVAILABLE

- Sponsored breakout track (Caregivers, professionals, or lived experts)
- Sponsored email placement
- Show a 30-second promo video during intro of one workshop
- Featured placement on Families Rising website (**30,000 monthly views**)
- Social spotlight (2 posts)
- 3 complimentary registrations
- Virtual exhibit booth with Click-through analytics (who visited, when, how long)
- Logo on every session holding slide

Community Partner \$2,500

25 AVAILABLE

- Sponsored workshop
- Featured placement on Families Rising website (**30,000 monthly views**)
- Social spotlight (1 post)
- 2 complimentary registrations
- Virtual exhibiting booth with Click-through analytics (who visited, when, how long)
- Logo on every session holding slide

Supporting Friend \$1,000

UNLIMITED AVAILABILITY

- Featured placement on Families Rising website (**30,000 monthly views**)
- Social spotlight (1 post)
- 1 complimentary registration
- Virtual exhibiting booth with Click-through analytics (who visited, when, how long)
- Logo on every session holding slide

BONUS:

All sponsors ALSO receive recognition through the conference app and in our e-newsletter (**11,000 distribution**).

READY?

Contact Jamole Callahan at jamolecallahan@wearefamiliesrising.org

MORE SPONSORSHIP ITEMS

Help others attend!

Sponsor a Family! \$500

Pay for 2 caregivers to attend together for FREE.

UNLIMITED AVAILABILITY

- Caregivers will be made aware who paid for their registrations.
- Featured placement on Families Rising website (**30,000 monthly views**)

Sponsor an Agency! \$2,225

Pay for 5 child welfare professionals to attend for FREE.

UNLIMITED AVAILABILITY

- Agency will be made aware who paid for their registrations.
- Featured placement on Families Rising website (**30,000 monthly views**)

Sponsor a Lived Expert! \$215

Pay for someone who has experienced foster care or adoption to attend for FREE.

UNLIMITED AVAILABILITY

- Lived expert will be made aware who paid for their registrations.
- Featured placement on Families Rising website (**30,000 monthly views**)

Podcast Sponsor — CoachUp LIVE \$4,000

Sponsor an episode of CoachUp—our podcast for child welfare leaders.

1 AVAILABLE

- “This CoachUP episode is sponsored by [Sponsor]”
- Logo displayed in all podcast recordings
- Mention in episode intro and outro
- 30-second ad in middle of episode
- Sponsor tagged in podcast show notes
- Sponsor tagged in all social promotion of episode
- Option for one executive to appear as guest

READY?

Contact Jamole Callahan at jamolecallahan@wearefamiliesrising.org



Visionary Partner
\$25,000

1 Available

SPONSOR LEVELS

Comparison view

BONUS:
All sponsors ALSO receive recognition through the conference app and in our e-newsletter (11,000 distribution).



“Conference Presented by [Sponsor]” on all digital assets

Permanency Champion

\$10,000

5 Available



Sponsored push notification in event platform

Exclusive sponsor of one keynote session

Family Sustainer

\$5,000

3 Available



Receive our full attendee list for your (opt-in) newsletters

Receive our full attendee list for your (opt-in) newsletters



Dedicated sponsor email to attendees (1 pre + 1 post)

Post-keynote follow-up email inclusion

Sponsored breakout track (Caregivers, professionals, or lived experts)

Community Partner

\$2,500

25 Available



Branded virtual lobby banner

Logo displayed on keynote title slide

Sponsored email placement

Supporting Friend

\$1,000

Unlimited



5-minute live opening remarks

3-minute live introduction

2-minute live spotlight during general session

Sponsored breakout session



Featured placement on Families Rising website (**30,000 monthly views**)

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Social spotlight (4 posts)

Social spotlight (2 posts)

Social spotlight (2 posts)

Social spotlight (1 post)

Social spotlight (1 post)



8 complimentary registrations

4 complimentary registrations

3 complimentary registrations

2 complimentary registrations

1 complimentary registration



Virtual exhibit booth with Click-through analytics (who visited, when, how long)

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Logo on every session holding slide

Branded lower-third during session

Logo on every session holding slide

Logo on every session holding slide

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HEAR FROM OUR COMMUNITY

“A fantastic conference. I gathered new information, found inspiration, and am looking forward to implementing what I learned at my agency!”

“The single most important learning opportunity each year. I won’t miss it!”

“I had so many light bulb moments! As an adoptive parent and social worker, I left feeling empowered and eager to share my experiences. This conference is a game-changer!”

READY?

Contact Jamole Callahan at jamolecallahan@wearefamiliesrising.org