

# Sponsor Program FAQ

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## About the program

### 1. What is the KA Sponsor Program?

The Sponsor Program is a year-long sponsor relationship between Kingdom Advisors and organizations that provide values-aligned solutions for Christian advisors and their clients. Our relationship with these providers is a nonexclusive, arm's-length relationship and does not imply endorsement of any religious views or beliefs. We honor the responsibility of professionals in our community to discern whether a product, service, or ministry aligns with the needs of their clients.

### 2. Why have a Sponsor Program?

As the Christian financial industry grows, many Christian advisors are seeking to work with product and service providers that support faith-based financial advice. Advisors are also looking for ministry opportunities to engage their clients' generosity and live out their calling. Kingdom Advisors serves our membership by curating a selection of sponsor organizations and ministries to serve the needs of faith-based advisors and their clients.

### 3. What distinguishes our benefits from other programs?

Our Sponsor Program is based on a year-round communication strategy with Kingdom Advisors members and conference attendees. Sponsor benefits have been thoughtfully designed and adjusted over time to offer the highest value and provide multiple avenues for engagement with the target audience.

Our Sponsor Program is unlike other pay-to-play sponsor arrangements in which a sponsor can typically buy access to a list of advisors or speaking opportunities. Instead, Kingdom Advisors enters into an agreement with sponsors to create a trusted introduction between our constituents and the sponsor's offerings on their behalf. We make introductions for our sponsors through regular mailings (email), monthly video credit rolls, social media, our conference Exhibit Hall, and optional add-on events at the conference.

Regardless of the level of sponsorship, the name of an advisor will only be given to the sponsor when the advisor opts in by responding to an email, attending a conference sponsor event, or allowing their badge to be scanned at our conference. We believe this provides tremendous value for both parties, as advisors trust us not to sell their information and sponsors can be assured of receiving warm leads from a desired demographic.

*Note: Kingdom Advisors does not provide a conference attendee list or membership list at any sponsorship level.*

## Benefits and application

### 4. What are the sponsor levels?

- **Title** - This premier sponsorship offers the highest level of exposure, including events at the Redeeming Money conference, video representation on the main stage, opportunities to send customized emails, promotion on Kingdom Advisors' LinkedIn account, and much more.
- **Platinum** - This sponsorship level brings significant opportunity to network with advisors, including optional add-on events at the Redeeming Money conference, opportunities to send customized emails, prime exposure on monthly video content, and more.

- **Gold** - This sponsorship level includes mailing opportunities, a standard conference booth, listing on the Kingdom Advisors website, and more.
- **Silver** - This sponsorship level includes branding exposure on two consolidated emails, a standard conference booth, and more.

Please download our current [Sponsor Benefits and Pricing](#) by level, or reach out to [stuart.easterly@kingdomadvisors.com](mailto:stuart.easterly@kingdomadvisors.com) for more information.

## 5. Who can apply to be a KA sponsor?

Kingdom Advisors engages with a broad range of sponsoring organizations, including:

1. **For-profit organizations** - Our current for-profit organizations represent these categories: advisor consulting, M&A, marketing, insurance solutions, investment funds, planning tools/software, private investing solutions, large financial firms, and RIAs.
2. **Nonprofit organizations** - We only accept nonprofit sponsors that serve in these categories: supporting basic human needs (water, hunger, shelter, safety), Christian education, discipleship, generosity, economic development, and job creation.

We engage with a wide range of Christian-led and secular organizations that support the needs and values of faith-based financial professionals.

We are unable to engage with religiously aligned organizations outside of the historic Christian faith.

## 6. Who are ideal KA sponsors?

We believe a healthy sponsorship is based on compatibility of culture, values, and goals.

- We seek sponsors who align with our values of responsibility, integrity, generosity, collaboration, and professionalism.
- We seek sponsors who provide excellent service to Christian financial advisors.
- We seek sponsors who view their relationship with Kingdom Advisors as providing mutual benefit to advance our mission and their own mission.
- We seek sponsors who maintain excellent public relations and outstanding integrity in the marketplace.
- We seek sponsors who are responsive and engage with our team, fully expecting them to be delighted by the service they receive from us.

Based on our experience, successful sponsors typically bring at least three years of experience with their current business model and leadership structure before engaging with us. Successful sponsors also generally bring a sizable employee base or advisor headcount, giving them the capacity to manage a high level of interest from and service to our advisors.

## 7. How can you apply to become a sponsor?

We look forward to connecting with prospective sponsors and would be happy to send you an application. To request an application, email [stuart.easterly@kingdomadvisors.com](mailto:stuart.easterly@kingdomadvisors.com).

## 8. How does Kingdom Advisors evaluate new sponsor applications?

We seek to identify sponsors that bring a high level of service and values-aligned solutions by following a clear process with all prospective sponsors. Our application gathers about 20 points of data from each organization. We ask prospective sponsors to provide specific, accurate responses to each question for review by our sponsor approval committee.

Our committee-based review considers all submitted responses, possible dialogue with any references, and a review of publicly available information about the organization. Kingdom Advisors reserves the right to decline any prospective sponsor application.

## Important dates and details

### 9. Where can current sponsors find key information?

If you are a current sponsor looking for data specific to your relationship with Kingdom Advisors, please log in to your [Sponsor Hub](#) to view your profile, contact lists, important deadlines, and other information.

### 10. What are this year's key dates?

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| • mid-April 2025    | New prospective sponsors may begin applying                                      |
| • June 2025         | Sponsor Benefits & Pricing updates published for 2025-2026                       |
| • September 3, 2025 | Current sponsors confirm renewal for 2026  |
| • September 4, 2025 | New sponsor onboarding begins  |
| • October 22, 2025  | New sponsor application deadline (subject to availability of Exhibit Hall space) |

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