



# 2024 SIGNATURE CONFERENCE SERIES

*Beyond Trauma...  
A Journey to Wellness*

January 11th & 18th - Virtual  
January 25th - Awards Breakfast

**SPONSOR & PARTNERSHIP  
OPPORTUNITIES**

Partner with us as we kick off 2024 with a renewed commitment to "Promoting Equity and Justice for All" by becoming a sponsor.

Presented by

**M&T** Bank



# CONFERENCE OVERVIEW

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Action for a Better Community's 2024 Signature Conference will take place virtually on January 11th and 18th, and in-person awards breakfast on January 25, 2024. As we have done in the past three years, the conference series marks the annual kickoff of ABC's social justice work. By way of a quick refresher, the themes of the past conferences have been: 2021 **Racism is a Public Health Crisis – Attacking the 2 Pandemics**; 2022 **Economic Justice for an Inclusive Recovery**; and in 2023 **Empowerment, Equity & Accountability... the Journey Ahead**. Each succeeding edition is intended to build on the learning, actions, and outcomes from its predecessor. The 2024 installment will do the same.

The planning team has been working on the content of the upcoming conference. We are reminded that Sherita Bullock opened the 2023 conference with a thought-provoking question: How are the Children? She stressed the need for a functional village that has the welfare of our children as its priority. We agree with that and the associated need to build and strengthen relationships. We were also reminded that the need for transformational change requires a much deeper connection with young people. It is that relationship gap that can be partly attributed to the spike in community violence we experienced in 2021 and '22. We will continue to advocate for evidence-based, well-researched, culturally relevant, and responsive solutions as articulated by Dr. Irshad Altheimer, another 2023 conference speaker.

As we continue to examine the current community landscape there are several recurring topics that give rise to our 2024 conference theme. The planning team has decided that we must continue to focus on some of the community's toughest challenges, but to do so from an asset-based, solutions-oriented mindset. In that vein, we have selected **Beyond Trauma... A Journey to Wellness** as the ABC 2024 Signature Conference theme. For too many across Monroe County trauma is constant. It must never be ignored. Simultaneously, and in collaboration with our partners, we want to focus on various pathways to wellness. What can we do to usher in a period of social emotional, civic, workplace, and family wellness? Given persistent trauma, what practices can we utilize to enable people to feel a stronger sense of belonging? What investments should society be making so that homeownership is within reach of many more and becomes a part of their wellness? Given the Supreme Court's ruling on affirmative action, what will our higher education institutions do relative to the need for more BIPOC individuals in the vast number of underrepresented fields of study – many of which impact our social emotional, and physical health?

These are some of the questions we will address on January 11th and 18th, 2024. We are assembling a cadre of presenters who are experts in these fields. Simply put, we want to take and encourage actions that will lead to a better community where wellness in all its aspects is achievable for everyone. And on January 25th we will host our in-person awards breakfast. It was a huge hit in 2023! Nominations will be out shortly for the various awards. More info and sponsorship opportunities can be found at [www.abcinfo.org](http://www.abcinfo.org).

We want to thank our supporters, sponsors, and partners without whom this series would not be possible. We also want to invite everyone to join us for **Beyond Trauma... A Journey to Wellness**. This conference will cover a wide but related number of systemic issues. Your participation will help ABC to convene New York State lawmakers, local legislators, leaders in the health care and human service industries, young people, financial institutions and more to navigate the course to overall community wellness.

# SPONSOR & PARTNERSHIP OPPORTUNITIES

Join us as we kick off 2024 with a renewed commitment to “**Promoting Equity and Justice for All**” by becoming a sponsor. Your support will enable ABC to offer high-quality, cost-effective professional development designed to improve community outcomes by changing the systems that allow poverty to thrive.

**For more information on sponsorship and partnership opportunities please contact Sonjia-Edwards Miller at (585) 325-5116, ext. 4110 or via email at [SEdwards@abcinfo.org](mailto:SEdwards@abcinfo.org).**

<b>Presenting Sponsor</b>	<b>\$20,000</b>
<ul style="list-style-type: none"><li>✓ Company logo featured on cover and landing pages as Presenting sponsor</li><li>✓ Agency/company three-minute video featured daily during the conference</li><li>✓ Opening remarks on one day of the event</li><li>✓ Unlimited staff registration</li><li>✓ Complimentary table of 8 at the Awards Breakfast</li><li>✓ Opportunity to attend media interviews</li><li>✓ Additional Recognition as sponsor at future Social Justice Initiatives in 2024</li><li>✓ Weekly Social media banners with logos for up to six weeks</li></ul>	
<b>Economic Justice Sponsor</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>✓ Company logo featured on cover and landing pages as Economic Justice sponsor</li><li>✓ Agency/company three-minute video featured daily during the conference</li><li>✓ Recognition during opening remarks</li><li>✓ Unlimited staff registration</li><li>✓ 4 complimentary tickets for the Awards Breakfast</li><li>✓ Opportunity to attend media interviews</li><li>✓ Additional Recognition as sponsor at future Social Justice Initiatives in 2024</li><li>✓ Weekly Social media banners with logos for up to six weeks</li></ul>	



# SPONSOR & PARTNERSHIP OPPORTUNITIES

## Empowerment Sponsor \$10,000

- ✓ Company logo and two slides agency/company logo on conference material
- ✓ Recognition during opening remarks
- ✓ Unlimited staff registration
- ✓ 2 complimentary tickets for the Awards Breakfast
- ✓ Social media banners logo

## Health Sponsor \$7,500

- ✓ Company logo and one slide agency/company logo on conference material
- ✓ Recognition during opening remarks
- ✓ Unlimited staff registration

## Accountability Sponsor \$5,000

- ✓ Company logo and one slide agency/company logo on conference material
- ✓ Recognition during opening remarks
- ✓ Up to 10 staff registration

## Consumer/Student Sponsor \$2,500

- ✓ Registration for 20 conference series scholarships to consumers/students
- ✓ daily logo promotion during the conference

## Human Service Sponsor (excludes universities and HMOs) \$1,000

- ✓ Five conference series registrations; logo promotion on shared slide

# SPONSOR & PARTNERSHIP OPPORTUNITIES

Please note the following before submitting this form:

All payments are non-refundable.

All payments must be received no later than Friday, December 22, 2023.

A link will be provided to upload logos (if applicable). All Logos must be received no later than Friday, December 15, 2023

A link will be provided to upload videos (720p, MP4) and slides (16.9).

## Payments Payable to:

Action for a Better Community, Inc.

## Mail to:

Action for a Better Community, Inc.

400 West Avenue

Rochester, New York 14611

Please complete the details below. Please retain a copy of this form for your records.

Company/Agency Name: \_\_\_\_\_

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