

MISSIONARIES WILL GO IF WE HOLD THE ROPE.



OCTOBER
2-3, 2026

THE BOX ELDER EVENTS CENTER
LOCATED JUST OUTSIDE RAPID CITY, SD

[HOLDTHEROPESUMMIT.COM](https://holdtheropesummit.com)



HISTORY OF STEER, INC.

Since our founding in 1957, STEER has had four executive directors: Rev. Ed Folden, Rev. LaRue Goetz, Keith Kost, and Pastor Beau Bendigo. Their leadership has allowed millions of dollars to be sent to missions.

Rev. Ed Folden was an evangelist, missionary, and pastor. His heart truly was helping farmers and ranchers' partner with missionaries around the world so the lost would be reached for the Gospel. Ed's passion was to ensure missionaries had nothing holding them back from going to the field. Through this passion bore the three parts of STEER: the Donor, the Farmer/Rancher, and the Missionary. It is why STEER's brand is a cross on top of a triangle. One thing is certain—the ministry of STEER continues to have a significant impact on reaching people with the Gospel of Jesus Christ around the world. Rev. Ed Folden always talked about STEER as being God's ministry. Our desire remains the same, keeping our eyes and hearts fixed on our LORD and Savior Jesus Christ.



HOW IT WORKS

FOR FARMERS & RANCHERS

Are you a farmer or rancher looking for a way to support global missions? The STEER program is a creative way for farmers and ranchers to give to a missionary of choice without any initial cash investment.

FOR MISSIONARIES

As a missionary, the STEER program is a unique way to help raise your support and keep you on the mission field doing what you love. Farmers and ranchers can become an important part of your support team.

FOR MISSION ORGANIZATIONS

Are you a missions organization looking for ways to expand your financial support? Do you think you have exhausted all your ways for building your donor base? If the answer to both these questions is yes, look no further.

“LET US HOLD ON FIRMLY TO THE HOPE WE PROFESS,
BECAUSE WE CAN TRUST GOD TO KEEP HIS PROMISES.”

HEBREWS 10:23



ABOUT HOLD THE ROPE SUMMIT

Hold the Rope Summit is a fresh take on the long standing STEER: Missions Conference that took place in Bismarck, North Dakota. With a new name comes a new location, bringing Hold the Rope Summit to the beautiful Black Hills.

Hold the Rope Summit draws its name from William Carey (1761-1834), a missionary to India. Following one of his returns from the field, Carey met with Andrew Fuller and other supporters. Out of that conversation emerged the powerful concept of holding the rope. The phrase captures the shared responsibility of missions: as some are called to go, others are called to faithfully sustain them through prayer and financial support. When the rope is held firmly and consistently, those sent out can labor with confidence. Missionaries will go if we hold the rope.

STEER, Inc. holds the rope for 86 different mission organizations as well as over 350 farmers and ranchers. STEER's donors hold the rope for us. With this support, STEER has been able to send well over \$38 million dollars to missions since our founding.



THE EXPERIENCE:

The Hold the Rope Summit offers an engaging, immersive experience designed to inspire and connect. Attendees will hear from a lineup of powerful speakers who bring real-world insight, challenge, and encouragement, while also having meaningful opportunities to personally connect with STEER missionaries and ministry partners. Through conversations, shared stories, and time for reflection, the summit creates space to deepen understanding of missions, build lasting relationships, and walk away both encouraged and equipped to keep holding the rope.

WHY SHOULD YOU JOIN?

Hold the Rope Summit is an opportunity to be inspired, connect with like-minded people, and discover how your support helps sustain mission work around the world. Build meaningful connections in the beautiful Black Hills while taking time to step away, refocus, and be renewed.

WHO WILL BE THERE?

The Hold the Rope Summit is open to everyone whether you've supported missions for years, are just beginning to explore, or simply want to learn more. No matter your background, all are welcome to come, listen, connect, and be part of the story of holding the rope together.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | \$15,000

Exclusive Opportunity

As the Presenting Sponsor of the Hold the Rope Summit, your organization will be the premier sponsor of the event with exclusive benefits that establish your presence as a company that supports the mission of spreading hope and inspiring service.

Benefits:

- (16) tickets to attend the Hold the Rope Summit and the Thursday night concert
- Opportunity to welcome guests at the kick-off of the Hold the Rope Summit
- Company logo featured prominently in pre-event and day of event materials
- Complimentary exhibitor booth featured at the event

CONNECT SPONSOR | \$10,000

Exclusive Opportunity

As the Connect Sponsor, your organization will power the event's digital platform providing attendees with seamless access to the conference schedule and enabling them to connect with one another from any mobile device or desktop.

Benefits:

- (14) tickets to attend the summit and the Thursday night concert
- Logo prominently featured on the event platform leading up to and after the event as well as on all on-site signage promoting the event platform
- Logo displayed on select day-of event materials
- Complimentary exhibitor booth featured at the event

PRAISE SPONSOR | \$10,000

Exclusive Opportunity

As the Praise Sponsor, your organization will bring the evening to life by supporting Tenth Avenue North featured on Thursday night.

Benefits:

- (14) Complimentary tickets to attend the summit and the Thursday night concert
- Logo exclusively displayed at the Thursday night concert as well as the opportunity to introduce the entertainment
- Logo displayed on select day-of event materials
- Complimentary exhibitor booth featured at the event

MISSIONS BANQUET SPONSOR | \$8,000



Exclusive Opportunity

As the Missions Banquet Sponsor, your organization will sponsor the Saturday evening Missions Banquet and the dinner served to guests.

Benefits:

- (12) Complimentary tickets to attend the summit and the Thursday night concert
- Logo exclusively displayed at the Missions Banquet as well as an opportunity to welcome guests at the Banquet
- Logo displayed on select day-of event materials



SPONSORSHIP OPPORTUNITIES

LUNCHEON SPONSOR | \$6,000

Two Opportunities Available

As one of the Luncheon Sponsors, your organization will support one of the summit luncheons.

Benefits:

- (10) Complimentary tickets to attend the summit and the Thursday night concert
- Logo exclusively displayed at the luncheon
- Opportunity to welcome guests at their respective luncheon
- Logo displayed on select day-of event materials

COMMUNITY BREAKFAST SPONSOR | \$4,000

Exclusive Opportunity

As the Breakfast Sponsor, your organization will help kick off Saturday's summit by sponsoring the Community Breakfast.

Benefits:

- (8) Complimentary tickets to attend the summit and the Thursday night concert
- Logo exclusively displayed at the breakfast
- Logo displayed on select day-of event materials



PHOTOBOOTH SPONSOR | \$3,000

Exclusive Opportunity

As the Photo Lounge Sponsor, your organization will sponsor the photobooth for guests to commemorate a fun weekend of worship and learning.

Benefits:

- (6) Complimentary tickets to attend the summit and the Thursday night concert
- Logo exclusively displayed on the commemorative photo

FELLOWSHIP SPONSOR | \$2,500

Exclusive Opportunity

As the Fellowship Sponsor, your organization will support moments of connection and community by providing refreshments during program breaks.

Benefits:

- (4) Complimentary tickets to attend the summit and the Thursday night concert
- Logo exclusively displayed on refreshment breaks
- Logo displayed on select day-of event materials

KEYNOTE SPONSOR | \$2,500

Two Opportunities Available

As the Keynote Sponsor, your organization will help inspire attendees by sponsoring one of the keynote speakers.

Benefits:

- (4) Complimentary tickets to attend the summit and the Thursday night concert
- Logo displayed on select day-of event materials



RISE + PRAY SPONSOR | \$2,500

One Opportunity Available

As the Rise + Pray Sponsor, your organization will support a reflective and inspiring start to the day by sponsoring the morning prayer time and refreshments.

Benefits:

- (4) Complimentary tickets to attend the summit and the Thursday night concert
- Logo exclusively displayed on refreshment break
- Logo displayed on select day-of event materials





SPONSORSHIP OPPORTUNITIES

BREAKOUT SPONSOR | \$2,000

One Opportunity Available

As the Breakout Session Sponsor, your organization will inspire engagement and meaningful conversation by sponsoring a breakout session.



Benefits:

- (2) Complimentary tickets to attend the summit and the Thursday night concert
- Logo featured prominently in the breakout space
- Logo displayed on select day-of event materials



MISSIONS PARTNER | \$1,000

As a Missions Partner, your organization helps make the summit possible, supporting programs, speakers, and meaningful faith-based engagement for all attendees.

Benefits:

- Logo displayed on select day-of event materials

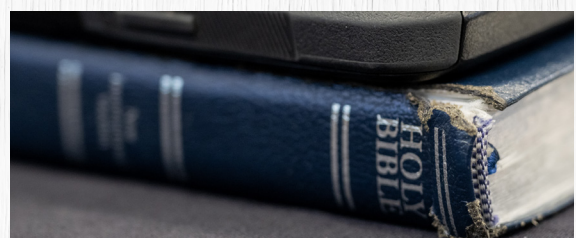


MISSIONS ORGANIZATION

As a Missions Organization, you will have the opportunity to share your mission, resources, and message of faith with attendees. Each booth will have a 10'x10' space and includes registration for one (1) person per booth for the Hold the Rope Summit and Thursday night concert.

Benefits:

- \$400 | Early Bird Booth
(available now through July 1, 2026)
- \$600 | Booth (after July 1, 2026)
- Preferred Booth: Additional \$100





SPONSORSHIP COMMITMENT FORM

Thank you for your support of Hold The Rope Summit. Please complete the information below for your sponsorship commitment. We look forward to featuring you at the event!

CONTACT INFORMATION

Company/Organization _____
Contact Name _____ Title _____
Street Address _____ City _____ State _____ Zip _____
Email _____ Phone _____
Signature _____ Date _____

Part of your marketing benefits is to provide company logo and/or name recognition. If a logo is not available or provided, the sponsor name will be featured. When submitting the sponsorship commitment form, please also email a PNG and EPS version of your logo to info@holdtheropesummit.com.

SPONSORSHIP LEVELS

- | | |
|---|---|
| ☐ Presenting Sponsor \$15,000 | ☐ Photobooth Sponsor \$3,000 |
| ☐ Connect Sponsor \$10,000 | ☐ Fellowship Sponsor \$2,500 |
| ☐ Praise Sponsor \$10,000 | ☐ Keynote Sponsor \$2,500 |
| ☐ Missions Banquet Sponsor \$8,000 | ☐ Rise + Pray Sponsor \$2,500 |
| ☐ Luncheon Sponsor \$6,000 | ☐ Breakout Sponsor \$2,000 |
| ☐ Community Breakfast Sponsor \$4,000 | ☐ Missions Partner \$1,000 |

MISSIONS ORGANIZATION

- ☐ Booth | \$600
- ☐ Early Bird Booth | \$400
(available now through July 1, 2026)
- ☐ Preferred Booth | Additional \$100

Total Sponsorship Commitment \$ _____

All sponsorships must be fulfilled annually. Payments must be made-in-full by September 1, 2026 in order to receive full marketing benefits.

PAYMENT INFORMATION

- ☐ My check payable to STEER, INC. is enclosed.
- ☐ Connect with me to pay via credit card. *Note: there will be a 4.5% processing fee included in addition to your sponsorship commitment.*
- Send invoice via ☐ Email ☐ Mail

Once completed, email your sponsorship commitment form to info@holdtheropesummit.com.



STEER, INC.

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