



2022 ANTI-TRAFFICKING CONFERENCE

SPONSORSHIP PACKAGE

January 29 - February 28, 2022

Virtually at PreventHT.org

12+ Hours of Exclusive Content

Dear Friends,

Human trafficking is a scourge upon humanity, depriving people of their most basic rights and freedoms while stripping them of their self-dignity and worth. This crime has long-lasting and irreparable consequences for the victims, their families, and communities. Oftentimes it may seem like they simply can't find their way, that they have no one to turn to.

Here at ATI, we are committed to stopping human trafficking before it starts. Our team at ATI works tirelessly to implement programs that protect the most vulnerable in our communities — fighting to prevent and stop youth from losing their innocence to violence and exploitation. ATI engages and empowers communities to take action in the fight to end human trafficking, and there is no better way to do that than by bringing experts together to show us the way.

Since 2019, we have hosted the premier anti-trafficking conference originally branded as the Youth Cares Conference. We have since expanded to become the Anti-Trafficking Conference, bringing together students, parents, and professionals ready to stand up and do something. You are invited to be a part of the movement, to stand with us as we all continue this courageous fight to bring an end to human trafficking.

I invite you to consider sponsoring the 2022 Anti-Trafficking Conference as a call to action. For those who are willing to answer the call, we will be victorious in our fight to end the single most insidious threat lurking in communities all across the globe — human trafficking and modern day slavery.

With gratitude,



Bill Woolf



THE OPPORTUNITY

You have a unique opportunity to show your commitment to protecting those most vulnerable in communities all across the globe and bringing necessary tools and resources to students, parents, and professionals. By helping deliver this premier anti-trafficking conference through your sponsorship, you will be helping to close the on-ramps to exploitation and help ensure that all children can achieve their potential without the threat of being trafficked.

THE BENEFITS

\$10,000 – Presenting Sponsor

- 20 free tickets to the conference
- Top billing as the Presenting Sponsor on all conference marketing materials, conference webpage, social media posts and promotional emails
- Prominent display of logo across the main screen at the start
- Verbal recognition during the conference and all plenary sessions
- Sponsor spotlight in all promotional emails – will include logo with link to your homepage, web address, and 1- 2 sentences about your company’s commitment to stopping human trafficking
- ATI will provide multiple social media posts on Facebook, Twitter, and LinkedIn announcing the sponsorship
- Recognition in post-event thank you email, ATI newsletter, and social media posts
- First right of refusal for Presenting Sponsor package for 2023 conference

\$5,000 – Champion Sponsor

- 15 free tickets to the conference
- Prominent display of logo on all conference marketing materials, conference webpage, social media posts, and promotional emails
- Verbal recognition during the event
- Sponsor spotlight in promotional emails – will include logo with link to your homepage
- ATI will provide social media post on Facebook, Twitter, and LinkedIn announcing the sponsorship
- Recognition in post-event thank you email, ATI newsletter, and social media

\$2,500 – Gold Sponsor

- 10 free tickets to the conference
- Display of logo on all conference marketing materials, conference webpage, social media posts, and promotional emails
- ATI will provide social media post on Facebook, Twitter, and LinkedIn announcing the sponsorship
- Recognition in post-event thank you email, ATI newsletter, and social media

\$1,000 – Silver Sponsor

- 5 free tickets to the conference
- Display name on some conference marketing materials, conference website
- Recognition in post-event thank you email

\$500 – Conference Partner

- 2 free tickets to the conference
- Display name on some conference marketing materials

Thank you for considering sponsorship of the 2022 Anti-Trafficking Conference

THE STORY

The reality of human trafficking is all too familiar to our founder, Bill Woolf. While working as a human trafficking detective, Bill was called to a hotel in the middle of the night when officers discovered a 17-year-old girl named Emily, a trafficking victim. As Bill began his interview, he learned that Emily had been trafficked for three years, since the age of 14. He also learned that during those three years, Emily had been surrounded by counselors, school administrators, parents, and even court professionals—who all knew something was wrong. Bill asked Emily, “How was it possible that for three years you were surrounded by these profes-

sionals and no one ever identified you as a victim of human trafficking?” Her answer would change the course of Bill’s life forever. Emily looked at Bill and said, “No one ever asked.” She went on to explain, “If someone had taken the time to *just ask* what was going on, I would have told, but everyone was too busy pointing the finger at me for everything going wrong. I didn’t feel like anyone would understand. I didn’t feel like anyone cared or could help.” To answer that call, Just Ask Prevention was launched, and it later became Anti-Trafficking International.



From that point forward, Bill committed his life to one purpose:
TO FIGURE OUT HOW TO PREVENT THIS TRAGEDY FROM EVER HAPPENING TO ANOTHER PERSON.

Unfortunately, Emily’s case is not an isolated event: thousands of people every year are lured into trafficking and exploitation—many coming from communities just like yours.

Students, parents, and professionals need the necessary tools and resources to safeguard themselves, their communities, and loved ones.

The 2022 Anti-Trafficking Conference does just that—it helps ATI achieve its mission to **stop human trafficking before it starts.**

THE HISTORY



The first conference was successfully launched in 2019 under the name “Just Ask Youth Cares Conference.” The intent of the conference was to offer a professionally planned conference with a variety of human trafficking experts from around the country. Conference planning was done under the guidance of our Student Advisory Council to select relevant topics and speakers. The first conference was a huge success with close to 200 attendees comprised of students, parents, and other community members.

The feedback from the conference was overwhelmingly positive with many attendees expressing excitement for returning the next year.

In 2020, due to the COVID-19 pandemic, the team adapted and delivered the same quality conference virtually, ensuring that this important program continued.

We are now preparing to continue our tradition of excellence under a new name, **the Anti-Trafficking Conference**, for the first time offering attendees the chance to participate in the conference at their convenience by offering access to exclusive prerecorded presentations for more than a month!



THE 2022 ANTI-TRAFFICKING CONFERENCE



**ANTI-TRAFFICKING
CONFERENCE**



WHO:
Students, parents, and professionals.

WHAT: The Anti-Trafficking Conference provides attendees with the tools they need to better understand the complexities of human trafficking and how to keep everyone safe from exploitation.

WHERE:
Virtually at
PreventHT.org

WHEN:
On Demand
January 29 -
February, 2022

WHY:
To stop human trafficking before it starts.

The Anti-Trafficking Conference brings together **survivors of trafficking, experts in the field, and others with real-world experiences** to educate attendees about human trafficking and exploitation. The conference will include notable keynote speakers, as well as sessions organized into three separate tracks: topics for students, parents, and professionals.

This unique conference will offer folks **all over the world** the opportunity to participate virtually for more than a month.

THE KEYNOTE

DJ Pryor, Comedian, Actor, Activist



For almost two decades, DJ Pryor has entertained audiences as a stand-up comedian, actor, speaker, musician, and director. A husband and proud father of three, he is also the Chief Executive Officer of Laughter is Universal, DJ Pryor, Inc., and the non-profit organization Pryor to Change. Growing up a Virginia native, DJ moved to Tennessee in early elementary, was raised in a military family, and was the eldest of 14 children, born when his mother was only 13 years old. His childhood afforded him many opportunities to entertain. DJ began to perform publicly at the age of 15, leading to his success today as a very talented and award-winning stand-up comedian.

In 2019, a home-video of DJ and his young son Kingston having a conversation was uploaded online and received more than 25 million views within half a day, making him a viral sensation. Following this, DJ began to speak up as a spokesperson for mental health and overcoming childhood trauma. While he has always used comedy as a stress-free way to discuss traumatic experiences and difficult life events, he used his new platform to share his personal experiences on overcoming childhood trauma through resilience. Currently, DJ is producing a movie that sheds light on male human trafficking victims, fighting the stigma that only females are victims. Anti-Trafficking International is honored to have DJ Pryor as not only one of our Global Ambassadors, but also the keynote speaker for our third annual anti-trafficking conference.

THE PLENARY

Jose Alfaro, Speaking on *Boys Too: A Survivor Perspective*

Jose is a human trafficking survivor, public speaker, author, advocate, and activist. He has worked with several anti-human trafficking organizations around the globe to spread awareness on trafficking, specifically within the LGBTQ+ community. He is currently working on a memoir depicting his own personal experiences with trafficking.

He has been featured in several publications and has worked with law enforcement, the Department of Homeland Security, and the Department of Justice, to name a few among many other organizations. His work includes public speaking and giving lectures, sharing his story and human trafficking statistics.



TESTIMONIALS

"I really enjoyed learning a lot about human trafficking and what I can do to combat with my community. It was very interactive and audience-focused, allowing us to think about our own perspectives and what we could do to help. The speakers were passionate about helping the cause as well. It was a great experience!" -Annie



"I participated in the 2020 Youth Cares annual conference with my mom, and it was eye opening. I learned about the realities and prevalence of human trafficking, and how to protect myself. The conference also prompted me to apply for the Student Advisory Council, helping to plug me in with a motivated group of peers, all working toward the same goal of spreading awareness of human trafficking. I'm thankful that I had the opportunity to participate in this conference." -Priscilla



"As a professional, I am always looking for opportunities to expand my skillset. The conference was spot on and spoke to me in a way that I could take back the information and apply it to my practice. Thank you to all the incredible speakers for sharing their knowledge and insight." -Mike



"Amazing opportunity for student and parents. It was a great way to open the conversation for me to talk to my daughter about these very difficult issues." -Lori



THE IMPACT

To date, **Anti-Trafficking International** has achieved incredible milestones, making a significant impact in the fight to end human trafficking.



Reached more than **250,000 students** annually with comprehensive prevention programming



Educated more than **25,000 frontline professionals** across the United States



Provided advanced training to more than **5,000 law enforcement officers**



Informed more than **1,000 professional and community-based organizations**



Organized and led over **100 community awareness initiatives**



- Hosted an annual **anti-trafficking conference** since 2019
- Launched an e-magazine on human trafficking awareness
- Developed proven methodologies for the recovery of victims and enhancement of prosecutions
- Developed specialized training for more than 10 sectors of frontline professionals
- Supported more than 50 families of trafficked victims all over the world

**WE'VE SAVED COUNTLESS LIVES,
AND WITH YOU WE CAN SAVE SO MANY MORE!**

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