



# Sponsor & Exhibitor Prospectus

April 20–23, 2027

This national professional development conference is designed for officers, staff, and volunteer leaders working in The Salvation Army's Advisory Organizations (AO), Community Relations & Development (CRD), Emergency Disaster Services (EDS), and Social Services (SS). It will offer valuable opportunities for growth, collaboration, and learning across key sectors of The Salvation Army.



[BetterTogether2027.org](https://BetterTogether2027.org)



*Charlotte Jones, Chief Brand Officer and Co-Owner of the Dallas Cowboys, served as keynote speaker at Better Together 2023.*

## About the Conference

Held in Kansas City, Missouri, from April 20-23, 2027, the Better Together Conference will provide a unique platform for influential leaders, development practitioners, and frontline service professionals to connect and strengthen partnerships. Together, we'll maximize our collective efforts to create a greater impact in the communities we serve.

## Who Is Attending?

More than 2,000 attendees are expected to come together to celebrate and collaborate during this extraordinary quadrennial event! This gathering will feature Salvation Army officers, staff, and volunteer leaders from programs that serve 28 million people annually across 6,400 centers nationwide. You will have the chance to connect with leaders and professionals from various disciplines, including Advisory Organizations (AO), Community Relations Development (CRD), Emergency Disaster Services (EDS), and Social Services (SS). Don't miss this unique opportunity to be part of an event that showcases the incredible impact of The Salvation Army's work!

## Why Sponsor or Exhibit?

Sponsoring or exhibiting at the conference lets you connect directly with frontline practitioners and Salvation Army leadership at all levels. With dedicated programming and exhibit hall time, you will have maximum exposure and networking opportunities. Your support helps provide valuable guidance and education to those serving on the frontlines across the United States and Canada. Showcase your organization during high-visibility moments like meals, workshops, and general sessions, ensuring your brand reaches key delegates.

## Location Information

The Kansas City Convention Center in downtown Kansas City, Missouri, will be the hub of Better Together activity. Exhibits and some meals will be in Hall D, dynamic General Sessions in the Ballroom, and up to 50 simultaneous workshops will be offered in five timeslots (up to 250 sessions total) throughout the Convention Center and in the Kansas City Marriott Downtown (across the street). We have reserved rooms at ten nearby hotels, all within a two-block walk. Hotel reservation details will be available on the Better Together website starting April 2026.



# Sponsorship Opportunities

Contact Daniel Thompson at [Daniel.Thompson@usn.salvationarmy.org](mailto:Daniel.Thompson@usn.salvationarmy.org)

## PRESENTING SPONSOR – \$150,000

- Exclusive presenting sponsor of the Better Together 2027 Conference
- Exclusive co-branding throughout conference
- Sponsors choice exhibitor booth (30 x 30 Premier Booth)
- Opportunity to speak from the stage at the Opening Celebration (3 minutes)
- Ten (10) complimentary conference registrations
- Right of First Refusal (Presenting Sponsorship BT2031)
- Opportunity to brand select locations
- Four (4) tickets to the National Commander's VIP Breakfast
- Lead Retrieval and Lead Capture opportunities
- Post event sponsorship engagement report
- Showcase event partnership on social media
- Handouts in welcome bag

## NATIONAL COMMANDER'S BANQUET SPONSOR – \$125,000

- Exclusive sponsor of the National Commander's banquet
- Exclusive co-branding throughout the National Commander's banquet event
- Exclusive sponsor of celebration event speaker
- Exclusive exhibitor booth (20 x 30 Prestige Booth)
- Opportunity to speak at the celebration banquet (3 minutes)
- Eight (8) complimentary conference registrations
- Three (3) tickets to the National Commander's VIP Breakfast
- Lead Retrieval and Lead Capture opportunities
- Post event sponsorship engagement report
- Showcase event partnership on social media
- Handouts in welcome bag

## SPECIALTY TRACK SPONSOR – \$100,000

- Exclusive sponsor of General Session I or II, Opening Celebration, or Exhibition Center Ribbon Cutting
- Exclusive sponsor of one of the four main tracks (AO, EDS, SS, or CRD)
- Exclusive co-branding of specific track (AO, EDS, SS or CRD)
- Exclusive sponsor of track specific coffee break/networking sessions (AO, EDS, SS or CRD)
- Prime exhibitor space (20 x 30 Prestige Booth)
- Opportunity to speak at closing session of one main track (3 minutes)
- Opportunity to host interactive workshop or demo in the exhibition hall at peak times
- Eight (8) complimentary conference registrations
- Two (2) tickets to the National Commander's VIP Breakfast
- Lead Retrieval (per track) and Lead Capture opportunities
- Post event sponsorship engagement report
- Showcase event partnership on social media
- Handouts in welcome bag



# Sponsorship Opportunities

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## NATIONAL COMMANDER'S VIP BREAKFAST – \$75,000

- Exclusive sponsor of the NC's VIP leadership breakfast
- Exclusive exhibitor booth (20 x 30 Prestige Booth)
- Branding opportunities throughout conference
- Six (6) complimentary conference registrations
- Two (2) tickets to the National Commander's VIP Breakfast
- Opportunity for branded items at VIP leadership breakfast
- Showcase event partnership on social media
- Handouts in welcome bag

## PLATINUM SPONSOR – \$75,000

- Major branding opportunities throughout conference
- Exclusive exhibitor booth (20 x 30 Prestige Booth)
- Six (6) complimentary conference registrations
- Two (2) tickets to the National Commander's VIP Breakfast
- Lead Capture opportunities
- Opportunity for branded items at lunch
- Showcase event partnership on social media
- Handouts in welcome bag

## GOLD SPONSOR – \$40,000

- Major branding opportunities throughout conference
- Exclusive exhibitor booth (10 x 30 Prime Booth)
- Four (4) complimentary conference registrations
- One (1) ticket to the National Commander's VIP Breakfast
- Opportunity for branded items at lunch
- Showcase event partnership on social media
- Handouts in welcome bag

## SPIRITUAL WELLNESS SPONSOR – \$25,000

- Exclusive sponsor of morning devotional sessions
- Exclusive sponsor of conference chaplains
- Naming rights of the conference chapel
- Exclusive exhibitor booth (10 x 30 Prime Booth)
- Branding opportunities throughout conference
- Opportunity for branded items at the conference chapel
- Three (3) complimentary conference registrations
- Showcase event partnership on social media
- Handouts in welcome bag



# Exhibitor Opportunities

Contact Meghan Foley at [Meghan.Foley@usn.salvationarmy.org](mailto:Meghan.Foley@usn.salvationarmy.org)

Meet face-to-face with more than 2,000 delegates from four key disciplines within The Salvation Army (Community Relations & Development, Social Services, Emergency Disaster Services, and Advisory Organizations). Introduce your products, ideas, and services and maximize your exposure to all delegates.

## VEHICLE EXHIBITOR – \$5,000

Showcase state-of-the-art vehicles and equipment within the exhibit hall, while connecting with potential clients. Discover, experience, and collaborate on innovative ideas to improve services across multiple disciplines.

This Exhibitor Package includes:

- Two (2) complimentary conference registrations
- 10x30 space to display one (1) custom vehicle. Vehicle size, weight, and other restrictions may apply.
- Listing on conference mobile app and website

## LARGE BOOTH EXHIBITOR – \$3,750

This Exhibitor Package includes:

- Two (2) complimentary conference registrations
- One (1) 10x20 exhibitor booth: two (2) tables, four (4) chairs, draping, and trash can
- Listing on conference mobile app and website

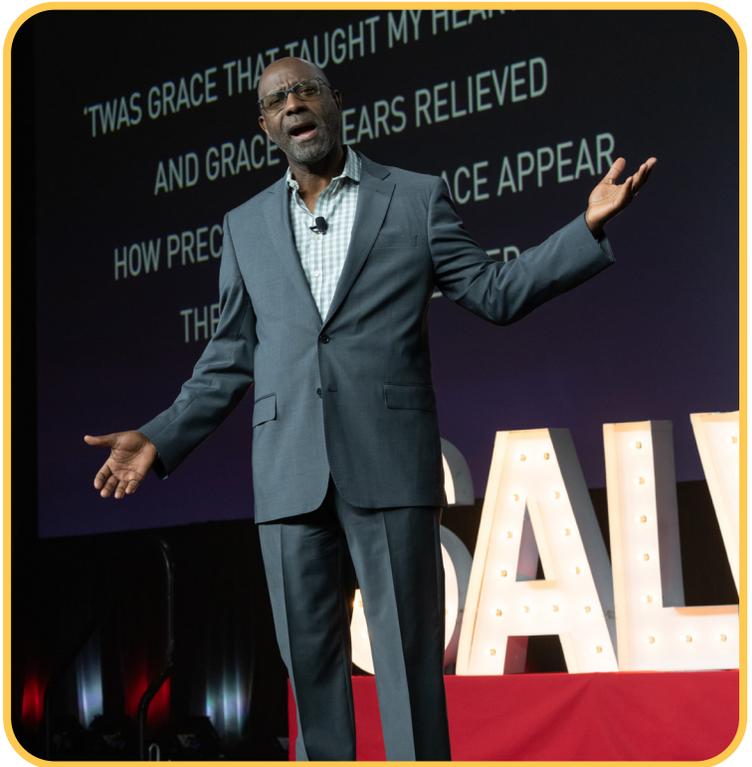
## STANDARD BOOTH EXHIBITOR – \$2,000 \$1,500 For nonprofits and government agencies

This Standard Exhibitor Package includes:

- One (1) complimentary conference registration
- One (1) 10x10 exhibitor booth: table, two (2) chairs, draping, and trash can
- Listing on conference mobile app and website

*Additional exhibit services such as power, internet access, and booth amenities are available for purchase.*





**Better Together**   
Kansas City 2027

