IGNITE 2019
DARKNESS TO LIGHT
NATIONAL PREVENTION CONFERENCE

Pre-conference: October 7, 2019 • Conference: October 8 - 9, 2019
Boston, MA
THE CONFERENCE

2019 will be the year of courageous leadership in child protection and sexual abuse prevention. YOU can courageously protect children by supporting Ignite 2019 - brought to you by Darkness to Light, the nation’s leading advocacy organization for the prevention of child sexual abuse. Darkness to Light’s Ignite conference engages attendees on a national level to equip, strengthen, and organize sexual abuse prevention initiatives, as well as provides advanced training, thought provoking interactive sessions, and empowers advocates and experts bring back fresh ideas to their communities. Offering four tracks – individual, organizational, public health, and legal – there is something for everyone.

LEARN MORE
D2L.org
D2L.org/Ignite2019

I’ve been in social work for 25 years and I’ve been to a lot of conferences. Ignite is among the best – great energy, great information, very inspiring. – Jennifer A., Arlington, VA

Ignite 2018 more than the Numbers

Ignite 2018 drew together 179 participants from 32 states and two countries. Participants heard from two keynote speakers, 23 presenters in 15 breakout sessions, and ten panelists. Every speaker brought knowledge and expertise that inspired, challenged, and made Ignite 2018 a success.
LOCATION

Sheraton Framingham Hotel & Conference Center
1657 Worcester Road
Framingham, MA 01701

DATES

Pre-conference
October 7, 2019

Conference
October 8-9, 2019

The conference was super encouraging & renewed my passion to go forward and set goals. – Jessica F., Covington, LA
ABOUT US

**Darkness to Light** is the nation’s leading nonprofit organization dedicated to child sexual abuse prevention through advocacy, education, and research. Since our founding in 2001, Darkness to Light has empowered nearly 10,000 volunteers and educated more than 1.7 million adults across all 50 United States and 70 other countries. Darkness to Light’s work is made possible by an energized following of thousands of volunteers, partners, and supporters who are mobilized and equipped to create real change. Guided by the belief that all children have rights, Darkness to Light offers programmatic expertise in grassroots community mobilization, innovative learning programs, capacity building, strategic communication, and evidence-informed training. Behavior change is at the core of all we do. Our work is guided by the vision of a world free of sexual abuse, where children can grow up happy and healthy.
**WHY SPONSOR?**

You want to be a part of a national movement — a movement gaining strong momentum in every state and thousands of communities across the country. You want children to reach their dreams uninterrupted. You know that no one should ever have to wonder who they might have become.

You believe cutting edge thinking + collaboration + action = IMPACT. Ignite brings together individuals and corporations who want to be change agents.

You can inspire people to be brave and create change. In the end, the choice is ours to keep children safe. You have a role to play. Let Darkness to Light help you fulfill it.

**IGNITE 2019** is a unique opportunity to build & strengthen relationships with people across the country whose passion is helping children reach their fullest potential. You have the power to help equip an army of child advocates with the tools they need to inspire communities and create the greatest barriers between children and those that would harm them.
OPPORTUNITIES

PROTECTOR
$25,000
Title Sponsor

DEFENDER
$10,000

PREVENTER
$5,000

CHAMPION
$1,000

OTHER SPONSORSHIPS

FOOD & BEVERAGE
$10,000
monetary

VISUAL MEDIA
$7,000

KEYNOTE
$5,000

GIVEAWAY(S)
$3,500
in-kind or monetary

OUR AUDIENCE

1.1M
YouTube Views

136K
Email Subscribers

10K
Authorized Facilitators
the largest network of volunteer child advocates in the world

25K
Facebook Followers

15K
Twitter Followers

3K
Instagram Followers

147K
Average Monthly Website Page Views

112K
Average Monthly Unique Website Page Views

25K
Mailing List

1K+
Partner Organizations
organizations using Darkness to Light’s training and materials

1.7M
Adults trained in Darkness to Light’s trainings
For any inquiries about becoming a sponsor of

IGNITE 2019
DARKNESS TO LIGHT
NATIONAL PREVENTION CONFERENCE

CONTACT
Kendall Sherry at Darkness to Light

T 843-513-1627
E ksherry@D2L.org
Title Sponsor: $25,000 – PROTECTOR

(Estimated audience reach potential – 275K individuals with prominent visibility through direct marketing, with some indirect)

- Full page ad insert in 100,000 Stewards of Children® training manuals.
- Company name attached to all aspects of the conference: “Darkness to Light and (Company) present the 2018 IGNITE Facilitator Conference.”
- Donor Spotlight featurette on the Darkness to Light website. Darkness to Light’s website has over 37K monthly hits (26K unique).
- Name and logo on the Ignite conference website, with a hyperlink to Company’s website.
- Corporate Circle of Light membership with a Company logo and hyperlink on the Corporate Circle of Light webpage at the 25K level. The Corporate Circle of Light is Darkness to Light’s leadership giving society.
- Acknowledgment in Darkness to Light e-news and social media.
- Recognition of sponsorship in local and national press releases and media communications, including an “About (Company)” section.
- Corporate name and logo, with top sponsor billing on all printed and promotional materials, relevant handouts, and mailings related to the conference.
- Exhibitor space throughout the conference.
- Company name and logo prominently featured as title sponsor on poster at conference entrance. Poster will then be signed by staff and volunteers, framed, and mailed to Company.
- Approval to provide handouts and special offers to conference attendees and staff, and a one-time, bottom-page banner advertisement to the Darkness to Light email constituent base via one Darkness to Light email communication.
- Free Stewards of Children® online training available to 100 employees, interns, and/or partners (*or the option to donate the trainings to a school or non-profit). Negotiated discounts available for larger quantities. This is a significant human resource benefit to employees and stakeholders, offering real-life skills needed to keep children safe from abuse and develop a healthy understanding of body image and safety awareness.
$10,000 – DEFENDER

(Estimated audience reach potential – 203K individuals through a mix of direct and indirect marketing commensurate with sponsorship level)

- Corporate name and logo, on all printed and promotional materials, relevant handouts, and mailings related to the conference.
- Name and logo on the Ignite conference website, with a hyperlink to Company’s website.
- Corporate Circle of Light membership with a Company logo and hyperlink on the Corporate Circle of Light webpage at the 10K level. The Corporate Circle of Light is Darkness to Light’s leadership giving society.
- Acknowledgment in Darkness to Light e-news and social media.
- Mention of sponsorship in local and national press releases and media communications.
- Company representative to make remarks at the conference kickoff or reception.
- Company name and logo on poster at conference entrance.
- Exhibitor space throughout the conference.
- Approval to provide handouts and special offers to conference attendees and staff.
- Free Stewards of Children® online training available to 50 employees, interns, and/or partners (*or the option to donate the trainings to a school or non-profit). Negotiated discounts available for larger quantities. This is a significant human resource benefit to employees and stakeholders, offering real-life skills needed to keep children safe from abuse and develop a healthy understanding of body image and safety awareness.

$5,000 – PREVENTER

(Estimated audience reach potential – 203K individuals through a mix of direct and indirect marketing commensurate with sponsorship level)

- Corporate name and logo, on all printed and promotional materials, relevant handouts, and mailings related to the conference.
- Name and logo on the Ignite conference website, with a link to company’s website.
- Acknowledgment in Darkness to Light e-news and social media.
- Exhibitor space throughout the conference.
- Free Stewards of Children® online training available to 25 employees, interns, and/or partners (*or donate the trainings to a non-profit). Negotiated discounts available for larger quantities. This is a significant human resource benefit to employees and stakeholders.
$1,000 – CHAMPION

(Estimated audience reach potential – 203K individuals through a mix of direct and indirect marketing commensurate with sponsorship level)

- Corporate name and logo, on all printed and promotional materials, relevant handouts, and mailings related to the conference.
- Name and logo on the Ignite conference website, with a hyperlink to company’s website.
- Acknowledgment in Darkness to Light e-news and social media.
- Exhibitor space throughout the conference.
Food and Beverage Sponsor ($10,000)

Monetary (Estimated audience reach potential – 203K individuals through a mix of direct and indirect marketing commensurate with sponsorship level)

- Corporate name and logo, on all printed and promotional materials, relevant handouts, and mailings related to the conference.
- Company name and logo on poster at conference meals.
- Name and logo on the Ignite conference website, with a hyperlink to company’s website.
- Acknowledgment in Darkness to Light e-news and social media.
- Approval to provide handouts and special offers to conference attendees and staff.
- Exhibitor space throughout the conference.
- Free Stewards of Children® online training available to 50 employees, interns, and/or partners (or donate the trainings to a non-profit). Negotiated discounts available for larger quantities. This is a significant human resource benefit to employees and stakeholders, offering real-life skills needed to keep children safe from abuse and develop a healthy understanding of body image and safety awareness.

Visual Media Sponsor ($7,000)

(Estimated audience reach potential – 203K individuals through a mix of direct and indirect marketing commensurate with sponsorship level)

- Featured on photo filters for photo booth
- Mentioned on social media where photos and video are published
- Logo featured in Ignite 2018 promotional video(s), and in session videos
- Corporate name and logo, on all printed and promotional materials, relevant handouts, and mailings related to the conference.
- Name and logo on the Ignite conference website, with a hyperlink to company’s website.
- Corporate Circle of Light membership with a Company logo and hyperlink on the Corporate Circle of Light webpage at the $7k level. The Corporate Circle of Light is Darkness to Light’s leadership giving society.
- Acknowledgment in Darkness to Light e-news and social media.
- Exhibitor space throughout the conference.
- Free Stewards of Children® online training available to 25 employees, interns, and/or partners (*or donate the trainings to a non-profit). Negotiated discounts available for larger quantities. This is a significant human resource benefit to employees and stakeholders, offering real-life skills needed to keep children safe from abuse and develop a healthy understanding of body image and safety awareness.
Keynote Sponsor ($5,000)

(Estimated audience reach potential – 203K individuals through a mix of direct and indirect marketing commensurate with sponsorship level)

- Corporate name and logo, on all printed and promotional materials, relevant handouts, and mailings related to the conference.
- Name and logo on the Ignite conference website, with a hyperlink to company’s website.
- Corporate Circle of Light membership with a company logo and hyperlink on the Corporate Circle of Light webpage at the 5K level. The Corporate Circle of Light is Darkness to Light’s leadership giving society.
- Acknowledgment in Darkness to Light e-news and social media.
- Exhibitor space throughout the conference.
- Signed thank-you letter by keynote speaker.

Loved every minute of this fantastic conference!

– Cherisse T., Jefferson City, MO
Giveaway Sponsor (Range $500 - $3,500)

In-Kind or Monetary

(Estimated audience reach potential – 203K individuals through a mix of direct and indirect marketing commensurate with sponsorship level)

• Benefits commensurate with sponsorship value.
• This is an excellent opportunity to provide branded giveaway items to conference attendees from across the nation. Giveaway items needed include pens, notepads, special lanyard buttons, tote bags, pocket calendars, seed packets, signage, cocktail napkins, and more. There is room for creativity and customization.

Scholarship Sponsor ($500)

• Cover the cost of registration and help with travel cost for an individual who cannot afford to attend Ignite 2019.

For more information, please contact:

Kendall Sherry at Darkness to Light
843-513-1627 / ksherry@D2L.org

I learned so much! It got me excited to come back and work harder at getting the education out there about the prevention of child sexual abuse.

– Shelley V., Ontario, OR
EXHIBITOR OPPORTUNITIES
Why Exhibit at Ignite 2019: National Prevention Conference?

The second annual Ignite National Prevention Conference offers 15 breakout sessions, two nationally recognized keynote speakers, one major panel discussion, and is one of the only child sexual abuse prevention conferences in the country.

Who attends?

Attendees from 2018 spanned 32 States, and two countries.

Child Advocacy Centers, School Counselors, Directors, Executive Directors, Marketers, Therapists, Child Advocates, Case Workers, Public Health Experts, Educators (K-12 through College), Foundations, Healthcare Workers, Law Enforcement, Youth Serving Organizations, Faith Based Organizations, Prevention Experts, Government Workers, and more.

Organizations and agencies represented as speakers and participants include Federal Bureau of Investigation, Centers for Disease Control & Prevention, The Beau Biden Foundation, Orange County Rape Crisis Center, Prevent Child Abuse Louisiana, SNAP, Idaho Children’s Trust Fund, US Naval Sea Cadets, The Ford Family Foundation, The Georgia Child Advocacy Center, The Citadel Military College of South Carolina, Wake Forest University – Brenner Children’s Hospital, Boise State University, Human Trafficking Awareness and Beyond, Child & Family Services, District Attorney’s Office of Chatham County, Saving Children And Revealing Secrets, Tennessee Chapter of Children’s Advocacy Centers, McKee Risk Management, Inc., National Center for Missing & Exploited Children (NCMEC), and more.

98% of attendees from Ignite 2018 would recommend Ignite 2019.

Ignite 2018 was a well-organized, attendee-centered, & motivational experience.

– Martha T., Charleston, SC
Exhibitor Booth Information
Each Booth Includes:
• An 8’ Table
• Two Chairs
• Continental breakfast, refreshment breaks, and lunch provided on October 8th and 9th.
• Access to evening receptions and networking events.
• Option to participate in the Door Prize Giveaway, which encourages participants to visit your display.

Door Prize Giveaway
Add an extra incentive for attendees to visit your booth by participating in a door prize giveaway. Exhibitors are responsible for collecting entries and selecting their winners. Participation is at no cost and optional.

Pricing: $250

It was an awesome conference! It was amazing to see everyone from different states and countries all sharing their ideas, experiences and working together for the same cause. I can’t wait until next year! – Prevention Advocate, Ford Family Foundation, Roseburg, OR
Exhibitor’s Floor Plan