



SAFE HOUSE
PROJECT

ANTI-TRAFFICKING ALLIANCE CONFERENCE

#ATAC24



CORPORATE PARTNERSHIP PROSPECTUS

CORPORATE PARTNERSHIP PROSPECTUS

www.safehouseproject.org/atac-conference

ERADICATE TRAFFICKING

PARTNERS FOR FREEDOM

WHO WE ARE

Safe House Project's mission is to increase survivor identification beyond one percent through education, provide emergency services and placement to survivors, and ensure every survivor has access to safe housing and holistic care by accelerating safe house capacity and development across America.

Our vision is to unite communities to end domestic sex trafficking and restore hope, freedom, and a future to every survivor.

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REACHING PROFESSIONALS

PARTNERS FOR FREEDOM

SHP CONNECTIONS



27,850 email contacts
from 8,553 companies



4.7K Followers
@SafeHouseProject



2,990 Followers
Safe House Project



12.2K Followers
@safehouseproject



247 Followers
@SafeHousePrjct

A MULTI-CHANNEL APPROACH

Attendee disciplines include the following:

- Criminal justice professionals
- Legal professionals
- Law enforcement professionals
- Human services professionals
- Government agency representatives
- Healthcare professionals
- Forensic examiners
- Social workers
- Educators
- Tribal representatives
- Faith-based organization representatives
- Victim advocates

Together, we can eradicate trafficking in the United States. Will you join us?

THINGS TO KNOW

PARTNERS FOR FREEDOM

CONTACT

For additional information,
please contact:

Brittany Dunn
Chief Operations Officer
brittany@safehouseproject.org
507.769.0819

SIGNING UP

All opportunities are available on a first-paid, first-served basis, meaning payment is required to secure your sponsorship. The fastest, easiest way to secure your sponsorship is by signing up and paying your invoice, and the earlier you sign up, the more exposure your company will receive.

MAXIMUM AVAILABLE OPTIONS

Each sponsorship opportunity has a Maximum Available section indicating the number of sponsorships available for a particular option. Opportunities priced at \$4,500 or more give a sponsor the right of first refusal for the upcoming year.

THE FINE PRINT

Every opportunity also has sections called The Fine Print and Associated Deadlines. Please review The Fine Print carefully to learn about requirements and restrictions specific to each sponsorship and exhibit option. The Associated Deadlines section applies once a company has secured a specific opportunity, so we encourage you to add deadline reminders to your calendar to ensure a marketing opportunity isn't missed.

The following restrictions apply to ALL sponsorship and exhibit options:

- Safe House Project has the right to cancel any company's sponsorship at its sole discretion.
- Safe House Project cannot guarantee any opportunity until payment is received.

SPONSORSHIP OPPORTUNITIES

PARTNERS FOR FREEDOM

CONFERENCE SCHOLARSHIP — \$695

Maximum Available — Unlimited

Description — Give the gift of knowledge and support by sponsoring a professional to attend our conference. The sponsor can designate the discipline the scholarship(s) will be made available to (i.e., law enforcement, survivor, prosecutor, forensic examiner, victim advocate, journalist, etc.).

Recognition & Visibility

- Logo recognition on the conference website and scholarship announcement.
- Sponsor logo on the conference scholarship website.

The Fine Print — The scholarship sponsor may designate a recipient or if desired, SHP will select the scholarship recipient(s).

Associated Deadlines — December 7, 2023, final sign-up/payment deadline

PROGRAM VIDEO ADVERTISEMENT

Maximum Available — 12

Description — Run a 30-second commercial during the conference so that it will be seen by every attendee! Advertising space is limited and filled on a first-come, first-served basis.

Recommended Specifications — 1280 x 720, or 16:9, in a .MP4 or .MOV format

Pricing Options

- Before a breakout session — \$500
- Before opening or closing plenary — \$1,000

Recognition & Visibility — Sponsor advertisement is played during the conference and included in the recordings.

The Fine Print — Sponsors are responsible for providing the video to SHP according to specifications.

Associated Deadlines

- January 5, 2024, final sign-up/payment deadline
- January 16, 2024, video delivery to SHP deadline for review and testing purposes

SPONSORSHIP OPPORTUNITIES

PARTNERS FOR FREEDOM

TOTE BAG INSERT — \$1,000

Maximum Available — Unlimited

Description — Get your material in the hands of every in-person attendee by providing a product or literature as an insert in the conference tote bags. Bags are handed out to every attendee at registration.

Recognition & Visibility

- Logo recognition on the conference website.

Entitlements — One product or piece of literature is included in each attendee tote bag. (Description and dimensions must be submitted to SHP for approval).

The Fine Print

- The sponsor is responsible for printing and delivering literature or product to the conference.
- SHP will place your product or literature in each tote bag for you.

Associated Deadlines

- December 7, 2023 – Final sign-up/payment deadline.
- January 5, 2024 - Approval of design.
- January 22, 2024 – Must have material delivered to the conference hotel.

LANYARD - \$5,000

Exclusive

Description — As the Lanyard Sponsor, you'll have a full-color logo on the lanyard worn by all attendees throughout the conference.

Recognition & Visibility

- 1 in-person exhibitor booth to showcase your company.
- Sponsor logo on the lanyards worn by all attendees.
- Sponsor logo on our conference website, mobile, SHP social media platforms, and on SHP e-newsletters sent to over 27,000 email addresses.

Entitlements

- 1 complimentary conference registration.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print — SHP will make all the arrangements for conference lanyards. The sponsor will be offered an opportunity to review and approve the final design.

Associated Deadlines

- 9, 2023 – Must have submitted payment and provided sponsor logo for the lanyard.

SPONSORSHIP OPPORTUNITIES

PARTNERS FOR FREEDOM

TOTE BAG — \$10,000

Exclusive

Description — Upon arriving at registration, every attendee will receive a conference tote bag with your logo co-branded with SHP. Let your logo be the first thing participants see when they check-in to the conference and give them a gift to take back home and continue using after the event ends.

Recognition & Visibility

- Full-color sponsor logo printed on conference tote bags.
- Option to include 2 pieces of literature or product in each tote bag.
- Sponsor logo on our conference website, SHP social media platforms, and on SHP e-newsletters sent to over 27,000 email addresses.
- 1 in-person exhibitor booth to showcase your company.
- 1 virtual exhibitor booth to showcase your company.

Entitlements

- 1 Complimentary conference registration.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print

- Sponsors are responsible for providing advertising artwork to SHP according to specifications.

Associated Deadlines

- December 1, 2023 – must have 50% deposit and sponsor logo by this date to ensure recognition as a sponsor.
- December 7, 2023 – final payment deadline.

SPONSORSHIP OPPORTUNITIES

PARTNERS FOR FREEDOM

T-SHIRTS— \$1,250 OR EXCLUSIVE — \$10,000

Minimum of 8 required or Exclusive Option

Description — Every attendee will be given a t-shirt with your logo. Provide attendees with a conference t-shirt to remember the event and our event sponsors. Sponsoring companies will have their logos printed on the back of each t-shirt. Attendees will receive their shirt on the first day of the conference, giving them the opportunity to wear it during event activities. Sponsor recognition remains beyond the life of the conference when attendees take the shirt home and continue wearing your logo in their own communities.

Recognition & Visibility

- Full color logo printed on attendee t-shirts.
- Option to include 1 piece of literature or product in conference tote bags.
- Logo recognition on conference website.

Additional Recognition & Visibility for Exclusive Partner

- “Proud Partner” SHP logo for your website and marketing materials.
- Your sponsor logo displayed in registration area.
- Formal recognition at opening ceremony.
- 1 in-person exhibitor booth to showcase your organization.
- Literature or products in conference bag (1).
- Sponsor logo on our conference website, SHP social media platforms, and on SHP e-newsletters sent to over 27,000 email addresses.

Entitlements for Exclusive Partner

- 1 complimentary conference registration.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print

- Sponsors are responsible for providing advertising artwork to SHP according to specifications.

Associated Deadlines

- December 7, 2023 – must have payment and sponsor logo by this date to ensure recognition as a sponsor.

SPONSORSHIP OPPORTUNITIES

PARTNERS FOR FREEDOM

EXHIBITOR TABLE — \$1,800

Maximum Available — 25

Description — Increase the visibility of your products and services to those working to end human trafficking. Establish lasting relationships with leaders making a difference in the lives of victims of human trafficking and child exploitation. Join our efforts to end human trafficking and sign up to exhibit at our annual conference.

Recognition & Visibility

- Skirted 6' Table & two chairs.
- Sponsor logo on our conference website and mobile app.
- 1 exhibitor booth to showcase your company & 2 general admission tickets

The Fine Print

- Exhibiting products or services at the conference is neither an endorsement of a company or their products.
- The exhibitor area is not secure overnight.
- SHP does not provide electricity.
- Associated Deadlines - December 7, 2023 – final sign-up/payment deadline.

Booth Assignments

- Exhibitors will be located in the same location as the conference breakfast and breaks. Space is limited and preference will be given to those who submit their payment first.

Exhibit Hall Hours

- Tuesday, January 23
- Wednesday, January 24

SPONSORSHIP OPPORTUNITIES

PARTNERS FOR FREEDOM

CONTINENTAL BREAKFAST SPONSOR

Maximum Available – 10 available at \$2,000/day or Exclusive at \$20,000/day

Description – Continental breakfast buffets will be placed in high-traffic areas for 1 hour before sessions begin each day, offering all conference attendees an opportunity to fuel up for the day and mingle with their industry peers as they consume their morning caffeine. SHP will take care of all details associated with the breakfast stations. This sponsorship covers the cost of a continental breakfast only. Sponsors may choose to add upgrades at their own expense.

Recognition & Visibility

- “Breakfast provided by ...” signs at the breakfast stations throughout the duration of service.
- Logo next to Breakfast on agenda
- Recognized by sponsor logo

Additional Recognition & Visibility

- “Proud Partner” SHP logo for year
- Premium banner placement in the
- Digital banner on website.
- Your sponsor logo displayed in registration
- Formal recognition at opening ceremony.
- 1 in-person exhibitor booth to showcase your company.
- Literature or products in conference bag (3).
- 3 tickets to the VIP dinner.
- Sponsor logo on SHP’s e-newsletters sent to over 27,000 email addresses.

Entitlements for Exclusive Partner

- 3 complimentary conference registrations.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print

- After a sponsor secures this sponsorship, SHP will work directly with the hotel for specific arrangements.
- Sponsor is responsible for providing ad artwork to SHP according to specifications.

Associated Deadlines

- December 7, 2023 – must have payment and sponsor logo by this date to ensure recognition as a sponsor.

SPONSORSHIP OPPORTUNITIES

PARTNERS FOR FREEDOM

LUNCH SPONSOR

Maximum Available – 4 each day at \$2,500/day or Exclusive at \$20,000/event

Description – Add your name and logo as a sponsor for one of the four luncheons and be recognized for providing guests with a three-course meal.

Recognition & Visibility

- “Lunch provided by...” signs positioned at entry to the luncheon space.
- Logo placement next to luncheon displayed on agenda.
- Recognized by sponsor logo on our conference website.
- 1 in-person exhibitor booth to showcase your company.

The Fine Print

- After a sponsor secures this sponsorship, SHP will work directly with the hotel for specific arrangements.
- Sponsor is responsible for providing ad artwork to SHP according to specifications.

Associated Deadlines

- December 7, 2023 – must have payment and sponsor logo by this date to ensure recognition as a sponsor.

SPONSORSHIP OPPORTUNITIES

PARTNERS FOR FREEDOM

MORNING & AFTERNOON BREAK— REFRESHMENTS SPONSOR

Maximum Available — 10 available at \$2,000/day or Exclusive at \$10,000/day

Tuesday, January 23rd and Wednesday, January 24th

Description — Water, coffee and tea stations, along with light snacks (afternoon), will be placed in high-traffic areas during the 30-minute breaks, offering conference attendees an opportunity to relax, recharge, and network between sessions. SHP will take care of all details associated with ordering food and beverages. Sponsors may choose to add upgrades at their own expense.

Recognition & Visibility

- “Refreshments provided by ...” signs positioned in the break area throughout the duration of the sponsored break.
- Sponsor logo next to refreshment area.
- Logo recognition on the conference website.

Additional Recognition & Visibility for Exclusive Partner

- “Proud Partner” SHP logo for your website and marketing materials.
 - Your sponsor logo is displayed in the registration area.
 - Formal recognition at the opening ceremony.
 - 1 in-person exhibitor booth to showcase your company.
 - Literature or products in conference bag (1).
- Sponsor logo on SHP’s e-newsletters sent to over 27,000 email addresses.

Entitlements for All

- 1 complimentary conference registration.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference

The Fine Print

- After a sponsor secures this sponsorship, SHP will work directly with the hotel for specific arrangements.
- Sponsor is responsible for providing ad artwork to SHP according to specifications.

Associated Deadlines

- December 7, 2023 – must have payment and sponsor logo by this date to ensure recognition as a sponsor.

SPONSORSHIP OPPORTUNITIES

PARTNERS FOR FREEDOM

VIP DINNER — \$10,000

Exclusive

Description — Provide our VIPs with a night out to celebrate their efforts to end human trafficking and their significant contributions to the conference program. Conference presenters and select VIPs will be invited to join our Board of Directors and staff for a private dinner at the exclusive Quail Hollow Club. The sponsor will have signage prominently positioned at the dinner, an opportunity to invite up to 2 guests to the event, and 3-5 minutes to provide remarks.

Recognition & Visibility

- Signage at the Faculty and VIP dinner.
- 3-5 minutes for remarks at the VIP dinner.
- Recognized by sponsor logo on our conference website, and SHP e-newsletters sent to over 27,000 email addresses.
- 1 in-person exhibitor booth to showcase your company.

Entitlements

- 2 tickets to the VIP dinner.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print

- This sponsorship opportunity applies to the cost of the dinner only. Enhancements, such as a hosted bar, appetizers, or dessert are available at an additional cost.

Associated Deadlines

- December 1, 2023 – must have payment and sponsor logo by this date to ensure recognition.

PARTNERSHIP PACKAGES

PARTNERS FOR FREEDOM

SOCIAL NETWORKING PARTNER — \$5,000

Maximum Available- 5

Description — Reach SHP’s extended social network by signing on as a Social Networking Partner.

Recognition & Visibility

- 1 advertisement to be published on SHP’s social media channels (Facebook, Twitter, Instagram and LinkedIn) during the conference (subject to SHP approval).
- “Proud Partner” SHP logo for your website and marketing materials.
- 1 in-person exhibitor booth to showcase your company.
- Literature or products in conference bag (1).

Sponsor logo on our conference website, SHP social media platforms, and on SHP e-newsletters sent to over 27,000 email addresses starting at time of sign-up and ending on January 31st.

Entitlements

- 1 complimentary conference registration.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print

- Sponsors are responsible for providing advertising artwork to SHP according to specifications.

Associated Deadlines

- December 1, 2023 – must have 50% deposit and sponsor logo by this date to ensure recognition as a sponsor.
- December 7, 2023 – final payment deadline.

PARTNERSHIP PACKAGES

PARTNERS FOR FREEDOM

EMPOWER PARTNER – \$7,500

Maximum Available- Unlimited

Description — Align yourself with a common vision to see communities unite to end sex trafficking in the United States. By training and equipping hundreds of thousands of professionals from law enforcement, healthcare, advocacy, education and more to identify, report, and most importantly, support survivors we can move to end sex trafficking.

Recognition & Visibility

- Proud Partner SHP logo for your website and marketing materials.
- 1 in-person exhibitor booth to showcase your company.
- Formal recognition at opening ceremony.
- 30 second video to be played at end of a plenary on day 1.
- Sponsor logo on SHP's conference website, social media, and on our e-newsletters sent out to 27,000 subscribers regarding the conference, starting at time of sign up and ending January 31st.

Entitlements

- 1 complimentary conference registration.
- Option to include 1 piece of literature or product in conference tote bags.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print

- Sponsors are responsible for providing advertising artwork to SHP according to specifications.

Associated Deadlines

- December 1, 2023 – must have 50% deposit and sponsor logo by this date to ensure recognition as a sponsor.
- December 7, 2023 – final payment deadline.

PARTNERSHIP PACKAGES

PARTNERS FOR FREEDOM

HOPE PARTNER — \$10,000

Maximum Available- 5

Description — Have your company featured as a Hope Partner.

Recognition & Visibility

- "Proud Partner" SHP logo for your website and marketing materials.
- 1 in-person exhibitor booth to showcase your company.
- Formal recognition at opening ceremony.
- 30 second video to be played at end of a plenary on day 1.
- Sponsor logo on SHP's conference website, social media, and on our e-newsletters sent out to 27,000 subscribers regarding the conference, starting at time of sign up and ending January 31st.
- 1 newsletter to be sent to registrants after the conference highlighting sponsor materials.

Entitlements

- 1 complimentary conference registration.
- Option to include 2 pieces of literature or product in conference tote bags.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print

- Sponsors are responsible for providing advertising artwork to SHP according to specifications.

Associated Deadlines

- December 1, 2023 – must have 50% deposit and sponsor logo by this date to ensure recognition as a sponsor.
- December 7, 2023 – final payment deadline.

PARTNERSHIP PACKAGES

PARTNERS FOR FREEDOM

FREEDOM PARTNER — \$15,000

Exclusive

Description — Have your company featured as our Freedom Partner with preferred signage and recognition.

Recognition & Visibility

- "Proud Partner" SHP logo for your website and marketing materials.
- 1 in-person exhibitor booth to showcase your company.
- Formal recognition at opening ceremony.
- Press release package and media outreach.
- Banner displayed on the conference website
- Sponsor logo on SHP's conference website, social media, and on our e-newsletters sent out to 27,000 subscribers regarding the conference, starting at time of sign up and ending January 31st.
- 1 newsletter to be sent to registrants after the conference highlighting sponsor materials.

Entitlements

- 2 complimentary conference registrations.
- Option to include 3 pieces of literature or product in conference tote bags.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print

- Sponsors are responsible for providing advertising artwork to SHP according to specifications.

Associated Deadlines

- D 1, 2023 – must have 50% deposit and sponsor logo by this date to ensure recognition as a sponsor.
- December 7, 2023 – final payment deadline.

PARTNERSHIP PACKAGES

PARTNERS FOR FREEDOM

EXCLUSIVE PARTNER — \$25,000

Exclusive

Description — Have your company featured as the exclusive sponsor at the conference with our highest level of partnership.

Recognition & Visibility

- "Proud Partner" SHP logo for your website and marketing materials.
- 2-3 electronic newsletters sent to SHP's contact list.
- Premium banner placement in the general session.
- Formal recognition at the opening ceremony.
- 2-3 minutes for remarks at the opening ceremony.
- 3 pieces of literature or products included in each conference bag.
- 3 external links featured in the electronic welcome letter sent to all conference registrants.
- Panelist as part of one of the main stage conversations
- 1 in-person exhibitor booth to showcase your company.
- 30-second video advertisement played before the opening ceremony.
- Eight social media posts shared to SHP's social media channels.
- Your sponsor logo featured on:
 - Conference website
 - SHP e-newsletters sent to over 27,000 email addresses
 - Registration confirmation emails
 - Attendee name badges
 - The on-site registration area

Entitlements

- 3 complimentary conference registrations.
- Sponsor will have the right of first refusal for the same opportunity at the 2025 conference.

The Fine Print

- Sponsors are responsible for providing advertising artwork to SHP according to specifications.
SHP reserves the right to edit and/or reject the sponsoring company's panel proposal if it does not align with the conference theme and meets our required level of expertise.

Associated Deadlines

- D 1, 2023 – must have 50% deposit and sponsor logo by this date to ensure recognition as a sponsor.
- December 7, 2023 – final payment deadline.

CONFERENCE FAQ

PARTNERS FOR FREEDOM

How do I convince my supervisor I should attend the ATAC Conference?

You know the value you'll receive from two days of learning and networking at ATAC, but getting approval to take the better part of a week away from work may be a challenge. Break through to your boss and justify your trip with our [letter template](#).

What are the conference dates?

January 24th-25th, 2024

When can I check-in for the in-person conference?

In-Person registration starts on Tuesday, January 23, 2024 at 4PM.

What is included in registration?

Registration for the in-person conference includes:

- 2 full days of in-person training with leading national experts
- Light breakfast, lunch, and afternoon snacks each day
- Electronic course material
- Access to all recorded content for up to 90 days

How do I modify my registration?

Email Elizabeth@safehouseproject.org for any registration modifications.

What is the cost to attend?

Conference pricing information can be [found here](#).

How do I get an invoice?

Email kari@safehouseproject.org

Do you allow substitutions?

To help avoid the loss of an individual's registration fee, you may substitute another person in your place at no charge. See the [cost page](#) for details.
Substitutions are allowed until January 20, 2024.

[Download our W-9 form here.](#)

CONFERENCE FAQ

PARTNERS FOR FREEDOM

What is the registration cancellation policy?

See the [cost page](#) for details.

Who do I contact with questions about my registration?

Brittany Dunn
Chief Operations Officer
brittany@safehouseproject.org
507.769.0819

I can't locate my registration confirmation email. How do I request my confirmation be resent?

Step 1: Log into your GiveSmart Account at <https://ATAC.givesmart.com>

Step 2: Click the "Pay" Tab

Step 3: Choose "Send statement link to my email" or "View my statement for printing."

Will special accommodations be made available upon request?

Every effort will be made to accommodate advance requests for reasonable modifications. Requests made after December 13, 2023 cannot be guaranteed. Please contact info@safehouseproject.org with any questions.

Are guests allowed?

Unfortunately, personal guests are not permitted at ANY official conference activities. This includes but is not limited to, the exhibit hall and all meal functions.

Will presentation handouts be available?

Handouts are NOT included in printed format at the conference. If a presenter has chosen to make their material available, you will receive electronic course materials after the event.

Each registered guest must be at least eighteen (18) years of age.

This is a professional conference dealing with sensitive and sometimes difficult subject matter that may not be appropriate for untrained individuals. We are mindful that some individuals may have a difficult time with the subject matter, including those with a history of victimization. This is especially true because the content of session discussion cannot always be anticipated in advance. Please keep this concern in mind as you consider participating in this conference.

HOPE. FREEDOM. FUTURE.
ANTI-TRAFFICKING ALLIANCE CONFERENCE



SAFE HOUSE
PROJECT

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