# World Congress of Families IX — SPONSOR OPPORTUNITIES —



Salt Lake City

Oct. 27-30, 2015





## Introducing the World Congress of Families

The premier international gathering of leaders, scholars, advocates and citizens uniting in support of the natural family as the fundamental unit of society.

Since 1997, the World Congress of Families has met all over the globe to advance pro-family scholarship and policy in a celebration of faith, family and freedom.

Coming to Salt Lake City in October 2015, the ninth World Congress of Families will attract thousands of profamily attendees, scholars and policymakers from across the United States and more than 80 countries, as well as journalists from major media outlets.

As the event organizer, Sutherland Institute invites you to join us in acclaiming the natural family as the fundamental unit of society. Please review the various advertising and sponsorship opportunities available to place your company on the world stage during this high-profile event.

In the following pages, you will see a variety of sponsorship options. Please note that all sponsorship packages can be customized to fit your needs. Our goal is to help you achieve your desired outcomes as a supporter and partner of the ninth World Congress of Families.



## Notable past speakers, supporters and attendees

Helan Alvare	Law Professor, George Mason University; formerly in the Office of General Counsel for the National Conference of Catholic Bishops
The Hon. Kevin Andrews	Australia Minister for Social Services
Cardinal Ennio Antonelli	President of the Pontifical Council for Family (Holy See), Roman Catholic Church
Gary Becker	Nobel Laureate in Economics
Cardinal Raymond Leo Burke	Cardinal Prefect of the Supreme Tribunal of the Apostolic Signatura
Sheri Dew	CEO of Deseret Book Company
Patrick Fagan, Ph.D.	Former Deputy Assistant Secretary for Family and Community Policy, US Dept. of Health & Human Services, under Pres. George H.W. Bush
Martha Fox	Former First Lady of Mexico
Elder Bruce C. Hafen, J.D.	Emeritus, First Quorum of the Seventy, The Church of Jesus Christ of Latter-day Saints
George Williford Boyce Haley	Former US Ambassador to the Republic of the Gambia
lan Harper	Emeritus Professor, University of Melbourne
Farooq Hassan, J.D., Ph.D.	Professor of Law, Harvard University
Wade Horn, Ph.D.	Assistant Secretary for Children and Families, US Dept. of Health and Human Services, under President George W. Bush
Rabbi Binyomin Jacobs	Chief Rabbi of the Inter-Provincial Rabbinate in Holland
President Lech Kaczynski	Former President of Poland
Dr. Alveda King	Niece of Martin Luther King, Jr.
Patriarch Kirill	Patriarch of Moscow and all Russia, Russian Orthodox Church
Elder Erich Kopischke	First Quorum of the Seventy, The Church of Jesus Christ of Latter-day Saints
Joel Kotkin	Distinguished Presidential Fellow in Urban Futures at Chapman University
Richard Land, D.Phil.	Former President of the Southern Baptist Convention
Mary Anne Layden, Ph.D.	Center for Cognitive Therapy, University of Pennsylvania
Phillip Longman, Ph.D.	Former Knight-Bagehot Fellow at Columbia University
Christine Vollmer de Marcellus	Member, Pontifical Council for the Family and Pontifical Academy for Life
Cardinal Renato Martino	Italian Cardinal Deacon and President Emeritus of the Pontifical Council for Justice and Peace
Margaret Nadauld	Former President of the Young Women's organization, The Church of Jesus Christ of Latter-day Saints
Elder Russell M. Nelson	Quorum of the Twelve Apostles, The Church of Jesus Christ of Latter-day Saints
Wendy Nelson	Former professor of Marriage and Family Therapy, Brigham Young University
Lloyd D. Newell	Host of Mormon Tabernacle Choir's Music & the Spoken Word
Elder Dallin H. Oaks	Quorum of the Twelve Apostles, The Church of Jesus Christ of Latter-day Saints; Honorary Member, Board of Directors of the World Congress of Families
Patrick Parkinson	Professor of Law, University of Sydney, Australia; President of the International Society of Family Law
Paige Patterson	8th President of the Southwestern Baptist Theological Seminary
Cardinal George Pell	Australian cardinal of the Roman Catholic Church
D. Juan Antonio Reig Pla	Bishop of Alcala de Henares (called by Pope Benedict XVI), Roman Catholic Church
Grover Joseph Rees	Former US Ambassador to East Timor; former Chief Justice of the High Court of American Samoa
André Rouvoet	Former Dutch Deputy Prime Minister
Madame Jehan Sadat	Widow of Anwar Sadat
Ellen Saurbrey	Former US Ambassador, United Nations Commission on the Status of Women
Alan Sears	Former federal prosecutor under President Ronald Reagan; President and CEO of Alliance Defense Fund
Mary Ellen Smoot	Former President of the Relief Society, The Church of Jesus Christ of Latter-day Saints
Senator Francisco Tatad	Former Majority Leader for the Philippines Senate
Cardinal Alfonso Lopez Trujillo	Cardinal Bishop and former President of the Pontifical Council for the Family (Holy See), Roman Catholic Church
Lynn Wardle, J.D.	Professor of Law, Brigham Young University
Brad Wilcox, Ph.D.	Associate Professor of Sociology, University of Virginia

## **WCF IX Conference Sponsorship Packages**

WCF Sponsorships	Supporting	Presenting	Sustaining	Patron	
	\$10,000	\$25,000	\$50,000	\$100,000	
WCF program advertisement	quarter-page ad	half-page ad	full-page ad	two-page spread	
Logo in program	Small	Small	Medium	Large	
Exhibit booth	√	√	2 prime booths	2 prime booths	
Mailing list of WCF attendees	√	√	√	√	
Freedom Council membership (\$2,000 value)		1	2	4	
Event Spon	sor Opportunit	ies			
Session sponsor		√			
Millennial Program sponsor - limited to 1			√		
Plenary Session sponsor - limited to 6				√	
Food Break sponsor - limited to 6				√	
Sutherland Institute 20th Anniversary Dinner sponsor (two tables of 8)			√	√	
Sutherland Institute 20th Anniversary Table sponsor (table of 8)	2 seats	√			
Sutherland Institute 20th Anniversary VIP Reception sponsor		6	8	16	
Sch	olarships				
Policy Maker Scholarship sponsor - Value of \$3,000		2	3	5	
Student Scholarship sponsor - Value of \$1,500		5	7	10	
Event Tickets					
WCF IX VIP All Access Pass	4	6	8	10	
Member of Parliament Reception		4	8	10	
VIP Choir Concert seating	2	6	8	16	
VIP Lounge pass		4	6	8	
Networking Space					
Exclusive sponsorship of education class of your choice (first come, first served), includes opportunity to speak to attendees and introduce speaker		√	√	√	

## WCF IX Conference Sponsorship Packages

#### **Customized Add-Ons**

Once a sponsor has decided on a sponsorship level, the following options can be added on for the prices listed.

#### **Expanded and/or premium booth space (\$1,500)**

**Exclusive name badge sponsor (\$2,500)** 

**Exclusive registration desk sponsor (\$2,500)** 

**Exclusive lanyard sponsor (SOLD)** 

**Choir Concert - Thursday night (\$5,000)** 

**Closing Ceremonies sponsor (\$5,000)** 

Meal sponsor - limited to 4 (\$5,000)

**Member of Parliament Reception sponsor (\$5,000)** 

**VIP Reception sponsor (\$5,000)** 

Philanthropic Reception sponsor (\$5,000)

**Opening Ceremonies sponsor (\$5,000)** 

Paper and Pen sponsor (\$5,000)

VIP Lounge sponsor (\$5,000)

#### **Exhibit Hall Sponsorship**

**2015 exhibit hall space: \$3,000** 

Two basic registrations are included with each Exhibit Hall Sponsorship.



Salt Lake City skyline

### **Sutherland Institute 20th Anniversary Dinner**



Sutherland Institute Founder Gaylord Swim addesses a conference at Windsor Castle in London in 2001.



Margaret Thatcher is joined by Gaylord and Laurie Swim, and Gaylord's mother, Kay.

Sutherland Institute
20<sup>th</sup> Anniversary Dinner
Featuring Keynote Speaker
Dr. Ted Baehr of Movieguide®
Tuesday, October 27, 2015
Grand America Hotel

You are invited to join Sutherland Institute for an inspiring evening as we celebrate 20 years of helping Utah be a better place to live, work and raise a family via law, public policy and citizen engagement.

#### **Pricing**

**\$10,000 Event Sponsor** – Two tables of eight and 16 tickets to VIP Reception with guest speaker Ted Baehr. Includes 16 tickets to film screening with Ted Baehr on Friday, October 30.

**\$2,500 Table Sponsor** – One table of eight and two tickets to VIP Reception with guest speaker Ted Baehr. Includes 8 tickets to film screening with Ted Baehr on Friday, October 30.

**\$500 VIP Couple** – Two seats and tickets to VIP Reception with guest speaker Ted Baehr.

#### \$300 Individual

## **Sutherland Institute 20th Anniversary Dinner**

#### A Vision Brought to Life

This historic World Congress of Families – the first held in the United States – is a fitting occasion on which to celebrate Sutherland Institute's 20th anniversary. Kay Swim, mother of Sutherland Institute founder Gaylord Swim, served on the Board of Directors of the Howard Center, which created the World Congress of Families. In keeping with his family's philanthropic tradition of supporting the natural family and limited government, Gaylord founded Sutherland Institute in 1995 to promote public policies that protect faith, family, and freedom.

Gaylord envisioned an organization that would have the capacity to influence law and policy for good – that could make "sound ideas broadly popular." Though cancer took Gaylord's life in 2004, his vision lives on in the many philanthropic works to which he and his wife, Laurie, devoted their lives. Their generosity has touched thousands of lives in areas as diverse as health care, education, and law and policy.

Today, Sutherland Institute is Utah's most influential public policy organization. The Institute has helped to shape law and policy over a wide range of issues, such as immigration; religious freedom; family structure; government accountability and transparency; education; and much more. To do so, Sutherland has worked closely with Utah's elected officials, the media, and engaged citizens.

As we take a moment to celebrate the last 20 years, we also look forward to working with you to expand our impact in the years ahead. Together, we can make Utah an example of faith, family and freedom to the nation.





### **About WCF and Sutherland Institute**

#### **World Congress of Families**

The World Congress of Families provides sound scholarship and effective strategies to affirm and defend the natural family, thus encouraging a sustainable and free society. The Congress seeks to mobilize intellectual and advocacy resources to change the terms of the debate. The definition of the "natural family" comes from a working group of the World Congress of Families crafted in May 1998. It is informed by the ideals of the Universal Declaration of Human Rights and by the findings of social science.



The World Congress of Families was co-founded in the mid-1990s by Dr. Allan Carlson and the Illinois-based Howard Center for Family, Religion, and Society. It was initiated in response to the dire condition

of the family around the world: birth rates were reaching catastrophic lows, marriages were breaking up with routine frequency, and fewer people were expressing interest in getting married in the first place. These developments were not merely personal preferences—they were having a huge public impact, with grave effects on the economy, community bonds, and the cultural climate.

A group of social scientists, family activists, lawmakers, and religious leaders resolved to fight these developments by holding a global gathering under the World Congress of Families umbrella. This initial group realized that there were many people who were passionate and involved in the pro-family movement, but that on the whole the family movement was fragmented—divided along religious or ideological lines—and lacking a cohesive voice and a united mission.

The World Congress of Families was formed to bring those disparate community and religious leaders together to learn about the latest social science data on the family, to exchange ideas about how to strengthen the position of the family in culture and in society, and to celebrate the unique goods of family life by participating in family-focused events and enrichment activities.

The World Congress of Families project continues to be owned and operated by the Howard Center. Each Congress is conducted using an "Olympic model," wherein the administration for the event is awarded to a local host organization that is primarily responsible for setting the event agenda, managing logistics, and finding event sponsors. After an extensive application and vetting process, the administration for WCF IX was awarded to Sutherland Institute.

#### **Sutherland Institute**

Sutherland Institute is a conservative public policy educational organization committed to shaping Utah law and policy based on a core set of governing principles. As a 501 (c)(3), Sutherland strives to make Utah an example of good government for the rest of the nation and a great place to live, work, and raise a family.

Sutherland's objective has been, and forever will be, to influence public policy in Utah according to enduring principles such as private initiative, self-reliance, and family as the fundamental unit of society. The Institute seeks to influence law and society, and provide an effective vehicle for fellow Utahns to influence public policy as well.

