

TIDES

ADVOCACY

2025

SEPTEMBER 17-19

BALTIMORE, MARYLAND



Beyond IMPACT

Sponsorship Package

BEYONDIMPACT.SPACE

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Welcome

Welcome to Beyond Impact 2025, the largest strategy and learning space designed to strengthen the advocacy infrastructure for progressive movements working toward community-driven equity and policy. Our mission goes beyond envisioning change; we are committed to aligning organizational practices, visions, and resources to create sustainable platforms for Black, Brown, and allies' advocacy.

This year, Beyond Impact will take place from Wednesday, September 17 - Friday, September 19, 2025, in Baltimore, MD.

In this moment, we are asking ourselves the hard questions—reevaluating the strategies and interrogating our hypothesis for what it takes to build a multi-racial democracy that centers liberation, equity, justice, and radical joy. We are coming together to ignite the power of collective action in the face of an attempted recoil to the injustices of old to ask ourselves, not “What now?” but “What’s next”? And what are we willing to do to achieve it?

By Any Means Necessary: People, Power, and Possibilities is the theme of Beyond Impact 2025, reflecting the relentless commitment of Black and Brown communities and allies to hold the line and create possibilities in the face of our ever-changing realities. This convening is a call to action for movement leaders, organizers, and funders to connect and strategize on sustaining and scaling movement work.

Together, we will unlock new horizons and work towards a future where meaningful change has no limits. Baltimore, Maryland, will be our backdrop—a city shaped by resistance and resilience. Will you join us?



2025 Overview

Throughout this event, we will participate in thought-provoking discussions, immersive experiences, and collaborative workshops that delve into movement-building priorities and opportunities to deepen our advocacy. Tides Advocacy, a 501(c)(4) organization, invites you to join us in fighting for a world where governing power is shared with communities.

Together, we will harness the power of our collective strength, practices, models, and resources to pave the way for a future that authentically reflects the principles of love to achieve collective liberation. Beyond Impact 2025 is a call to action for individuals, organizations, and communities to stand in solidarity and fight for an equitable and just future for our democracy.

At Beyond Impact, we believe in the power of knowledge-sharing and strategic collaborative learning. We are passionate about creating a space where individuals and organizations can exchange ideas, insights, and strategies that will disrupt anti-Blackness and drive radical change. As we chart our path forward, we invite you to join us in exploring a range of compelling topics that will shape the future of advocacy.





We're excited to reflect on

Strengthening non-profit advocacy and policy impact: Delve into innovative approaches and impactful frameworks that can endure and strengthen grassroots movements to empower communities, build resilience, and amplify their voices.

Evaluating election strategies and what the 2024 results mean for the movement: From wins to losses at all levels, we'll explore what tactics worked and what tactics we thought would work but didn't. Reflect on post-election insights and what we learned through the cycle.

Risk in the Trump Era: Evaluate the threats and opportunities under a second Trump presidency. Share strategies for protecting the work, protecting your organization, and going on the offensive via preparedness instead of a reactionary defense.

Co-governing strategies toward radical change: Imagine a world where communities have a say in decisions directly impacting their lives. Dive into co-governing strategies that challenge traditional power dynamics, foster collaboration, and pave the way for radical, inclusive change.

Setting up new and expanded advocacy strategies: From launching a voter engagement initiative or advocating for policy reform, explore the steps and strategies through peer learning to create and broaden impactful programs.

Multi-entity support for resources for BIPOC-led organizations: Amplifying the voices and resources of BIPOC-led organizations is crucial to drive meaningful change and shape our future.

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Stay tuned for our open call for session proposals and updates on our agenda! Submit a proposal to contribute to the collective wisdom, drive transformative strategies, and shape the trajectory of political organizing.



Sponsorship Opportunities

BEYOND IMPACT 2025 sponsorship opportunities are limited!

We have a range of sponsorship packages designed to suit all your needs. The deadline to confirm your sponsorship is Friday, August 29, 2025, to receive full sponsor benefits. For additional questions, contact BeyondImpact@tides.org. If you are a confirmed sponsor and have questions about sponsorship benefits and logistics, contact BeyondImpact@tides.org

Movement Builder

\$100,000

Our Movement Builder sponsor will be the 2025 Beyond Impact Conference premier sponsor and partner. This sponsor will gain top-tier visibility and thought leadership opportunities, showcasing their expertise and impact in the advocacy and civic engagement space.

- *Naming rights for the Conference Mainstage*
- *Premier Sponsor logo placement on event materials and marketing*
- *Welcome Reception Co-Chair*
- *Panelist Opportunity for subject matter*
- *In-person Activation in Break Out Room space*
- *Complimentary registration tickets: up to 7 available*

Power Catalyst

\$25,000

2 AVAILABLE

Our Power Catalyst sponsors will gain valuable visibility and unique opportunities for sponsors to connect with key leaders, while demonstrating their commitment to grassroots activism.

- *Naming rights for a Break Out Room*
- *Welcome Reception Co-host*
- *Sponsor logo placement on event materials and marketing*
- *Large 8x16 exhibit booth space in the venue (includes tables, chairs, and table skirt)*
- *Pre-recorded 30 second message ahead of a panel discussion in named breakout room*
- *Window advertisement within Conference app (i.e. pop-up ad)*
- *Complimentary registration tickets: up to 5 available*

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Sponsorship Opportunities

People's Advocate

\$15,000

3 AVAILABLE

Our People's Advocate sponsors will gain high-visibility branding opportunities and direct engagement with influential advocates and community leaders to build lasting partnerships with changemakers.

- **8x8 Exhibit booth space in the venue (includes tables, two chairs, and table skirt)**
- **Logo placement on event materials and marketing**
- **Banner advertisement within Conference app (Event App Advertisement banner app)**
- **Conference Registration tickets: up to 3 available**

Equity Champion

\$5,000

INDIVIDUAL

Our Equity Champions will learn how to effectively move their resources in order to increase impact while permitting broader participation with scholarship funding.

- **Scholarship for 2 activists (chosen by TA) to attend the conference**
- **Admittance to our content track geared towards individuals seeking to increase their philanthropic impact through 501(c)(4) giving strategies.**
- **Conference Registration Tickets: up to 2 available**

Change Agent

\$1,250

5 AVAILABLE

Our Change Agents will be able to advance their advocacy with direct outreach to Beyond Impact attendees for the full conference with a booth.

- **8x8 Exhibit booth space in venue (includes table, two chairs, and table skirt)**
- **Conference Registration Ticket: 1 available**

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▶▶▶ Sponsorship FAQ

CLICK HERE

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Tides Advocacy calls all visionary leaders, and passionate funders committed to driving social justice through organizing! Are you a movement leader, change-maker, seasoned activist, funder, or emerging advocate with a burning desire to advance a social justice agenda?

Gifts to Tides Advocacy are not tax-deductible.
Tides Advocacy is a California nonprofit corporation exempt from taxation pursuant to §501(c)(4) of the Internal Revenue Code.

8/12

Deadline to confirm your sponsorship

8/12

Deadline to submit sponsor logos and digital program assets to bi@specialgathering.com

8/19

Deadline to register for your complimentary sponsor registration

Sponsor Confirmation, Invoicing, and Payment Key Dates

The sponsorship opportunities and associated benefits are included in this brochure. Based on your chosen sponsorship level, please provide the items associated with your sponsorship level by the requested date. After the submission of your form, you will receive an email confirmation of your sponsorship, invoice, and payment information from Tides Advocacy. To make a contribution via ACH, please email BeyondImpact@tides.org

Sponsor Registration to Attend Convening

Upon submission of your completed sponsorship form, you will receive information in a confirmation email that will include a custom link to retrieve and register your complimentary registration(s) to attend the conference in-person.

Sponsor Logistics Point-of-Contact

We welcome 501c3 sponsorship for specific tracks or portions of the conference. Please contact us for more information at BeyondImpact@tides.org