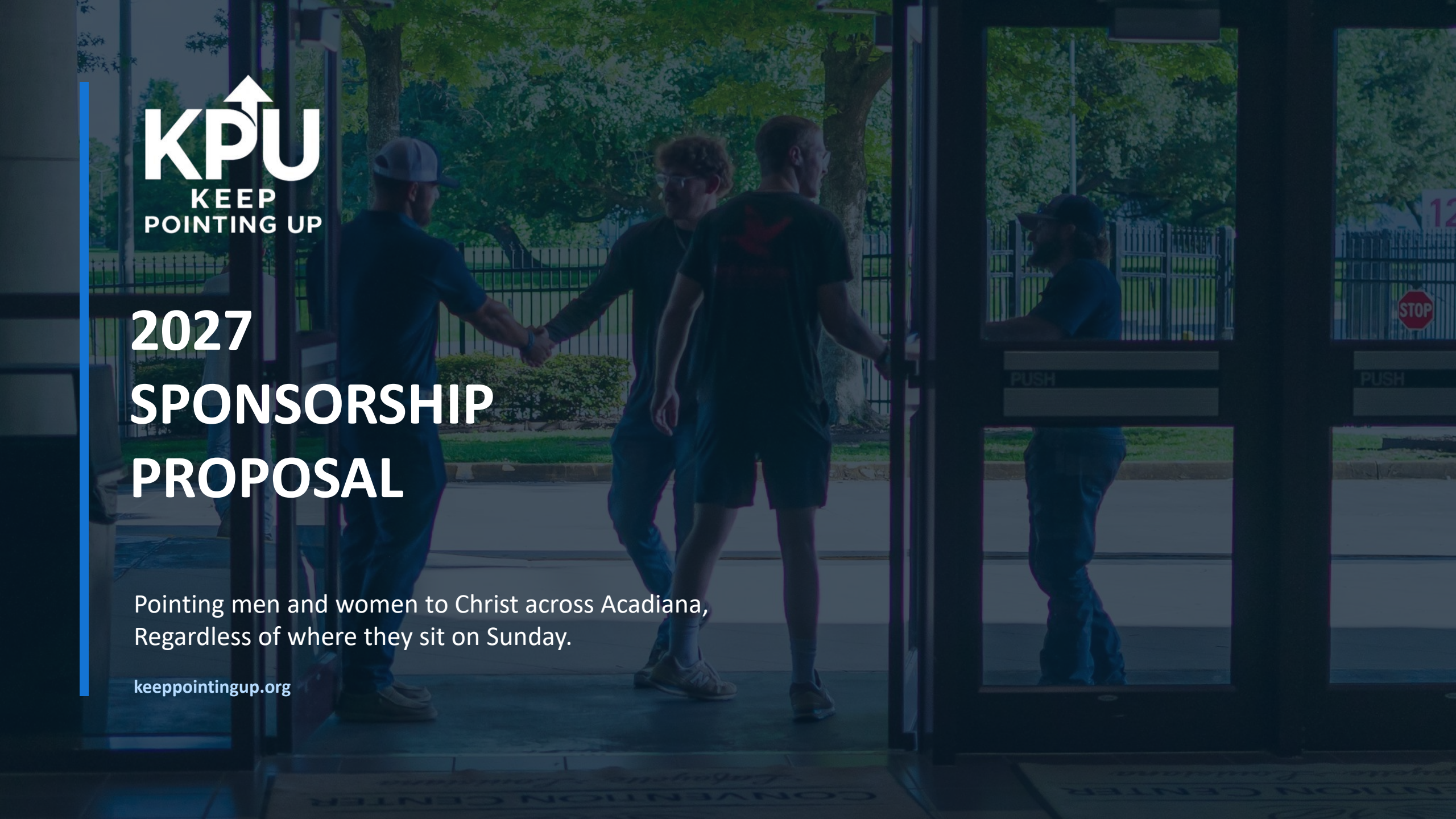


2027 SPONSORSHIP PROPOSAL

Pointing men and women to Christ across Acadiana,
Regardless of where they sit on Sunday.

keeppointingup.org

ABOUT KPU

A place where men can show up as they are

Keep Pointing Up was built around a simple conviction: men need a place to be honest, find brotherhood and encounter the hope of Jesus Christ.

Our neutral-site Men's Nights offer free food, real stories and meaningful conversation—without pressure, performance or judgment. We partner with churches and community leaders to help men take their next step toward faith, recovery, responsibility and connection.

"We are not building a brand. We are building men."

In August 2026, we expanded the mission.

"We are not building a brand. We are building women."



One mission. Multiple doors into community.





KPU MEN

Monthly gatherings built on food, testimony, table talk and brotherhood.

KPU WOMEN

A growing community creating space for honest connection, faith and encouragement.

KPU RECOVERY

Christ-centered recovery education, encouragement and connections to trusted community resources.

THE BROTHERHOOD NETWORK

Helping men find church-based, recovery, discipleship and accountability groups across Acadiana.



THE AUDIENCE

Your brand meets men where real life happens.

KPU connects sponsors with men who lead families, workplaces, churches and communities throughout Acadiana.

- Business owners and professionals
- Tradesmen and first responders
- Fathers, husbands, sons and mentors
- Church-connected and church-adjacent men
- Men seeking brotherhood, recovery and purpose

Strong men strengthen families and communities.

Audience Profile

2026 Survey

Family & Work Life

87%
Are Parents

80%
Employed Full-Time

75%
Married/Committed Relationship

Sponsor-Ready Indicators

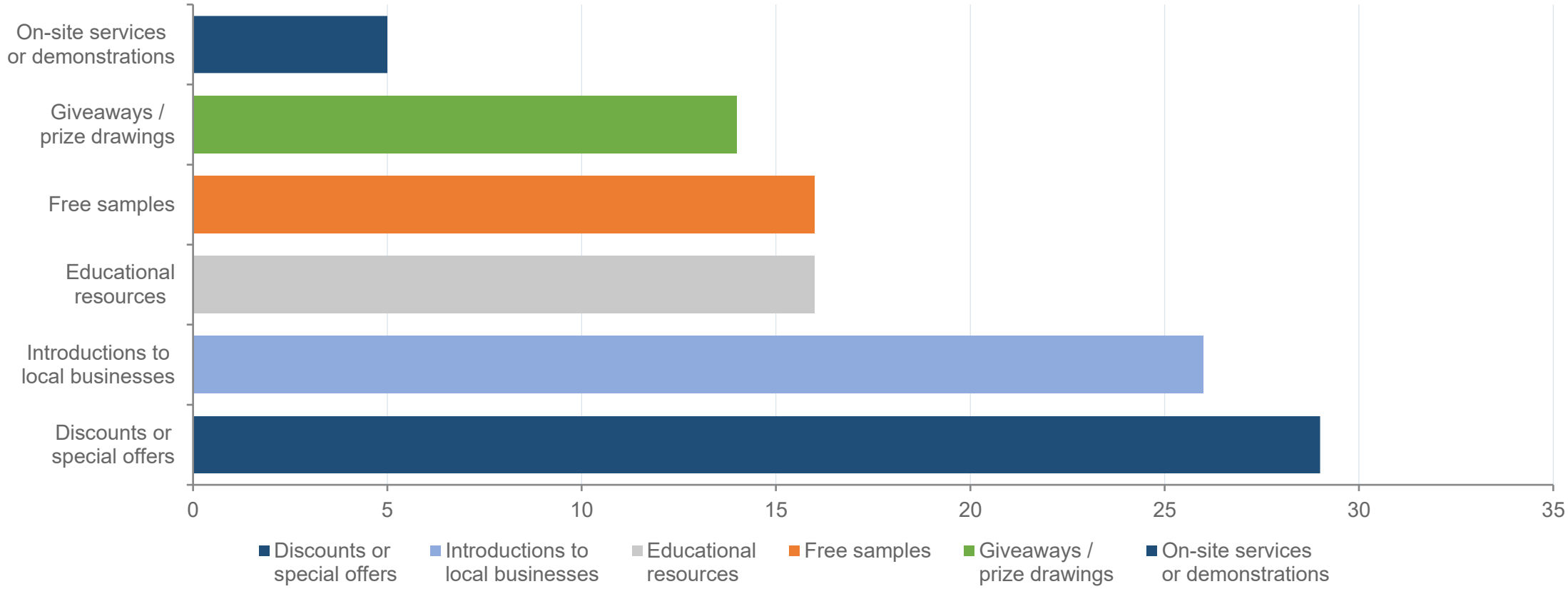
24%
Car Market

83%
Likely to Support KPU Sponsors

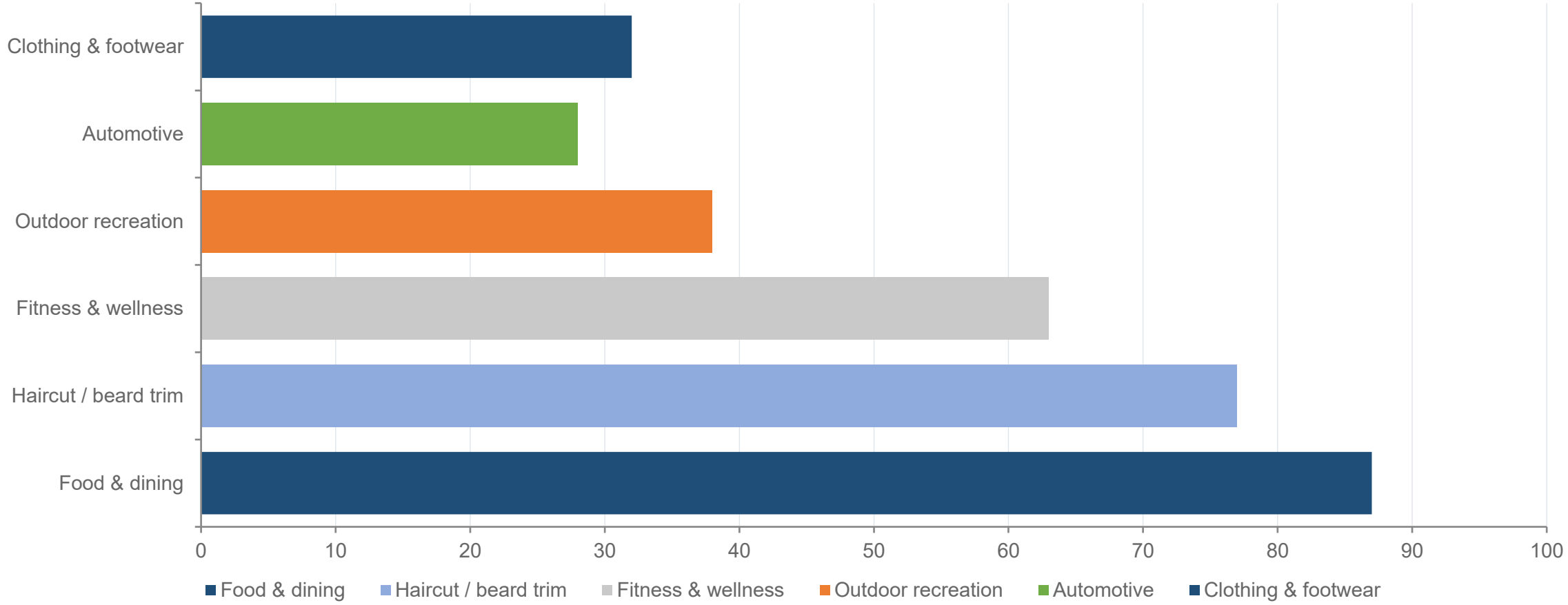
46%
Healthcare access as 7+ Difficulty

KPU Men's Sponsor Survey Results -115 men completed the Survey

Top Sponsor Benefits Respondents Want



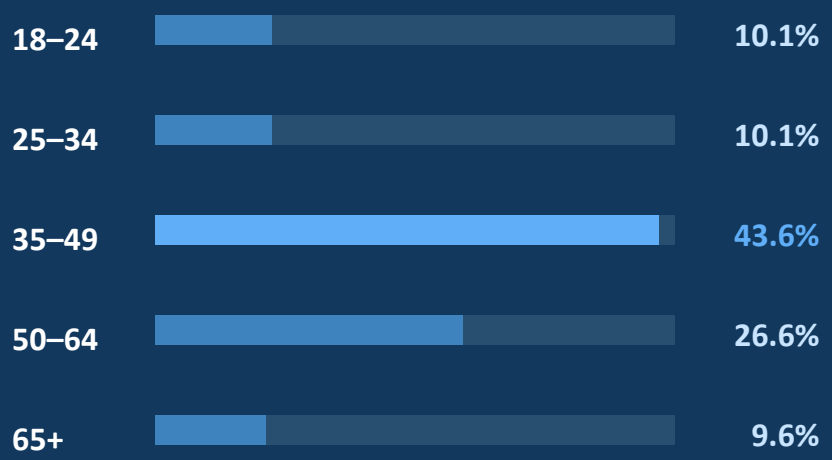
Monthly or More Frequent Spending by Category



KPU reaches men across generations and congregations.

AGE PROFILE

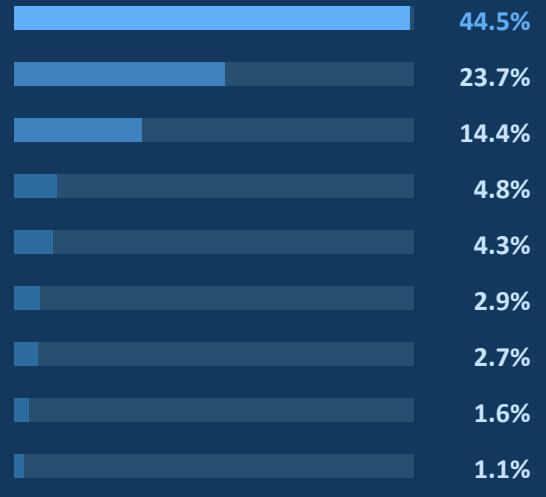
70% are age 35–64



n = 188 age respondents

CHURCH REACH

55% sit beyond The Bayou Church



n = 375 affiliation respondents

KPU's reach is broad: seven in ten age respondents are 35–64, while most church respondents sit beyond its largest congregation.

A sponsorship continues long after the event ends.



1,800

Facebook followers

155

Instagram followers—and growing

968

direct email and text contacts

Sponsor visibility can include stage recognition, event signage, social media, direct communication and on-site displays.

“KPU reaches a mature, family-centered audience with strong household income and demonstrated willingness to support sponsors. This isn't a casual crowd—87% are parents, 80% are employed full-time, and 83% actively support businesses that back KPU. Sponsors investing in authentic value and community engagement will see loyalty and repeat business from this demographic.”

SPONSORSHIP OPPORTUNITIES

Choose the partnership that fits your goals.

ANNUAL SERIES SPONSOR

$10,000

Full recognition and benefits across all 11 annual KPU events. (Men's or Women's Events)

SINGLE-EVENT SPONSOR

$2,000

Full recognition and benefits at one selected KPU event. (Men or Women)

EVENT SPONSOR BENEFITS

- Recognition from the stage
- Dedicated social media thank-you
- KPU merchandise
- Promotional materials and event-table advertising
- Sponsor signage displayed at the event
- Direct association with KPU's mission

Your partnership helps KPU keep showing up—event after event.





LET'S START A CONVERSATION

Ready to keep pointing up with us?

Choose the partnership that best fits your goals: sponsor one event, support the entire 11-event series or become part of the Reserved community.

KERRY SIMON

Founder
Keep Pointing Up

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