



Annual Meeting | Atlanta, GA
December 9-11, 2024

“THE FUTURE”

SPONSORSHIP BRIEFING

An initiative of  **OPERATION
HOPE**





OUR PURPOSE

The HOPE Global Forums convene the most influential leaders from government, community and the private sector to outline a vision for the modern global economy – where the benefits and opportunities of free enterprise can be extended to everyone.

Our Annual Meeting is now the largest gathering in the world focused on the empowerment of the underserved. The 2023 events were viewed by 5.1 million people in 30+ countries.

Participants are challenged to make HOPE in Action Commitments – large or small, individual or collective – focused on creating positive change in the world.

GATHERING THE WORLD'S MOST EXTRAORDINARY PEOPLE



REPRESENTING A CONNECTED COMMUNITY



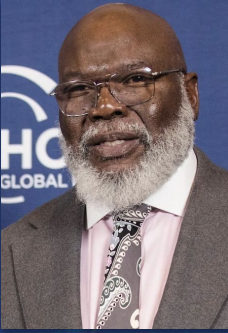
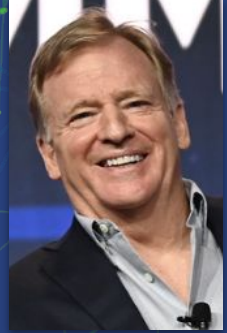
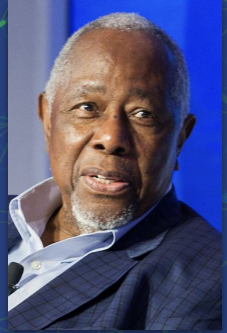
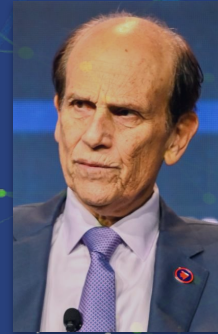
5,200
delegates

30+
countries

5.2M
views

 **iHeart**MEDIA
livestream

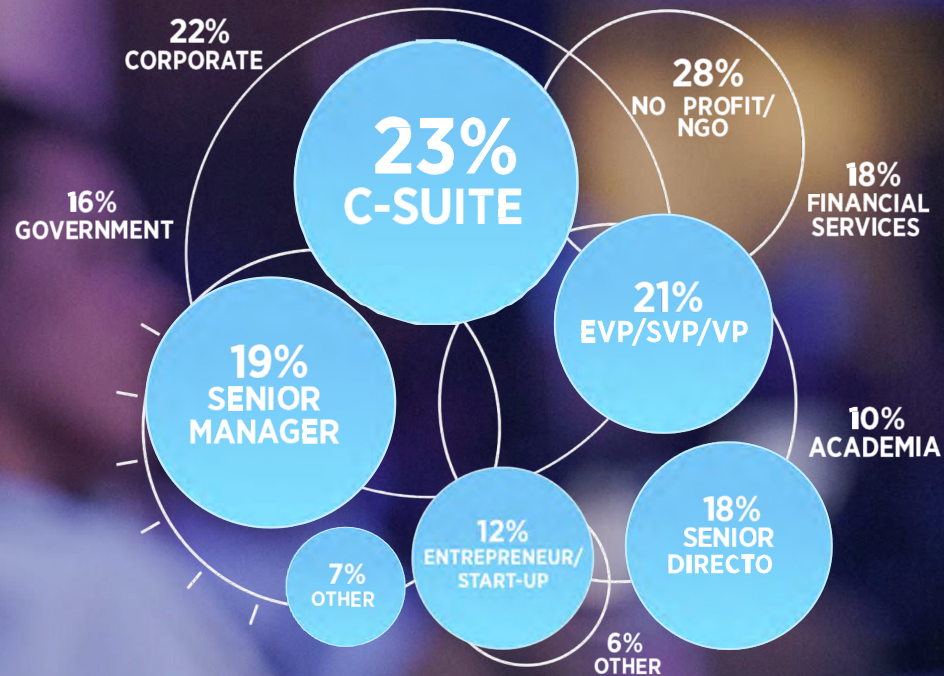
TO REIMAGINE THE GLOBAL ECONOMY



AMPLIFYING TODAY'S PRESSING ISSUES



TO AN AUDIENCE OF PASSIONATE SERVANT-LEADERS



TELLING STORIES THAT MATTER



Forbes



BLACK
ENTERPRISE

TIME



U.S. News & WORLD REPORT

FORTUNE



AXIOS

The Atlanta
Journal-Constitution



WITH BEST IN CLASS SPONSORS



TRUIST 



JPMORGAN CHASE & CO.



A DECADE OF IMPACT AND INNOVATION

AI ETHICS COUNCIL



AI Ethics Council

Co-founded by OpenAI CEO Sam Altman and Operation HOPE CEO John Hope Bryant, the council's purpose is to join key leaders from tech and community to ensure representative voice and economic opportunities in this burgeoning new technology are available to everyone.

FL4A INITIATIVE



Financial Literacy for All initiative (FL4A)

Co-Chaired by John Hope Bryant, Founder & CEO of Operation HOPE and Doug McMillon, CEO of Walmart uses the power of the world's most influential organization to embed financial literacy where we learn, work and play.

1MBB INITIATIVE



One Million Black Businesses

initiative (1MBB), founded by Operation HOPE CEO John Hope Bryant and Shopify founder Tobi Lutke. 1MBB aims to grow and serve one million Black-owned businesses by 2030. To date, 458,000 businesses have been created, served, or scaled. .

HOPE COMMITMENTS



HOPE in Action Commitments

With over 2,000 commitments to date, this platform allows individuals and organizations the ability to "do good" – where one person, combined with others, can change the world for the better. These commitments have resulted in tens of thousands of volunteer hours here and abroad. .

HERE'S WHAT THEY'RE SAYING



"This conference matters. It's about telling people you can control your own destiny; you can participate in the market economy and be rewarded for your intelligence and effort and entrepreneurialism."

President Bill Clinton
42nd President of the United States
Founder, Clinton Foundation



"The influence and innovation and creativity that is exhibited here is literally palpable. More importantly, it is contagious. It affects the way you think, and it gives you a forecast of the future, so that you can make the kinds of choices that causes lives to be changed."

T.D. Jakes
Chairman and CEO, TDJ Enterprises



"The HOPE Global Forums is the greatest show on Earth – because it talks about creating jobs and rebuilding the almighty middle-class. There is testimony from well-known American CEOs and entrepreneurs, a 13 year-old business genius, President Bill Clinton – a wide range of expert witnesses. If anybody can bring our "good jobs" economy back – it is this summit, John Bryant and his Operation HOPE powerhouse."

Jim Clifton
Chairman and CEO, Gallup

JOIN THE HOPE GLOBAL FORUMS COMMUNITY

Leverage the power of our network to support your core business and amplify the impact of your philanthropic initiatives.

Engage with an elusive, yet valuable audience: passionate, open-minded leaders joined in the spirit of collaboration.

Become a partner and share our vision of building an inclusive economy that works for everyone.





2024 Annual Meeting

SPONSORSHIP OPPORTUNITIES

Sponsorship Details	\$200,000	\$150,000	\$100,000	\$50,000	\$25,000	\$10,000
Opening reception premier branding	X					
Branding on HOPE program and client highlight	X					
Executive breakfast branding	X					
Social and network reception branding	X	X				
Company executive speaking opportunity (mainstage/plenary)	1	1				
Executive CEO Dinner (invite for CEO + guest)	2	2	2			
Invitation to executive salon events	4	2	2			
Invitation to executive breakfast	20	10	10			
Invitation to executive roundtables	20	10	10			
Presenting sponsor of a plenary (main stage) session; includes branding	X	X	X			
Virtual advertisement (15 seconds) during live event and livestream	X	X	X			
Company executive breakout session panelist opportunity (<i>panelists will be mutually agreed upon by Operation HOPE and sponsor</i>)	3	2	2	1		



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SPONSORSHIP OPPORTUNITIES (cont.)

Sponsorship Details	\$200,000	\$150,000	\$100,000	\$50,000	\$25,000	\$10,000
Digital advertisement placed within the live event	X	X	X	X		
Logo placed within the digital sponsor loop	X	X	X	X	X	
Logo placement on the digital agenda, presentation materials and event website	X	X	X	Website only	Website only	Website only
In-person registrations	70	50	30	20	10	10
Registration code for virtual attendance	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited



