



# The Uplevel and Rise Conference

## Power UP Your Profit

*A conference experience for Christian Women Entrepreneurs*

presented  
by



## The Uplevel and Rise Conference 2022

*"Power Up Your Profit"*

### SPONSORSHIP & VENDOR OPPORTUNITIES



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**Be a part of Uplevel and Rise and make the connections you need to drive your business forward.**

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## **CONFERENCE OVERVIEW**

This is the 4th Alliance of Christian women entrepreneur's Uplevel and Rise Conference. We bring together serious businesswomen to convene, converge and collaborate for inspiration and impact. The conference is also a time to target new members and see a sizable increase in our membership.

Our goal is to come together to become a force of power, collaboration and economic impact for Kingdom-minded businesses called to bring products and services to the local, regional, national and global marketplace.

We would like to partner with sponsors who desire to reach women entrepreneurs of impact with products and services that can help them grow their businesses, market their products and services, expand their reach in the marketplace and enrich their lives.

Whether you are interested in supporting Christian women entrepreneurs or value better ways to interact with businesses by featuring your product or services, we invite you to consider being one of our sponsors.



## **EXPECTED ATTENDEES**

We are expecting 110 - 120 owners of small business founders and owners who desire to grow their companies. Whether they are new to business or a seasoned business owner, they all have the clarity that they are up poised for growth and expansion.

## QUICK FACTS

When and Where	<b>Friday, October 7<sup>th</sup>, 2022</b> <b>9:00 am – 5:00 pm</b> at the Croasdaile Country Club 3800 Farm Gate Avenue Durham, NC 27705
Expected Attendance	110 – 120 women

## CONFERENCE HISTORY

The purpose of the up level and rise conference has always been to bring Christian women entrepreneurs together to learn, connect, strategies, and transform themselves and their businesses further next level. The vision of up level and rise was to be an annual conference, but this was impacted by the pandemic and this is the first year that we are reconvening the conference.

We had our first Uplevel and Rise Conference in 2017 in Raleigh, NC. The second year of the conference was 2018, and the third year Was 2019. Our attendance has continued to grow every year. The number of attendees has been:

- 2017 - 35 attendees
- 2018 - 68 attendees
- 2019 - 95 attendees
- 2020, 2021 – no conference due to the pandemic
- 2022 - 110 to 120 attendees are expected

## ABOUT THE ALLIANCE

The Alliance is a community of extraordinary women, founded by Ericka D. James in 2007, called to make an impact through their businesses. We help businessowners unlock the business genius inside of them and train them in how to grow their businesses from wherever they are today into businesses of impact.

Our “secret sauce” is in our one-of-a-kind, proprietary Alliance Business Uplevel Training System™ that is responsible for helping our members get the clarity and cash flow to build businesses of impact. our memberships include our chapter meetings, weekly accountability check-ins, coaching gyms, a 77-module online Learning Center, and a private social network so our members can stay connected, supported, and inspired between chapter meetings.

We are NOT just another networking group. Our chapter meetings are time for our businessowners to focus on the strategic level of their businesses.

In The Alliance, we do things differently (and more effectively). We are not a “transactional” organization where businessowners come to pass out and collect business cards to make potential sales. We are a strategic training organization.

Our in-person and national chapter meetings and events are your time to work ON the big-picture and strategic aspects of your business in the midst of like-minded, serious businesswomen.

We currently have two local chapters - one in Raleigh, NC and the other in Durham, NC. In addition, we have two national chapters with members in more than 20 states. Our current membership is at 27 members.



## **THE FUTURE OF THE ALLIANCE**

Throughout the pandemic, we did not focus on increasing members; we focused on helping our current membership scale their businesses and perfecting our training model. The conference is our largest annual membership drive and will help us meet our target number of 30 members per chapter, which will be at least 100 members by end of 2022. We will be launching 3 - 5 new chapters in 2023, for a total of more than 150 members. The vision for The Alliance is to have 1000 chapters of 30-member businesses by 2028.

## **SPEAKERS**

We bring together a lineup of seasoned businesswomen have built their businesses from scratch into thriving companies.



**Dr. Sophia Caudle**  
**Founder, Bull City Psychotherapy & Wellness**

Dr. Sophia Caudle is an experienced psychotherapist with a passion for building business and effecting great change in people's lives. Dr. Sophia owns and operates three practices all under the Bull City Psychotherapy & Wellness brand in North Carolina with several associates, and she also conducts workshops with people all around the world on the topics of Original Grief, relationships, increasing healthy connections, intimacy, and more. Dr. Sophia also has developed her own High Speed Intensives, which are all day sessions that move people quickly into deep healing, so people can feel better quickly and live the life they desire and deserve.

Dr. Sophia, who lives in Durham and Wrightsville Beach, NC, has one amazing son, named Vasili, and is a lifelong gym enthusiast and spin connoisseur. She is a member of The Alliance's Durham Chapter.



**Monika C. Matthews**  
**Founder, The Life Enrichment Group and QueenCare**

Monika C. Mathews has committed her life to empowering those around her to become their greatest selves despite overcoming negative living environments that affect their emotional health and growth. Through her organization, Life Enrichment Group, she has implemented programs and has grown it into a multi-million-dollar organization serving the Seattle-Tacoma area. She is also the Founder of QueenCare, a natural self-care and home product company that provides paid internships to young ladies. Ms. Mathews has directed and funded countless performing arts ventures and community service projects in which young people can express their creative selves.

Ms. Mathews joins us from Seattle, Washington. She raised her son, Kyle, as a single-mother and is a testament to our ability to overcome challenging circumstances to build our dream companies. She is a member of The Alliance's National Chapter.

In addition to our main speakers, we will have expert panelists who guide you in solving the real challenges you and your business face every day.

## AS A SPONSOR OF THE UPLEVEL AND RISE CONFERENCE, YOU WILL:

- Connect with decision-makers
- Contribute to the experience of the conference
- Promote your company
- Increase your ROI

## What Past Attendees are Saying About The Uplevel and Rise Conference:

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*Attending the Uplevel and Rise Conference TRULY changed me and my business. I was able to overcome all fears I had about taking my business to new levels of success. I can truly see myself building a million-dollar-plus business for God's Kingdom work for the first time! My business and my life will never be the same!*



**Ann Close**  
President, Close HR Connections

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*This conference was ABSOLUTELY AMAZING!! The Uplevel and Rise! conference was completely life-changing! I'm so filled with joy and the puzzle pieces are coming together!! I'm now unafraid and ready to rock it out- and I have mentors to help me get there!!*



**Suprena Hickman**  
President, Escape to Sisterhood,  
Sankofa Training & Wellness Center

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*Since the last Uplevel and Rise! God has done something so magnificent in my life that my income has TRIPLED! What once was a challenge has now come to me with ease.*



**Tammie Harris**  
President, The Tammie Harris  
Group, Award-winning Real Estate  
Company

## TO BE A CONFERENCE SPONSOR OR VENDOR:

To discuss which opportunity level at which you would like to partner with us, please contact:

Ericka D. James, Founder of The Alliance  
[ej@ErickaDJames.com](mailto:ej@ErickaDJames.com)  
ph: (919) 713-2283

Once you are clear about which level of involvement you would like for your company, you will be issued an electronic invoice via email to complete electronically or to send a check to guarantee your space.

## SPONSORSHIP OPPORTUNITIES

	<b>DIAMOND SPONSORSHIP</b> <b>\$5000</b> <b>SOLD OUT</b>	<b>RUBY SPONSORSHIP</b> <b>\$3500</b> 1 Available	<b>EMERALD SPONSORSHIP</b> <b>\$1500</b> 2 Available	<b>VENDOR \$500</b> 4 Available
<b>Brand Recognition</b>	Brand most prominently displays in all marketing materials and online communications. Logo included on event website. One space on an afternoon panel. One VIP table of 8 for representatives of your company.	Brand prominently displayed in all marketing materials and online communications. Logo included on event website.	Brand will be prominently displayed on selected marketing materials and online communications.	
<b>Onsite Signage &amp; Visibility</b>	Brand recognition in most prominent locations and mentions onsite during the event, including on all conference merchandise.	Brand recognition in prominent locations and mentions onsite during event, including on all conference merchandise.	Brand recognition in key locations onsite during event.	---
<b>Website</b>	Logo prominently displayed on homepage as Platinum Sponsor; 250- word company description; live link to company website.	Logo prominently displayed on conference page with 100-word company description; live link to company website.	Logo displayed on conference page with 75-word company description; company website	---
<b>Training Packet</b>	One-page advertisement included in the training packet with sponsor supplied artwork.	½-page advertisement included in the training packet with sponsor supplied artwork.	¼-page advertisement in training packet and 50-word description (ad provided by sponsor).	Listing in the Exhibitor section of the training packet
<b>Email Communications</b>	Inclusion in all event emails. Two dedicated emails with company specific messaging.	Inclusion in selected event emails. One dedicated email sent with company specific messaging.	Inclusion in selected email communications listing Emerald level partners.	

<b>Exhibit Presence</b>	The most prominent exhibit space available throughout the conference.	Prominent Exhibit space available throughout the conference.	Exhibit space available throughout the conference.	Basic exhibit space
<b>Post-Event</b>	Post-event logo displayed on all local and national emails and meeting promotions along with 1 month of logo displayed on website.			
<b>Social Media</b>	Social media mentions leading up to the conference and for 1 month following the conference.	Social media mentions leading up to the conference	Social media mentions leading up to the conference	

We look forward to connecting with you so we can talk about what will work for your company. To discuss which opportunity level at which you would like to partner with us, please contact:

Ericka D. James, Founder of The Alliance  
[ej@ErickaDJames.com](mailto:ej@ErickaDJames.com)  
 ph: (919) 713-2283

**Thank you for your consideration! We will see you soon!**