



The Alliance

The **Premiere** Training Organization for
Christian Women Entrepreneurs

with Millions on Their Mind

The Uplevel and Rise Conference 2023

**SPONSORSHIP & VENDING
OPPORTUNITIES**



Be a part of Uplevel and Rise and make connections to drive your business forward.

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 **Friday, October 27th, 2023**
9:00 am – 5:00 pm
at the Croasdaile Country Club
3800 Farm Gate Avenue
Durham, NC 27705

Expected Attendance 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 and we are fully expecting to max out the room capacity at 120 attendees this year.

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 business owners 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, our 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. We are a training organization geared toward women entrepreneurs with millions on their mind and who are doing the work to bring their million-dollar businesses into manifestation.

In The Alliance, we do things differently (and more effectively). We are not a “transactional” organization where business owners 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. Our chapter meetings are time for our business owners to focus on the strategic level of their businesses.

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.



THE FUTURE OF THE ALLIANCE

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 2023. 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.

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.

OUR KEYNOTE SPEAKER



TAX SOLUTIONS SPECIALIST & ATTORNEY AT LAW

Katie Lawson

For the past ten years, Katie has been the Managing Member of the Law Office of Katie A. Lawson, PLLC where she zealously represents small business and individuals in tax and corporate matters. As an accountant and tax attorney, Katie's passion is to help create and grow small businesses to their full potential.

Katie is a lawyer with integrity, compassion, and empathy. The focus of her practice is to provide tailor-made, targeted solutions for clients. She regularly conducts seminars in collaboration with numerous organizations to educate small businesses and individuals about tax and corporate matters. She is one of The Top 100 Women to Know in North Carolina. She is also the mother of a highly gifted son.

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
- Experience a return-on-your-investment (ROI)
- Gain access to an ever-growing pipeline of potential clients
- Become one of our preferred providers

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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I enjoyed the camaraderie, the authenticity of the speakers, and the reunion with my sisters. My biggest takeaway is to tighten up on my staffing and taxes. I am taking a different approach to hiring people. I want more purpose-filled people and team-builders. Thank you for this platform to help me thrive. This was a phenomenal conference! I appreciate everyone who was here. It inspires me to keep going.



Suprena Hickman

CEO of Suprena Hickman Enterprises & Sankofa Wellness & Training Institute

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The Alliance has not only helped me to start scaling my business and thinking bigger than the box I was in, it has helped me create systems and understand that I don't have to do it alone. I have a community of people that I can call or text if I have a question or need anything. It feels like more than a business networking organization. I always seem to connect with those people I really need to connect with. The Alliance has changed my life!



Khalilah Slade

President, Research Triangle Counseling

SPONSORSHIP OPPORTUNITIES

	DIAMOND SPONSORSHIP \$5000 2 Available	RUBY SPONSORSHIP \$3500 2 Available	EMERALD SPONSORSHIP \$1500 3 Available	VENDOR \$500 5 Available
Brand Recognition On-Site and Throughout the Year	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. Your company will also be recognized as a sponsor for through September 30 th , 2024.	Brand prominently displayed in all marketing materials and online communications. Logo included on event website. Your company will also be recognized as a sponsor for through September 30 th , 2024.	Brand will be prominently displayed on selected marketing materials and online communications.	Vendors receive one registration to attend the conference.
Onsite Signage & Visibility	Brand recognition in most prominent locations, including in the foyer at the welcome table, on the stage, and on every table and mentions onsite during the event, including on all conference merchandise.	Brand recognition in prominent locations inside the conference room and mentions onsite during event, including on all conference merchandise. Your sponsorship table is in the vending space adjacent to the main conference room.	Brand recognition in key locations onsite during event.	---
Stage Time	A 3 – 5-minute talk from a company representative from the stage to all of the conference attendees. Panel participation to all attendees from a company representative.	A 2-minute talk from a company representative during lunch time.	--	--
Website	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	---

Training Packet	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 Vendor section of the training packet
Email Communications	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.	
Exhibit Presence	The most prominent exhibit space inside the main conference room throughout the conference.	Prominent Exhibit space available throughout the conference.	Exhibit space available throughout the conference.	Basic vendor space that includes a 6-foot skirted table, 2 chairs in adjoining room.
Post-Event	Post-event logo displayed on all local and national emails and meeting promotions along with 1 year of logo displayed on website.			
Social Media	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	Mentions in social media promotions leading up to the conference.

ADDITIONAL OPPORTUNITIES TO PARTNER WITH US:

IN-KIND SPONSORSHIPS

In-kind contributions can be exchanged for sponsorships for key conference items that offset our conference expenses. If you would like explore an in-kind sponsorship, please contact Ericka to set up a conversation.

SWAG BAG CONTRIBUTOR

The investment to have a giveaway that includes a gift and business information in every attendee's swag bag (120 attendees) is \$50. Swag Bag contributors will be thanked in the Program Booklet. You would supply the gift for all 120 attendees and any printed materials. Your printed item must have a gift attached to it, such as a bag of chocolates in an organza bag, a small soap or hand lotion, etc. Please contact Ericka at ej@TheAllianceNet.com to discuss your contribution and receive the invoice, if your swag bag item is approved. Once approved, you will be emailed all of the details.

GIFT PRIZE CONTRIBUTOR

We love to celebrate our members and attendees with gift prizes. If you would like to donate a gift that we can use as a prize, we would love to work with you. If you contribute a prize gift, your company name will be included in the program booklet.

TO BE A CONFERENCE SPONSOR, VENDOR, OR SWAG BAG OR GIFT PRIZE CONTRIBUTOR:

To discuss which opportunity level at which you would like to partner with us or if you have any questions, please contact:

Ericka D. James, Founder of The Alliance
ej@TheAllianceNet.com
(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. If you would like to be a Swag Bag or Gift Prize contributor, you will receive an email confirmation with the specific details.

We look forward to connecting with you so we can talk about what will work for your company. See you soon!

- The Uplevel and Rise Planning Team