

Leadership, Trauma, *and the Struggle with Hope*

Hello!

Join the Allender Center and The Seattle School of Theology & Psychology on an exciting journey by sponsoring **Leadership, Trauma, and the Struggle with Hope** – an impactful event series designed to reach and inspire individuals navigating complexity with courage and compassion.

Why Partner with Us?

By sponsoring this event series, you'll have the unique opportunity to engage with our dynamic and passionate audiences:

- **The Seattle School of Theology & Psychology community**, which includes professionals, academics, and lifelong learners in the fields of theology, psychology, and culture.
- **Allender Center audience**, which consists of therapists, pastors, non-profit workers, volunteers, and individuals seeking healing from trauma and abuse
- **Leadership, Trauma, and the Struggle with Hope attendees**: our two events will draw over 200 passionate and trauma-sensitive leaders in Washington, DC and Dallas, Texas

Sponsorship Benefits

As a sponsor, you'll receive a variety of promotional opportunities to showcase your brand and connect with our dedicated audiences. Our sponsorship packages include:

- **Exhibitor Opportunities** at both the Washington, DC and Dallas, Texas events
- **Allender Center Podcast Advertisements**
- **Social Media Shout-Outs**
- **And More!**

We look forward to partnering with you to share your products, services, and messages with our engaged community.

Who will you reach through your sponsorship?

The Seattle School

OF THEOLOGY & PSYCHOLOGY

The Seattle School of Theology & Psychology

We reach professionals and lifelong learners engaged in psychology, theology, culture, and social change. Through our graduate school, learning centers, and journal, we empower students to understand the intersection of text, soul, and culture.

Audience Statistics:

Newsletter: 23,000+ subscribers
Instagram: 5,200 followers
Website: 135,857 users in the last year
Page Views: 36,743 in the last month



Allender Center

Focused on the impact of trauma and abuse, the Allender Center reaches individuals passionate about healing and transformation. Through our online courses, conferences, workshops, and the Allender Center podcast, we support therapists, pastors, and non-profit professionals, as well as those seeking healing.

Audience Statistics:

Online Course Purchases: 9,800
Webinar Purchases: 3,100
Podcast Monthly Downloads: 38,000
Podcast Monthly Listeners per Episode: 5,500
All-Time Podcast Downloads: 4.2 million
Instagram: 16,300 followers
Facebook: 13,000 followers
Newsletter Subscribers: 12,500 subscribers

Sponsorship Menu:

Social Media & Newsletter Exposure: Showcase Your Brand

- **Social Media Feature**

Your organization's product or service will be featured in a post on the social media account of your choice (The Seattle School or Allender Center).

- **Newsletter Feature**

Your organization's product or service will be highlighted in the Allender Center newsletter.

- **Social Media Tag**

Your brand will be tagged in posts related to **Leadership, Trauma, and the Struggle with Hope**, acknowledging your sponsorship.

- **Logo in the Allender Center Newsletter**

Your organization's logo and link will be displayed with other sponsors in the Allender Center newsletter.

- **Logo on Website**

Your logo and link will be featured on the **Leadership, Trauma, and the Struggle with Hope** event page.

Podcast Exposure: Amplify Your Message

- **Allender Center Podcast Ad**

Your organization will be featured in a 30-second host-read ad on the Allender Center podcast in 2025.

Live Event Promotion: Connect with Live Audiences

- **Opportunity to Share About Your Organization**

Give a two-minute presentation about your organization from the stage during a break at the event.

- **Exhibitor at the Live Event**

Your organization will have a table at the live event in Washington, DC and/or Dallas, Texas.

- **Recognition at Live Event**

Your organization will be recognized and thanked from the stage at one or both **Leadership, Trauma, and the Struggle with Hope** events.

- **Promotional Slide at Event**

Your organization's promotional slide will be featured during all breaks throughout the event weekend.

- **Sponsor Slide Feature at Event**

Your logo is listed among other sponsors on slide at event.

Group Access: Engage and Learn Together

- **Dinner with Dan and Becky Allender and Derek McNeil**

in Dallas or Washington, DC.

- **Leadership, Trauma, *and the Struggle with Hope* Tickets**

Members of your organization will receive exclusive access to attend the **Leadership, Trauma, *and the Struggle with Hope*** event.

- **Online Course Access**

Receive group access to select Allender Center online courses to further your team's learning experience.

We're excited about the opportunity to collaborate with you and highlight your brand across multiple channels. Together, we can make a lasting impact in the fields of leadership, trauma healing, and social change.

We look forward to partnering with you!

Sponsorship Tiers (Onsite Options):

	Title Sponsor \$30,000+	Platinum Sponsor \$10,000	Gold Sponsor \$5,500	Silver Sponsor \$2,500	Exhibitor Only (both locations) \$1,800	Exhibitor Only (one locations) \$1,000
Dinner for Six with Dan, Becky, and Derek	✓					
Opportunity to Share about Your Organization During Break at Event (2 minutes)	✓					
Promotional Slide Dedicated to Your Business at Both Events	✓	✓				
Recognition from Stage at Both Events	✓	✓				
Newsletter Product or Service Feature	3	2	1			
Social Media Product Feature	2	1	1			
Allender Center Podcast Ad	5	4	2			
Allender Center Online Course Seats	10	6	5	1		
Social Media Tag	4	3	2	1		
Featured among Sponsors on Slide for Event	✓	✓	✓	✓		
Logo Featured on Event Page	✓	✓	✓	✓		
Name or Logo Feature in Newsletter	✓	✓	✓	✓		
Leadership, Trauma, and the Struggle with Hope Tickets	10	8	5	2	2	2
Exhibitor Booth	Both Locations	Both Locations	Both Locations	Both Locations	Both Locations	Choose 1: WA, DC or Dallas

Sponsorship Tiers (Online Only):

	Platinum Sponsor Online \$8,000	Gold Sponsor Online \$3,500	Silver Sponsor Online \$1,500
Promotional Slide Dedicated to Your Business at Both Events	✓		
Recognition from Stage at Both Events	✓		
Newsletter Product or Service Feature	2	1	
Social Media Product Feature	1	1	
Allender Center Podcast Ad	4	2	
Allender Center Online Course Seats	6	5	1
Social Media Tag	3	2	1
Featured among Sponsors on Slide for Event	✓	✓	✓
Logo Featured on Event Page	✓	✓	✓
Name or Logo Feature in Newsletter	✓	✓	✓
Logo Featured on Website	✓	✓	✓

Ready for the Next Step?

Complete [this short form](#) to apply to be a sponsor for **Leadership, Trauma, and the Struggle with Hope**.

Don't see exactly what you're looking for? All sponsorship packages are customizable. For questions or to ask about customization opportunities, please email Clay Clayton at cclayton@theseattleschool.edu.

All benefits that include videos, ads, social media, and text copy must be provided by the Sponsor for review and approval by The Seattle School.