



FACING RACE

A NATIONAL CONVENING

ST. LOUIS
NOVEMBER 20-22 2024
IN-PERSON

**SPONSORSHIP
OPPORTUNITIES**





Race Forward advances racial justice through research, media and practice. Recognizing the impact of policies and practices on our systems and structures, we organize with communities, government, and other institutions to advance equitable outcomes for all people. Throughout the past 40 years, Race Forward has worked with organizers, organizations, communities of color, government agencies, and leaders to dismantle structural racism by building power and transforming institutions.

One key piece of Race Forward's work emerged in 2004 when we hosted our first conference dedicated to the racial justice movement: Facing Race. One of the most anticipated events in the racial justice community, **Facing Race is the largest multiracial, inter-generational gathering for organizers, educators, creatives, and other leaders.** This event convenes biennially in different US cities and has grown to bring together over 4,000 attendees from across the globe, all focused on mobilizing for a more equitable future.

Attendance at our last 3 conferences has exceeded 4,000, and we expect to welcome the highest participation to date in 2024.

In 2022, over 60% of our Facing Race audience were people of color, over 77% were women, and approximately 60% were millennials. Additionally, we see a large number of first-time attendees at each conference.

Race Forward's digital presence continues to grow with:

78k+ email subscribers

43k+ followers on Twitter

30k+ followers on Facebook

17k+ followers on Instagram

8k+ subscribers on YouTube



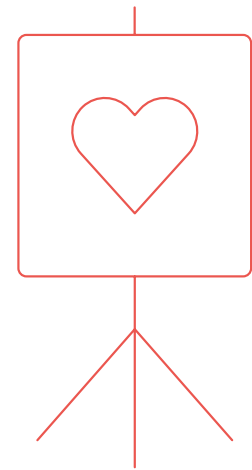
[WATCH 5 REASONS TO ATTEND FACING RACE](#)



[CLICK TO VIEW HIGHLIGHTS FROM FACING RACE 2022](#)

Facing Race offers sponsors a unique opportunity to shine a light on your dedication to racial justice. When you commit as a sponsor, you tell the world that you support the movement for a just, multiracial democracy. **Sponsorship opportunities range from \$5,000 to \$250,000** and we offer a variety of benefits to align your organizational goals with our urgent needs. Our 2024 event will offer participation options, providing additional visibility and an expanded reach to our sponsors. Customized for you, benefit offerings may include:

- **Logo or name linked on the website, conference platform, sponsor signage, and digital and printed materials**
- **Logo prominently displayed on screen at self-serve badge stations**
- **Digital banner ad on conference platform**
- **Acknowledgment as sponsor in conference program and other materials**
- **Literature placement in conference bags (approval required)**
- **Signage in main sessions or plenaries**
- **Acknowledgment in media briefings/press statements**
- **Onscreen acknowledgement on conference platform**
- **Sponsor message or mention on Race Forwards' Momentum podcast (approval required)**
- **Opportunity to show short videos during plenaries or other events**
- **Vendor table in the Expo Hall**
- **Tickets to Facing Race Conference**
- **Tickets to Race Forward's Building Racial Equity and/or Narrative Training**





PRESENTING SPONSOR

\$250,000

Serve as a catalyst in advancing racial justice as the Presenting Sponsor of Facing Race 2024. Demonstrate your unwavering commitment to equity and gain unmatched visibility throughout conference materials, platforms, and sessions. Your logo and name will take a prominent stance as a driving force in advancing the discourse on racial justice. This partnership is your opportunity to help guide, inspire, and redefine an inclusive tomorrow. Embrace the role of Presenting Sponsor and ignite the transformative change our movement demands.



OPENING CEREMONY SPONSOR

\$100,000

Elevate the momentum as the Opening Ceremony Sponsor of Facing Race 2024. Your sponsorship of the grand opening sets the tone for the entire event, positioning your organization as a catalyst for change. As the Opening Ceremony Sponsor, your brand will enjoy exceptional prominence during this impactful kickoff. Your logo takes center stage on the main stage, in event programs, and promotional materials.



SAFETY, STAFFING & TECHNOLOGY SERVICES

\$75,000

You'll play a pivotal role in ensuring the success of this groundbreaking event. Your support will enable us to provide top-tier technology services, professional staffing, dedicated volunteer assistance, and enhanced safety and security measures. Join us in creating an unforgettable and impactful experience for all attendees, showcasing your commitment to diversity, equity, and inclusion.



EXPO HALL

\$50,000

Facing Race hosts an extensive expo hall featuring businesses that are owned, operated, and/or serve people of color, Indigenous people and tribal nations, and people who are trans-identified or non-binary. Showcase your commitment to inclusive entrepreneurship and economic empowerment.



UNITY FOR ART

\$50,000

Celebrate culture and art as a catalyst for multiracial democracy by becoming the Unity for Art sponsor. This sponsorship supports and showcases works of art centered on racial justice and multiracial democracy. Gain prominent branding and recognition, creating a tangible presence that reflects your dedication to using art as a tool for social change. Join us in elevating the power of art in fostering multiracial democracy.



ACCESSIBILITY

\$35,000

Strengthen an inclusive and restful space for all attendees. Increase accessibility for attendees by sponsoring ASL interpreters, Spanish translation, Closed Captioning, All-Gender restrooms, and more. Sponsorship of these critical resources includes "Translation Sponsored by" and "Accessibility Sponsored by" acknowledgement.



MINI STAGE

\$25,000

Ready to leave a lasting impression? Secure a dedicated slot on our mini stage, a dynamic platform where you can spotlight important work and drive change. Customize it to host a thought-provoking panel, recognizing champions of equity, or showcasing grassroots initiatives.



RACIAL JUSTICE READS

\$25,000

Racial Justice Reads is the literary component of Facing Race, wherein groundbreaking authors from innovative genres are showcased. Empower conversations connecting literature and racial justice.



RACE FLICKS

\$25,000

Underwrite Race Flicks, one of the most anticipated and enduring features at Facing Race, curated in partnership with Working Films. This program spotlights critical racial justice issues through film, inspiring activism and awareness in a powerful way.



WELLNESS SPACE

\$20,000

Craft spaces that nurture physical and emotional well-being, providing attendees with a dedicated haven for relaxation and rejuvenation. We extend a unique invitation to you to demonstrate your commitment and vision by assembling a dedicated team to adorn this wellness space, elevating your brand and the entire conference experience to new heights.



CULTURAL & HISTORICAL BUS TOUR

\$15,000

Partner with us to craft a personalized experience that delves into St. Louis' history of resilience and vibrant communities of color. Collaborate with us to create a branded souvenir that will leave a lasting impression on tour attendees, cementing your organization's commitment to advancing racial equity and this impactful journey.



CHILDCARE SERVICES

\$10,000

Foster inclusivity by becoming our childcare services sponsor, offering complimentary childcare for our attendees. This allows caregivers to fully engage while ensuring a nurturing environment for children.



SANITATION STATIONS & PPE

\$10,000

Facilitate safety and well-being post-pandemic. Support branded sanitization stations and PPE distribution, ensuring attendees' comfort and health.



STUDENT ENGAGEMENT

\$5,000

Make a profound impact on the next generation by supporting a scholarship fund to ensure that students eager to engage with racial justice have access to the transformative experience of Facing Race 2024 at no cost. Through your generosity, you're nurturing the growth of future advocates and leaders.



race
forward

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WE WANT TO
HEAR FROM YOU!

CONTACT US

 raceforward.org

 sponsorship@raceforward.org

    [@raceforward](https://www.instagram.com/raceforward)

