



# UUA GENERAL ASSEMBLY

## SPONSORSHIP & EXHIBITOR PROSPECTUS

### **MEET THE MOMENT: TOGETHER EVERYWHERE**

General Assembly is where Unitarian Universalists come together to practice faith, make collective decisions, and renew our commitment to justice, equity, and love. The Unitarian Universalist Association invites mission-aligned organizations, publishers, institutions, and partners to support and engage with thousands of Unitarian Universalists during the 65th General Assembly, June 14–21, 2026.

GA 2026 is a multi-platform experience that reflects our Unitarian Universalist values in action - adaptable, accessible, and grounded in care. This virtual-first event invites thousands of participants to gather online for a shared week of learning, worship, and action. There are options to also participate in-person at a central Studio site in Louisville, KY or smaller congregation-hosted satellite sites.

Whether your goals are outreach, relationship-building, or brand recognition, there's a Sponsorship path for your organization to be seen, heard, and celebrated at GA 2026.





## GA 2026 FORMAT AT A GLANCE

- **June 14–16:** All-Virtual Business Meetings
- **June 17–18:** Midweek Virtual Programming Hosted by UU Professional Groups & Others
- **June 19–21:** Multi-Platform Programming, Featured Speakers, & Worship. Including optional in-person community gatherings at:
  - Louisville, KY Studio Site (approx. 800 participants)
  - Five UUA co-sponsored congregation based satellite sites
  - Self-organized private meet-ups and watch parties

## PROJECTED REACH

- **3,500–4,000 virtual participants**
- **700–1,300 in-person participants across all sites**



# UUA GENERAL ASSEMBLY

## JUNE 14 – 21, 2026

MEET THE MOMENT: TOGETHER EVERYWHERE

General Assembly 2026, *Meet the Moment: Together Everywhere*, will unfold in two parts with a midweek pause. From Sunday, June 14 to Tuesday, June 16, delegates will engage in fully virtual General Sessions focused on the business of the Association. Programming resumes Friday, June 19 through Sunday, June 21 with worship, featured speakers, and Meet the Moment themed programs that can be experienced online, at the studio site in Louisville or in participating local congregations. This flexible model makes GA more accessible, sustainable, and connected for UUs everywhere.

SUNDAY, JUNE 14 – TUESDAY, JUNE 16

FRIDAY, JUNE 19 – SUNDAY, JUNE 21

PDT	MDT	CDT	EDT	Sunday 6/14	Monday 6/15	Tuesday 6/16	Friday 6/19	Saturday 6/20	Sunday 6/21
6:00 AM	7:00 AM	8:00 AM	9:00 AM						
7:30 AM	8:30 AM	9:30 AM	10:30 AM					Community Sing	
8:00 AM	9:00 AM	10:00 AM	11:00 AM				Meet The Moment (MTM) Opening Program		Sunday Worship
8:30 AM	9:30 AM	10:30 AM	11:30 AM						
9:00 AM	10:00 AM	11:00 AM	12:00 PM		General Session II	General Session IV			
9:30 AM	10:30 AM	11:30 AM	12:30 PM				Meet The Moment (MTM) Breakout Groups		
10:00 AM	11:00 AM	12:00 PM	1:00 PM				Featured Speakers		
10:30 AM	11:30 AM	12:30 PM	1:30 PM				MTM Wrap-up		
11:00 AM	12:00 PM	1:00 PM	2:00 PM						
11:30 AM	12:30 PM	1:30 PM	2:30 PM						
12:00 PM	1:00 PM	2:00 PM	3:00 PM						
12:30 PM	1:30 PM	2:30 PM	3:30 PM						
1:00 PM	2:00 PM	3:00 PM	4:00 PM	Ingathering Service					
1:30 PM	2:30 PM	3:30 PM	4:30 PM		General Session I				
2:00 PM	3:00 PM	4:00 PM	5:00 PM			General Session III	General Session V		
2:30 PM	3:30 PM	4:30 PM	5:30 PM						
3:00 PM	4:00 PM	5:00 PM	6:00 PM						
3:30 PM	4:30 PM	5:30 PM	6:30 PM						
4:00 PM	5:00 PM	6:00 PM	7:00 PM						
4:30 PM	5:30 PM	6:30 PM	7:30 PM						
5:00 PM	6:00 PM	7:00 PM	8:00 PM						
5:30 PM	6:30 PM	7:30 PM	8:30 PM				Welcome/ Ingathering	Ware Lecture	
6:00 PM	7:00 PM	8:00 PM	9:00 PM						

As of December 16, 2025. Subject to Change

# WHY SPONSOR GA 2026

GA 2026 offers a powerful opportunity to showcase your brand, mission, and services to progressive partners who are deeply committed to values like equity, sustainability, accessibility, and community care. Sponsorships support access to worship, learning, and connection, while engaging a national community of leaders, congregations, and justice partners who are actively shaping the future of Unitarian Universalism. Sponsors are recognized not simply for their visibility, but for the role they play in sustaining the spaces where we meet the moment, together, everywhere.

## All sponsors receive:

- Multi-Day exposure and national reach before, during, and after the event through digital, print, and in-person platforms
- Post-GA engagement reporting, including impressions and interaction data where applicable
- Targeted engagement opportunities and values-aligned recognition integrated into learning, care, and community moments
- Flexible entry points for organizations of all sizes



# PATHWAY 1: Virtual Reach and Visibility



## Virtual Starter Sponsor - \$1,200

**What this sponsorship supports:** Provides a national, virtual-first entry point for organizations seeking to connect with GA participants.

**Sponsor experience:** Includes a virtual exhibit booth in the GA app powered by Whova, sponsor listing and full page ad in the digital program book, sponsor listing in the GA app directory, standard post-GA exhibitor engagement metrics.

## Virtual Engagement Sponsor - \$1,600

**What this sponsorship supports:** Creates a moment of intentional connection between sponsors and virtual participants during the live event.

**Sponsor experience:** Includes all Virtual Starter benefits. Sponsors also choose one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants

Includes an Agenda Feature - a brief, integrated sponsor acknowledgement that appears alongside program content and may be seen multiple times. It includes the sponsor name, logo, and a clickable link to the sponsor's virtual booth or website, tied to a specific time block or section of the program. Example: "This moment is supported by [Sponsor Name], a partner in expanding access and connection during GA."

## Virtual Visibility Plus Sponsor - \$2,000

**What this sponsorship supports:** Supports expanded visibility and discoverability throughout the GA platform.

**Sponsor experience:** Includes all Virtual Starter benefits plus:

- Sponsors choose one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants; and
- Prominent placement within the Virtual Reach and Visibility sponsor grouping in the virtual exhibit hall; and
- Enhanced post-GA engagement summary report by event organizers; and
- Pre-GA promotional visibility, including sponsor recognition in GA communications and early in-app highlighting.

*All virtual sponsorship benefits are delivered by the GA app, powered by Whova, and reflect the tools and engagement features available within that platform.*

# PATHWAY 2: Learning & Content Partnerships



## Sponsored Program or Cohort - \$3,000

**What this sponsorship supports:** Underwrites the cost of offering high-quality learning and faith formation experiences.

**Sponsor experience:** Sponsors are recognized as Learning Partners; sponsorship does not influence content. Includes pre-session sponsor acknowledgement and in the agenda listings on the GA app. Sponsors choose one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants. Includes all Virtual Starter benefits.

## Reflection & Journaling Prompt Sponsor - \$3,000

**What this sponsorship supports:** Supports spiritual reflection and personal meaning-making during GA.

**Sponsor experience:** Recognition appears alongside curated prompts in the GA app or downloadable materials. It may also include a pre-scheduled 15 minute moderated reflection segment that is values aligned, non-promotional, and operational for participants. Sponsors choose one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants. Includes all Virtual Starter benefits.

## On-Demand Learning Collection Sponsor - \$3,000

**What this sponsorship supports:** Extends access to GA learning beyond the live event window. Learning via grouping related sessions around values-aligned themes, such as justice, congregational care, leadership, spiritual growth, etc.

**Sponsor experience:** Recognition appears on a themed collection of recorded sessions in the GA on-demand library. Includes one of the following:

- 75-100 words of sponsor-provided framing text,
- a single-page PDF that explains the collection and lists the sessions included
- a 60-90 second max lead-in video linked in the collection guide

Sponsors may also choose one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants. Includes all Virtual Starter benefits.

*Curated collections are reviewed and approved by GA staff. Sponsors help us highlight learning themes; they don't shape what is taught.*

# PATHWAY 3: Equity, Access, & Inclusion



## Sapsight Sponsor - \$5,000

**What this sponsorship supports:** This pilot program expands accessibility and learning beyond real time attendance and is offered in addition to, not in place of, existing accessibility services. Sapsight provides real-time transcripts, key takeaways, visual “idea clouds”, multilingual support, actionable summaries with perpetual access after the event ends.

**Sponsor experience:** Acknowledgment highlights the sponsor’s role in expanding access to those who rely on both live and asynchronous content consumption. Includes all Virtual Starter benefits plus sponsor chooses one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants.

## ASL Interpretation Sponsor - \$3,500

**What this sponsorship supports:** Underwrites American Sign Language interpretation for key GA programs.

**Sponsor experience:** Recognition appears in ASL-supported livestreams and program materials. Includes all Virtual Starter benefits plus sponsor chooses one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants.

## Quiet & Care Space Sponsor - \$2,500

**What this sponsorship supports:** Creates in-person spaces for rest and self-regulation.

**Sponsor experience:** Branding and acknowledgment appears on signage displayed at the curated space. Sponsors may offer pre-recorded 10-15 virtual meditation, playlist, or other quiet & care aligned content to be featured on-demand in the GA app. Includes all Virtual Starter benefits plus sponsor chooses one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants.

# PATHWAY 4:

## Community Connections & Networking Experience



**Tabletop Exhibitors at the Studio Site - \$1,800 (10 available)**

**Tabletop Exhibitors at a Satellite Site - \$1,400 (2 available per site)**

**What this sponsorship supports:** Space for In-person, organic engagement between sponsors and GA participants gathered at the Louisville studio site. Ideal for UU-affiliated organizations, seminaries, camps, publishers, poster presenters, and regional justice partners.

**Sponsor experience:** All in-person tabletop exhibitors receive a complimentary Virtual Starter Sponsor package, including a virtual exhibit booth in the GA app plus one 8-ft display table with 2 chairs in a high-traffic common area for high visibility. Allows exhibitors to display materials, sell merchandise where permitted, and engage directly with attendees. Sponsorship are first-come, staff-approved to protect attendee experience, staff capacity, and physical space.



# PATHWAY 5: Hospitality & Community Care



## Coffee & Tea Beverage Station Sponsor - \$3,000

**What this sponsorship supports:** Provides beverage service for in-person participants. Creates a hospitality-forward pause for conversation.

**Sponsor experience:** Includes signage at the beverage station and GA app recognition. Includes all Virtual Starter benefits plus sponsor chooses one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants.

## Morning or Afternoon Break Sponsor - \$4,000

**What this sponsorship supports:** Supports shared moments of rest and informal connection.

**Sponsor experience:** Recognition appears during the sponsored break. Includes all Virtual Starter benefits plus sponsor chooses one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants.

## Meal Sponsor - \$5,000

**What this sponsorship supports:** Helps underwrite the cost of providing meals to participants at optional in-person sites.

**Sponsor experience:** Recognition appears during the sponsored meal. Acknowledgement as an anchor hospitality experience. Includes all Virtual Starter benefits plus sponsor chooses one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants.



# Premier Pilot Program Opportunities



## Featured Speaker Sponsor - \$5,000 (3)

**What this sponsorship supports:** Supports the presence of a featured speaker whose voice helps frame the collective experience of GA 2026. This sponsorship helps underwrite speaker honoraria, production support, and the accessibility services that ensure these moments are available to participants across platforms and locations.

**Sponsor experience:** Recognition appears in connection with the featured speaker session in the GA app agenda and related program materials. Sponsors are acknowledged as supporters of shared learning and inspiration. Sponsorship does not influence speaker selection or content. Includes all Virtual Starter benefits plus sponsor chooses one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants.

## Friday Community Outings Sponsor - \$2,500 each (6)

**What this sponsorship supports:** Supports optional in-person community outings that invite participants to step away from screens, connect locally, and experience place-based connection during GA. Sponsorship helps cover coordination, accessibility considerations, and basic hospitality needs.

**Sponsor experience:** Recognition appears in the GA app and outing descriptions. Sponsors may provide one branded wearable, souvenir, or beverage or snack item, along with support for logistics coordination. Sponsor presence is designed to enhance hospitality without disrupting the participant experience. Includes all Virtual Starter benefits plus sponsor chooses one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants.

## Evening Entertainment or Social Event Sponsor - \$5,000 each (2)

**What this sponsorship supports:** Underwrites evening entertainment or social experiences that foster joy, relaxation, and informal connection among GA participants. These events offer space for play, celebration, and community building alongside the core work of GA.

**Sponsor experience:** Recognition appears in the GA app agenda and event signage. Sponsorship may support live entertainment, games and prizes, and logistical needs associated with hosting the event. Sponsors are acknowledged as contributors to community care and shared celebration. Includes all Virtual Starter benefits plus sponsor chooses one of the following visibility options: a GA app push notification or a sponsored message in a direct email to registrants.

# TARGETED VISIBILITY OPTIONS

We are pleased to offer these additional opportunities to deepen the level of engagement for all Exhibitors and Sponsors. Most of these items are included at some sponsorship levels or are available a la carte.

## Virtual Exhibit Booth

**\$600**

Virtual Exhibitor Booths on the Whova web and mobile app let you showcase your organization through videos, documents, raffles, and live interactions. Attendees can explore your booth, watch demonstrations, and connect with you directly via chat or meetings. You'll collect attendee contacts, track visits, and receive a lead report delivering results that rival the in-person experience. Each Virtual Booth includes access for one main contact and up to two virtual booth staff. [GA App by Whova Exhibitor Guide](#)

## Direct Email Advertisement

**\$600**

Reach all GA registrants through a sponsored message (up to 100 words, one image 240x240 px, and web links) in an official GA email. Messages appear alongside important announcements and event updates, offering maximum visibility before and after GA.

## Push Notification in the GA App

**\$600**

Send your message directly to attendee devices! Push Notifications appear like an email alert with a short subject line and a body of up to 100 words, plus an image and web link. Use this feature to promote your booth, event, or resource in real time.

## Digital Program Book Ad

The digital program book (PDF) will be distributed to all GA registrants and posted on [uua.org/ga](#) by mid May. Ads must be submitted as a press quality PDF. Advertisements, including borders, must fit within the dimensions below.

- Full page ad - 7" width X 10" height **\$500**
- Half page ad - 7" width X 4.875" height **\$350**
- Quarter page ad - 3.375" width X 4.875" height **\$250**

## Payment and Cancellation Policy

Accepted forms of payment include Visa, Mastercard, PayPal, Stripe, or UUA Budget Code. Exhibit spaces may be canceled with a \$100 cancellation fee through April 15. Cancellations made between April 16 and May 15 will receive a refund of 50% of the total payment. Payment in full is required at the time of reservation. Please note that no refunds will be issued after May 16, 2026.

## Key Dates

- **Wednesday, April 1** Deadline for sponsorship reservations, exhibitor reservations, and digital program ad reservations
- **Thursday, April 30** Deadline for submitting a print quality digital program book ad PDF.
- **Friday, May 15** Final deadline for virtual exhibit booth and push notification reservations
- **Monday, May 25** Final deadline to submit push notification content, and virtual booth set up
- **Friday, May 29** GA app powered by Whova is published and available to all GA Registrants

## Terms and Conditions

When reserving booth space, you will be prompted to sign exhibitor terms and conditions, linked below. Please note that additional terms are in place for in-person exhibitors. [VIRTUAL EXHIBITORS TERMS AND CONDITIONS](#)



## ABOUT THE UNITARIAN UNIVERSALIST ASSOCIATION

The Unitarian Universalist Association (UUA) blends two rich liberal religious traditions, formed in 1961 through the consolidation of the Universalist Church of America (founded in 1793) and the American Unitarian Association (founded in 1825). Unitarian Universalists embrace people of all ages, diverse backgrounds, and a wide range of beliefs.

At the core of Unitarian Universalism is the affirmation of love as the foundational principle of our beliefs. We engage with the humanistic teachings of the world's religions, drawing from scripture, science, nature, philosophy, personal experience, and ancient traditions, as articulated in Article II of our bylaws, which was adopted at the 2024 General Assembly.

We are a community of brave, curious, and compassionate thinkers and doers, creating spirituality that transcends boundaries. Our commitment is to foster justice and love in our lives and in the world. Unitarian Universalists are leaders in social justice, sustainability, accessibility, and inclusion within faith-based communities.

# A LONG HISTORY LEADING TO GENERAL ASSEMBLY (GA) 2026

Celebrating our 65th year in 2026, General Assembly (GA) is the annual gathering of Unitarian Universalists (UU). Over this week immersive experience, attendees engage with friends, colleagues, sponsoring organizations, and exhibitors. In recent years, we have traveled to cities across the United States and gathered online for moments of renewal and fellowship.

Year/Theme	Location and Dates	Number of Attendees
2025 Meet the Moment	Baltimore, MD June 19-22	3,274
2024 Faithfully Becoming	Virtual, June 20-23	3,462
2023 Faithfully Becoming	Pittsburgh, PA June 21-25	4,144
2022 Meet the Moment	Portland, OR June 22-26	3,371
2021 Circle 'Round for Justice	Virtual June 23-27	4,227
2020 Rooted, Inspired, & Ready	Virtual June 24-28	4,924



# UUA GENERAL ASSEMBLY

JUNE 14 – 21, 2026

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Credit: Denny Henry/UUA

## Contact Information

GA 2026 Sponsorship Coordinators  
[GASponsorships@gmail.com](mailto:GASponsorships@gmail.com)

