



# THE FAMILY LEADERSHIP SUMMIT '26

FRIDAY, JULY 17, 2026 | 8:00 AM TO 5:00 PM  
COMMUNITY CHOICE CONVENTION CENTER | DES MOINES, IA



## SPONSORSHIP OPPORTUNITIES

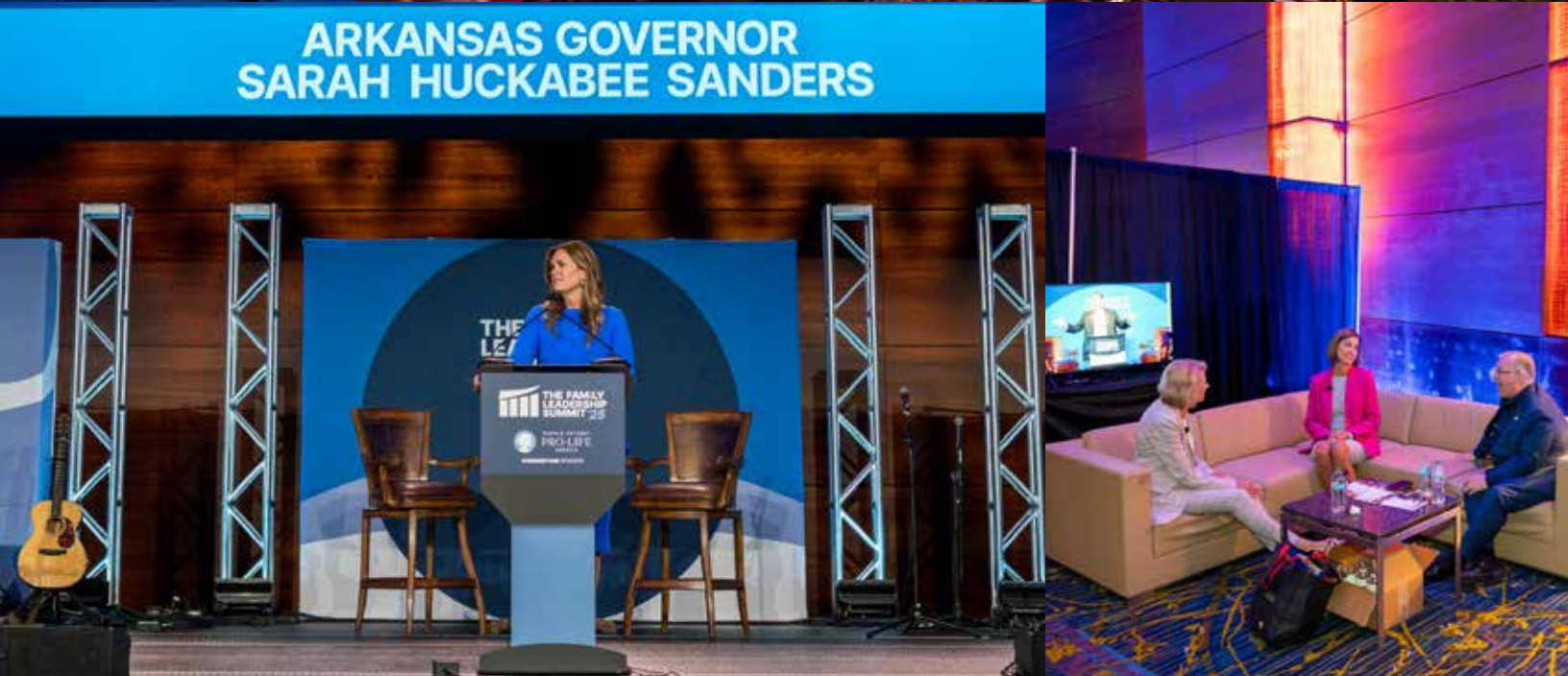


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**PRO-LIFE**  
AMERICA

**CORNERSTONE SPONSOR**



**ARKANSAS GOVERNOR  
SARAH HUCKABEE SANDERS**



## STEWARDSHIP PARTNERSHIPS

*Join us!*

Dear Friends of the FAMiLY,

Across our nation, people are longing for steady leadership, clear conviction, and a renewed commitment to the values that strengthen our communities. The 2026 FAMiLY Leadership Summit is where those voices gather—leaders, advocates, and everyday Americans united around faith, family, freedom, and opportunity.

This year's Summit will bring together thousands who are not only passionate about these principles, but ready to put them into action. It's a time to be encouraged, equipped, and connected with others who share a deep love for our country and a desire to see it flourish for generations to come.

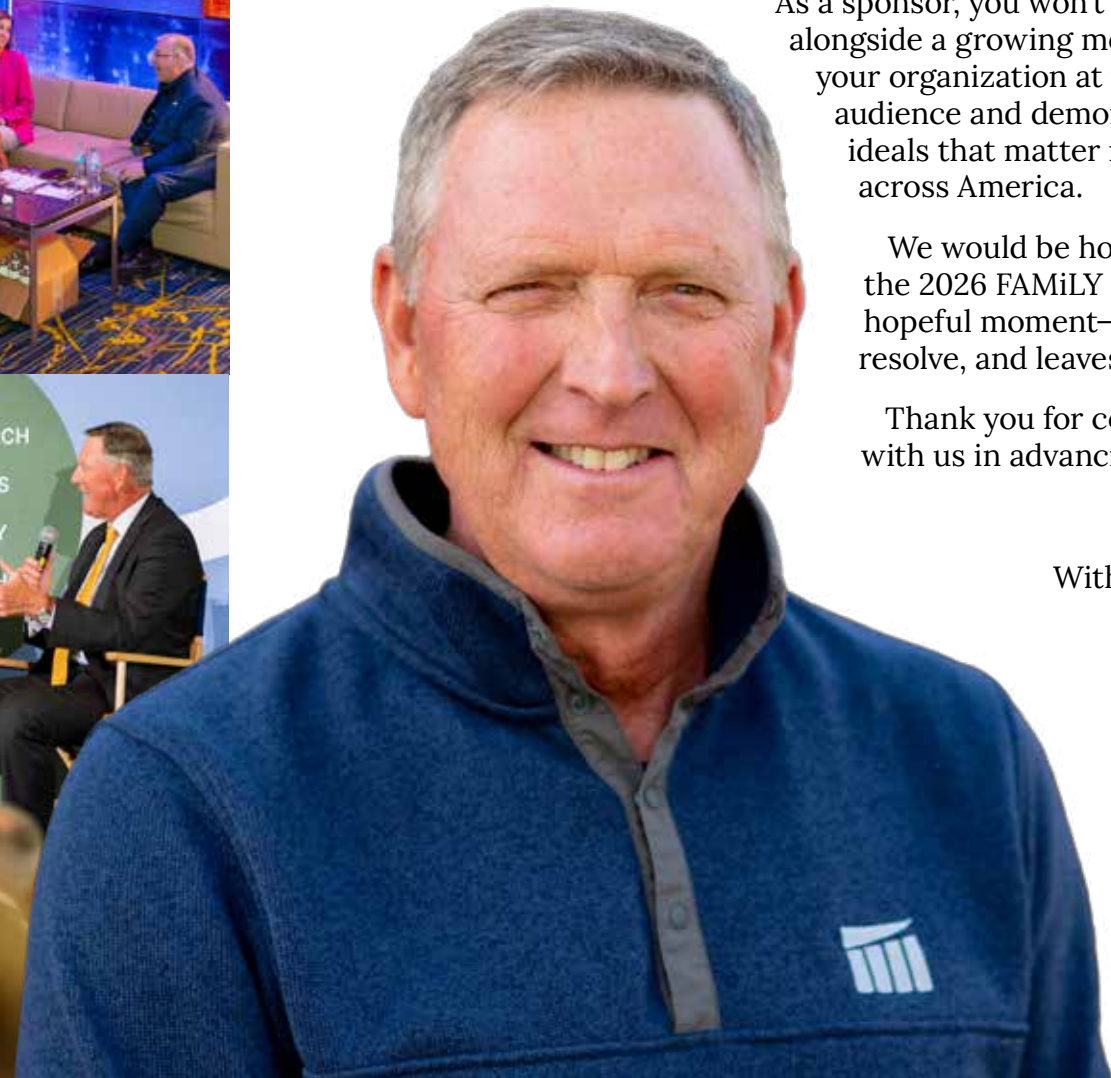
As a sponsor, you won't simply support an event—you'll stand alongside a growing movement. Your partnership places your organization at the heart of an engaged, values-driven audience and demonstrates your commitment to the ideals that matter most to families and communities across America.

We would be honored to have you join us in making the 2026 FAMiLY Leadership Summit a powerful and hopeful moment—one that inspires courage, strengthens resolve, and leaves a lasting impact.

Thank you for considering this opportunity to partner with us in advancing these enduring principles.

With gratitude,

**BOB VANDER PLAATS**  
PRESIDENT & CEO  
515.263.3495 | bob@thefamilyleader.com





IMPACT & INFLUENCE

# A CORNERSTONE EVENT

for conservative leaders and thinkers, significantly impacting national conversations on culture, policy, and faith.

## MEDIA COVERAGE & REACH

Each year, The FAMILY Leadership Summit garners wall-to-wall national news coverage. Outlets like Fox News, CNN, NBC News, The New York Times, and C-SPAN regularly cover the Summit—not just as observers, but as key distributors of its message to millions of politically engaged Americans.

Why? Because this is where the road to the White House often begins.

## ATTRACTION & ATTENDANCE

The Summit attracts not only candidates but also key thought leaders, pastors, business influencers, and cultural voices. Its reach extends far beyond Iowa, influencing editorial boards, policy discussions, and voter sentiment nationwide.

With attendance figures reaching over 1,800 and widespread media coverage, the event's messages resonate with millions across the nation and internationally.

ATTENDANCE  
**OVER 1,800**

ONLINE VIEWS  
**IN THE MILLIONS**

INTERNATIONAL  
**NEWS & MEDIA**  
ATTENTION



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BUILDING LEVEL 1  
SPONSOR LOCATION  
**GUEST SPEAKER  
LUNCHEONS**

## **CHAMPION SPONSOR \$750**

### **MARKETING BENEFITS**

- Logo linked on the event website
- Name listed in the printed program
- Logo on sponsors slide shown from stage

### **BOOTH LOCATION**

- 8' table on level 1 in the reception area near the Guest Speaker Luncheons

### **TICKETS**

- 2 General Admission tickets with deli lunch for your booth staff



## **KINGDOM SPONSOR \$1,250**

### **MARKETING BENEFITS**

- Logo linked on the event website
- Name listed in the printed program
- Logo on sponsors slide shown from stage

### **BOOTH LOCATION **LARGER SPACE****

- 10'x10' booth on level 1 in the reception area near the Guest Speaker Luncheons

### **TICKETS**

- 2 General Admission tickets with deli lunch for your booth staff





BUILDING LEVEL 4  
SPONSOR LOCATION  
**SUMMIT MAIN  
BALLROOM**

## BRONZE SPONSOR

**\$2,500**

### MARKETING BENEFITS

- Logo linked on the event website
- Name listed in the printed program
- Logo on sponsors slide shown from stage

### BOOTH LOCATION

- 8' table on level 4 in the reception area

### TICKETS

- 4 General Admission tickets with deli lunch for your booth staff



## SILVER SPONSOR

**\$5,000**

### MARKETING BENEFITS

- Logo linked on the event website
- Name listed in the printed program
- Display ad in rotation on main stage slide reel

### BOOTH LOCATION **LARGER SPACE**

- 10'x10' booth on level 4 in the reception area

### TICKETS **TICKET UPGRADE**

- 2 General Admission tickets with deli lunch for your booth staff
- 2 Reserved Seating tickets including admission to any of our Guest Speaker Luncheons





BUILDING LEVEL 4  
SPONSOR LOCATION  
**SUMMIT MAIN  
BALLROOM**

## **GOLD SPONSOR**

**\$10,000**

### **MARKETING BENEFITS**

- Logo linked on the event website
- Logo included in the printed program
- Display ad in rotation on main stage slide reel

### **BOOTH LOCATION**

- 10'x10' premium booth, anchor location on level 4 in the reception area

### **TICKETS**

- 2 General Admission tickets with deli lunch for your booth staff
- 2 Reserved Seating tickets including admission to any of our Guest Speaker Luncheons



## **PLATINUM SPONSOR \$15,000**

### **MARKETING BENEFITS VIDEO UPGRADE**

- Logo linked on the event website
- Logo included in the printed program
- Display ad or 30-second video in rotation on main stage slide reel (no audio)

### **BOOTH LOCATION BETTER LOCATION**

- 10'x10' premium booth, anchor location on level 4 near ballroom entrance

### **TICKETS EXTRA TICKETS**

- 2 General Admission tickets with deli lunch for your booth staff
- 4 Reserved Seating tickets including admission to any of our Guest Speaker Luncheons
- Invitation to purchase 4 tickets to the exclusive Post-Summit Celebration Dinner at the historic Des Moines Tea Room





## SAPPHIRE CORNERSTONE PARTNERSHIP

### SAPPHIRE SPONSOR **\$25,000**

#### MARKETING BENEFITS

- Logo displayed as a Cornerstone Partner on the event website, printed program, and displayed from the main stage throughout the event
- Display ad or 60-second video shown in main stage slide reel (no audio)

#### PREMIUM BOOTH AMENITIES

- 10'x10' booth space with 8' table, tablecloth, skirting, electric, and wifi
- Premium placement next to the entrance to the main ballroom
- Any other booth accommodation within our ability to provide

#### SUMMIT TICKETS

- 2 General Admission tickets with deli lunch for your booth staff
- 4 Reserved Seating tickets including admission to any of our Guest Speaker Luncheons

#### INCLUSION IN STAGE PROGRAM

- Invitation for top leadership from your organization to speak from the main stage as part of our Summit program line-up (time allotment and role to be approved by The FAMILy Leader).

#### POST-SUMMIT CELEBRATION DINNER

- 4 seats reserved at the private Post-Summit Celebration Dinner with a nationally recognized keynote speaker (TBA)





RUBY  
CORNERSTONE  
PARTNERSHIP

## RUBY SPONSOR

## \$50,000

ALL SAPPHIRE LEVEL MARKETING BENEFITS

PREMIUM BOOTH PLACEMENT & AMENITIES

SUMMIT TICKETS — 2 GEN. ADM + 4 RESERVED SEATS

*Plus...*

### ENHANCED BRAND VISIBILITY & PROMOTION

- **Social Media Mentions** — Your organization will be tagged and thanked as a Cornerstone Partner on our The FAMiLY Leader's social media platforms.
- **Email Spotlight** — Your organization's name and logo will be included in event-related emails sent to The FAMiLY Leader's extensive mailing list.
- **Pop-Up Signage** — Your organization's name and logo will be featured on pop-up signage throughout the event venue.
- **Inclusion in Video Content** — Your organization's name and logo will be featured as a Cornerstone Sponsor on select post-event video content.

### INCLUSION IN STAGE PROGRAM

- Invitation for top leadership from your organization to speak from the main stage as part of our Summit program line-up (time allotment and role to be approved by The FAMiLY Leader).

### BACKSTAGE LOUNGE ACCESS

- **VIP Meet & Greet** — Leadership from your organization will have exclusive access to keynote speakers backstage as opportunity permits.

### POST-SUMMIT CELEBRATION DINNER

- 4 seats reserved at the private Post-Summit Celebration Dinner with a nationally recognized keynote speaker (TBA).



## EXPAND YOUR ACCESS

Join us at exclusive opportunities to connect with renowned leaders and discuss your issues.

## AMPLIFY YOUR MESSAGE

Your message will gain the attention of high-profile leaders and be amplified at our statewide and national events.

## ENHANCE YOUR EXPOSURE

Get exclusive content and media exposure that capitalizes on relevant opportunities to showcase your message.

## MULTIPLY YOUR VOICE

We intentionally bring these high-profile voices together to speak in concert about your issue to encourage cultural and legislative change.



DIAMOND  
CORNERSTONE  
PARTNERSHIP

## DIAMOND SPONSOR \$100,000

ALL SAPPHIRE LEVEL MARKETING BENEFITS

PREMIUM BOOTH PLACEMENT & AMENITIES

SUMMIT TICKETS — 2 GEN. ADM + 4 RESERVED SEATS

RUBY LEVEL ENHANCED BRAND VISIBILITY & PROMOTION

- **Social media mentions** on our social media platforms
- **Email spotlight** included in a message to our extensive mailing list
- **Pop-up signage** throughout the event venue.
- **Inclusion in video content** on select post-event videos

*Plus...*

5-MINUTE PLATFORM TIME ON STAGE

- An opportunity for leadership from your organization to enjoy 5 minutes of platform time on the main stage to share your message

PRIVATE MEET AND GREET + BACKSTAGE LOUNGE ACCESS

- Private meeting with Bob Vander Plaats and a keynote speaker (Keynote speakers will be revealed between now and July 1, 2026. Meetings will be coordinated as details become available.)

VIP SEATING AT POST-SUMMIT CELEBRATION DINNER

- 6 seats reserved at the private Post-Summit Celebration Dinner with a nationally recognized keynote speaker (TBA).

THOUGHT LEADERSHIP OPPORTUNITIES SUCH AS...

- Panel participation at the Summit with national media access
- Guest blog post or message to our audience and beyond
- Podcast with our leadership with national distribution



AN INVITATION  
TO INFLUENCE

## POST-SUMMIT CELEBRATION DINNER

FRIDAY, JULY 17, 2026 — 5:30 PM — THE TEA ROOM, DES MOINES

This elegant, invitation-only event is one of the most anticipated gatherings of the year—an intimate setting where you and your guests will have the opportunity to dine and dialogue with nationally recognized thought leaders, policymakers, and influencers who spoke at the Summit.

### TABLE SPONSORSHIP

**\$10,000**

#### SPONSORSHIP INCLUDES:

- Table of 10 for you and your guests at the dinner
- Social hour access to the nationally recognized speakers and influencers who attend the dinner
- An unforgettable experience at an event where national momentum is shaped by meaningful conversations and lasting relationships

*Plus...*

#### TICKETS TO THE SUMMIT

- 10 reserved seating tickets to the Summit, including admission to a Guest Speaker Luncheon of your choice.
- Individual tickets priced at \$1,500 each

#### PREVIOUS GUESTS HAVE INCLUDED:

ALISTAIR BEGG  
MIKE POMPEO  
TUCKER CARLSON  
GLENN BECK  
KIM REYNOLDS  
RON DESANTIS  
VIVEK RAMASWAMY  
BETSY DEVOS  
DR. YECHIEL LEITER  
DEL TACKETT

...AND MANY MORE.



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AMERICA

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# SAMPLE AGENDA

**THURSDAY, JULY 16, 2026**

**8:00 AM – 4:00 PM**

Hilton Des Moines Downtown  
435 Park St., Des Moines, IA 50309

Cloud Ballroom – C

- 8:00 AM** — **Welcome & Opening Prayer**
- 8:10 AM** — **Devotional & Spiritual Discussion:** Greg Baker will talk about the spiritual implications of running of office and its impact on your spiritual life.
- 9:05 AM** — **Making Your Decision:** Greg Baker & Danny Carroll will discuss the many factors that go into deciding whether or not one should run for office.
- 10:10 AM** — **Fundraising:** If you're not willing to ask people to invest in your campaign, you have no business running for office. Jon Dunwell will discuss what it takes to raise money.
- 11:10 AM** — **Legal Tripwires:** The legal side can be very scary for most first-time candidates. Chuck Hurley and Ryan Benn will discuss how it is relatively easy to remain legal and compliant.
- 12:00 PM** — **Lunch**
- 12:20 PM** — **Q&A with Current Christian Legislators**
- 1:10 PM** — **Learning Your District:** Josiah Oleson will discuss how to create a brief district analysis and how that will affect a campaign plan.
- 2:10 PM** — **Building Your Campaign Team & Plan:** Josiah Oleson will advise on best practices.
- 3:10 PM** — **If You Win:** Greg Baker, Danny Carroll, and Chuck Hurley share about their years of experience and observations at the statehouse and how those might apply to new candidates.
- 4:00 PM** — **Closing Remarks & Adjournment**



## CHRISTIAN LEADERSHIP ACADEMY

## CALLING THE NEXT GENERATION OF CHRISTIAN LEADERS

**THURSDAY, JULY 16 THROUGH FRIDAY, JULY 17, 2026 — AT THE SUMMIT**

This seminar is an extraordinary opportunity for emerging Christian leaders to examine the calling to run for public office, be encouraged by others who have gone before them, and learn how to grow and succeed as a Christian candidate in today's culture.

### EVENT SPONSORSHIP **\$15,000**

#### THURSDAY — SEMINAR MARKETING BENEFITS

- Your brand alongside ours in all print and online marketing for the seminar
- Your brand on the seminar stage and booth display at lunch
- Opportunity to address 50-100 prospective candidates from stage with your message.

*Plus...*

#### FRIDAY — CIVIC LEADERSHIP LUNCH SPONSOR BENEFITS

- Logo linked on the event website as the Civic Leadership Lunch Sponsor
- Logo included in the printed program and on Civic Lunch signage
- Display ad in rotation on main stage slide reel

#### BOOTH LOCATION

- 10'x10' booth on level 4 in the reception area

#### TICKETS TO THE SUMMIT

- General Admission tickets with deli lunch for your booth staff
- 2 Reserved Seating tickets with admission to the Civic Leadership Lunch

#### POST-SUMMIT CELEBRATION DINNER

- 2 seats at the private Post-Summit Celebration Dinner — a \$3,000 value



## AUDIO/VISUAL MINISTRY PARTNERSHIP

### AN OPPORTUNITY TO SERVE

#### JOIN US IN PREPARING A GUEST SPEAKER LUNCHEON STAGE

Each year, the Summit gathers Christian leaders, families, and concerned citizens from across the Midwest to hear from top faith-aligned speakers and elected officials. This year's Guest Speaker Lunches are a key part of the event—and we are in need of knowledgeable A/V volunteers to help make them a success.

#### YOUR A/V MINISTRY CAN PARTNER WITH US BY:

- **Sending skilled A/V team members** to run sound, lighting, and video equipment for one of the three lunch program stages
- **Helping facilitate setup** beginning at 7:00 AM on Friday, July 17, and tear-down starting at approximately 2:00 PM



### A/V MINISTRY PARTNERSHIP

#### MARKETING BENEFITS

- Church logo linked on the event website and listed in the printed program
- Church logo on sponsors slide shown from stage

#### BOOTH LOCATION

- 8' table on level 1 in the reception area (where the lunches are held)

#### TICKETS

- Volunteer passes for your A/V ministry volunteers
- 4 General Admission tickets with your choice of Guest Speaker Luncheon



# OUR TEAM IS AT YOUR SERVICE



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