The Compassionate Friends Virtual Conference 2020

SPONSORSHIP PROSPECTUS

WHO WE ARE

The Compassionate Friends, Inc. (TCF) is a national non-profit organization offering support, education, understanding, and hope to families grieving the death of a child of any age, from any cause. TCF provides highly personal comfort and support to families experiencing the death of a child. All services are provided free of charge. TCF was founded 50 years ago in England and today has over 30 organizations internationally, and we have over 500 chapters in local communities around the United States.

Our reach extends very widely. The national website averages over 10,000 weekly views. TCF’s Facebook page has over 285,000 likes and has an average weekly post reach of over 250,000. TCF’s private Facebook pages serve over 50,000 members. TCF’s Twitter page has over 5,000 followers. Each chapter, along with the supporting national organization, is committed to helping every bereaved parent, sibling, or grandparent who may contact us for support or walk through our doors.
One of the cornerstones of support TCF has provided for over four decades is a national conference gathering. This conference rotates to different cities across the United States each year offering vital connection and support to bereaved families. The value gained from this experience is so important, that many people have attended over 20 conferences in their lifetimes. While people start attending for their own support following a tragic loss, many return year after year to support the newly bereaved on this uniquely painful and challenging journey.

Due to the COVID-19 pandemic, The Compassionate Friends had to cancel our Annual Conference for the first time in 43 years that was scheduled to be held in Atlanta, GA this Summer. This event has provided bereaved parents, grandparents, and siblings with a supportive setting where they can be surrounded by others who understand their situation. The need for bereaved families to connect with others in a meaningful way for support is still critical even during our times of physical distancing.

The TCF Virtual Conference will offer bereaved parents, grandparents, and siblings, as well as others who have experienced significant losses, the opportunity to connect with one another, attend workshops that promote hope and healing, and receive the support they need – even when we cannot be with one another in person.

With the in-person event attended by over 1,000 individuals each year, we are anticipating an even larger turnout to our virtual event. Many of our sessions apply to losses outside of a child and will be attractive to people not previously affiliated with TCF. Many people who previously didn't have access to attending in-person due to costs, work, child or elder care, physical travel ability, etc., will now have access to this valuable resource. We will also have international guests attending, which will extend our reach even further than we’ve been able to before.

Your sponsorship of the TCF Virtual Conference will cover expenses for creating our virtual platform and training almost 150 presenters and technology monitors to transform their workshops and keynote presentations into a virtual environment. The annual conference also provides greatly needed funding for programs, trainings, and services of The Compassionate Friends that are provided free of charge.
SPONSORSHIP OPPORTUNITIES

CONNECTING OUR COMMUNITIES - Premier Sponsor $10,000
• Prime placement of name or company logo on conference advertisements, virtual conference app, and web-based landing page.
• Sponsorship announcement during all keynote and large group virtual gatherings.
• Option to record a greeting to conference attendees to be played at the opening keynote session.
• Option to introduce one of the keynote presenters.
• Five posts on social media outlets acknowledging the sponsorship.
• Four conference registrations.

JOURNEYING TOGETHER - Event Sponsors $5,000
• Prime placement of name or company logo on conference advertisements, virtual conference app, and web-based landing page.
• Sponsorship announcement during all keynote and large group virtual gatherings.
• Two posts on social media outlets acknowledging the sponsorship.
• Two conference registrations.

HONORING MEMORIES - Candle Lighting Ceremony Sponsors $2,500
• Acknowledgement of gift on sponsorship page, the event app, and web-based landing page.
• Inclusion on sponsorship slide accompanying Candle Lighting presentation.
• Acknowledgement of gift verbally at the beginning of the Candle Lighting presentation.
• Two posts on social media outlets acknowledging the sponsorship.

PROVIDING STRENGTH - Keynote Sponsors $2,000
• Acknowledgement of gift on sponsorship page, the event app, and web-based landing page.
• Inclusion on sponsorship slide accompanying the keynote presentation.
• Verbal acknowledgement of the sponsorship prior to keynote introduction.
• One post on social media outlets acknowledging the sponsorship.

SUPPORTING NEW CONNECTIONS - Technology & Registration Sponsors $1,500
• Acknowledgement of gift on sponsorship page, the event app, and web-based landing page.
• Verbal thank you provided at opening session for the conference.
SPONSORSHIP OPPORTUNITIES

RISING TOGETHER - Sibling Program Sponsors $1,500
- Acknowledgement of gift on sponsorship page, the event app, and web-based landing page.
- Verbal thank you provided at opening session for Sibling Sunday.

COMPANIONING THE JOURNEY - Awards Sponsors $1,000
- Acknowledgement of gift on sponsorship page, the event app, and web-based landing page.
- Inclusion on sponsorship slide accompanying award presentations.

SHARING & CARING TOGETHER - Performance Sponsors $750
- Acknowledgement of gift on sponsorship page, the event app, and web-based landing page.
- Inclusion on sponsorship slide accompanying performance.

CREATING HOPE – Healing Haven Sponsors $500
- Acknowledgement of gift on sponsorship page, the event app, and web-based landing page.
- Inclusion on sponsorship slide Healing Haven Room.

SHARING INSPIRATION – Workshop Session Sponsors $100
- Acknowledgement of gift on sponsorship page, the event app, and web-based landing page.
- Inclusion on sponsorship slide accompanying workshop presentations.

GROWING TOGETHER - Sharing Circle Sponsors $50
- Acknowledgement of gift on sponsorship page, the event app, and web-based landing page.
- Inclusion on sponsorship slide accompanying Sharing Circle Session.

To sponsor, please contact Joan Ireland
joan@compassionatefriends.org or 877.969.0010