

The Impact Movement National Conference:

The Westin Peachtree Plaza, Atlanta, GA

December 28, 2024 - January 1, 2025



THE
Impact
MOVEMENT

Equipping Black students to become disciples of Jesus Christ who integrate their faith into every aspect of their life.

WWW.IMPACTMOVEMENT.ORG

The Impact Movement National Conference:

A Guide to Exhibit, Advertise, or Sponsor

Why Impact?

Proven DEI Expertise creating a vibrant community.

For 30 years, The Impact Movement has positioned itself as a frontrunner in gathering and ministering to Black students. Our conference brings student leaders from all around the United States for a dynamic time that many students have coined as "life changing".

College recruiting opportunities

In recent years, Impact has made a commitment to not only strengthen the spiritual journey of our students, but to also ensure that they see their ability to make an impact in their various professions. Impact students span prestigious universities such as Howard, UVA, Michigan State, and Indiana University, just to name a few. Our students tend to have a strong focus in education, engineering, medical degrees and marketing.

Community outreach and networking.

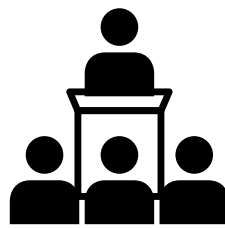
As an exhibitor, you will have access to the nation's premier leaders and generational change-makers. Your ability to network and provide resources will assist us in cultivating an environment to nurture the whole student. At the same time you will be able to build your brand with young people as a brand that cares about issues that are important to this student group.

Come, and be a part! We could continue to tell you but the best proof is when you can experience it for yourself!



Attendees

We gather hundreds of Students, Alumni, and Church Leaders of African descent, from all around the United States, with a variety of majors from Education and Finance to Engineering and Pre-Med.



Pastors & Leaders

We have a specialized track for Community leaders who are interested in sharpening their tools to reach this generation. You can meet with them as well to find common priorities to leverage partnership.

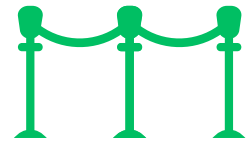


Our Day of Outreach provides an authentic experience for conferees to evangelize in the city and share what they have been learning.



Leadership

Impact cultivates student leadership by equipping and building student's capacities to lead their peers by facilitating meetings, strategic planning, building community partners, and public speaking. This experience provides real-time training and hands-on job skills that are transferable.



Exclusivity

Our exhibit placement provides a great opportunity to meet our constituents and display your programs. Exhibitors and Sponsors are also given the opportunity to host receptions, private interviews, or community planning sessions with various conference attendees for a more captive audience during the conference.



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The Impact Movement began as a national conference of 500 African American college students in 1991 as part of CRU, a national ministry formerly known as Campus Crusade for Christ. In 1996, The Impact Movement was officially launched and in 2002 the organization registered as a federally recognized 501 (c) 3 non-profit entity.

The Impact Movement is guided by the key values of Faith, Character, Stewardship, Integrity, Culture and the local church as the focal point in serving communities.

In addition, the organization has several key audiences, which include college and high school students, alumni and community leaders, and the local church.

For over 30 years Impact has established a proven track record of engaging and impacting the lives of young African American adults with Judeo-Christian values. These individuals are developed as servant leaders who are influential and passionate about their faith. They are dedicated to their communities and are excited about life's journey.



The Impact national conference is rooted in the mission to inspire, equip and mobilize people of African descent to grow in their relationship with Christ and impact their communities. As a rallying point for college students, high school students, and young professionals committed to the mission of The Impact Movement, the conference serves to encourage, energize, and mobilize leaders who will infiltrate every professional genre as Kingdom citizens.

The conference is filled with dynamic speakers, powerful worship, seminars and outreach to the local community, congealed together by the unique and transformational communal setting.

Returning to Atlanta, Georgia, we hope to gather 1,000 college and high school students! We will also have a number of alumni and church leaders which, together, creates an electric environment where we believe lives will be changed.



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Exhibitor & Sponsorship Packages

Sponsors and exhibitors are a vital part of developing a strategic financial and experiential network to support the current students and ongoing work of The Impact Movement. We are proud to offer the packages below to organizations that desire to come alongside us in the important work of equipping this generation's leaders to change the world.

Sponsor Level	Legacy	Impact	Gold	Silver	Bronze	Exhibitor
Price	\$25,000	\$10,000	\$7,500	\$5,000	\$3,500	\$2,000
Booth Size	Double	Double	Double	Single	Single	Single
Included Registrations	6	4	4	2	2	2
Recognition and Logo displayed on NC app	X	X	X	X	X	X
Recognition and Logo displayed on NC Website	X	X	X	X	X	
Opportunity to host a reception to network with students (Limited space available)	X	X	X	X	X	
Opportunity to host/lead # of seminars for one of the conference tracks (Limited space available)	2 Seminars	1 Seminar	1 Seminar	1 Seminar		
Greetings and video during main plenary session	X	X	X			
Sponsorship e-mail to registrants the week of the National Conference	X	X				
Impact Social Media Highlight	X	X				
Opening Night Plenary Welcome & Video w/ Main stage Signage	X					

Exclusive Top-Level Sponsorship Opportunities

Legacy Level Sponsors

will receive ALL of the following:

- Main Stage Signage
- First night Main Session with special welcome and video
- Plenary Sponsorship
- Speaker Sponsorship

Impact Level Sponsors

will be able to choose ONE of the following:

- App with visual logo/ group information
- Men's Time
- Women's Time
- Impact Coffeehouse
- New Year's Eve Celebration

Gold Level Sponsors

will be able to choose ONE of the following:

- Day of Outreach
- Prayer Room
- Conference Worker Luncheon
- Alumni Networking event

Exhibitor Specs & Details

Booth Specs

- 6-ft table with black tablecloth
- 2 chairs
- 1 waste basket
- A one-line, black on white identification sign
- Access to an outlet where applicable

Booth Set Up

- Booth set up on Wednesday, December 28th is 12:00-5:00 pm. Students will arrive between 3:00-7:00 pm and our first session begins at 7:30 pm.
- Break down will happen on Saturday, December 31st anytime after the last plenary session begins.

Parking

The valet parking rate for guests is \$55.00 with in and out privileges. Self parking is located around the hotel but is not affiliated with the hotel.

Hotel Rooms

- Registrations **DO NOT** include hotel rooms. Rooms may be added to any package of your choice at the discounted rate.
- Room Rate: \$150/night, limit 2 persons per room



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WHAT'S NEXT?

1.

Use our [Interest Form](#) to indicate your interest in becoming a Sponsor or Exhibitor for our Impact 2024 National Conference. <http://bit.ly/IMPACTexhibitor>

2.

Select your contribution level and be sure to provide the correct contact information for the person responsible for communicating logistics (payment, logistics, etc).

3.

Be on the lookout for an email from an Impact representative that will continue to process of onboarding during the preparations for our National Conference!



Visit our website:
www.impactmovement.org for
up-to-date information and details.



Email us any questions or concerns:
conference@impactmovement.org

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