



SPONSOR GUIDE

PREMIUM SPONSOR OPPORTUNITIES

Price is per event.

SILVER PACKAGE

\$500 | 3 Spaces Available

- Promotional slide in pre/post roll media show
- Registration bag insert
- Listed on website as sponsor

GOLD PACKAGE

\$1,500 | 2 Spaces Available

- Promotional slide in pre/post roll media show
- Registration bag insert (*optional upgrade to chair drop + stage call out for additional \$500)
- Listed on website as sponsor
- Snack break sponsorship
- Send your pop-up banner to be displayed at the event.

PLATINUM PACKAGE

\$2,500 | 1 Space Available

- Promotional slide in pre/post roll media show
- Registration bag insert (*optional upgrade to chair drop + stage call out for additional \$500)
- Listed on website as sponsor
- Late night sponsorship
- Send your pop-up banner to be displayed at the event
- Brand highlight on LifeWay Girls social media before event
- Promotional video during pre-general session (2-3 minutes max in 16x9 aspect ratio). Videos must be submitted for approval by November 1.

OTHER SPONSOR OPPORTUNITIES

Price is per event.

REGISTRATION BAG INSERT

\$250

- Piece may not exceed 8.5"x11" in size.
- Mock-up of the piece must be approved by LifeWay before November 1, 2020.
- Final piece must be received at LifeWay no less than 7 days before the event.
- Number of pieces needed vary by location. Vendor confirmations will be emailed out with specifics for each site.

Are there other opportunities you'd like to take advantage of that are not listed?
If so, we'd love to hear your idea and work together to find a solution.

PLEASE FILL OUT THIS FORM TO SUBMIT YOUR INTEREST.

SPONSOR FREQUENTLY ASKED QUESTIONS

What is LifeWay Girls Wknd.?

LifeWay Girls Wknd is LifeWay's most important event of the year for girls ministry leaders and the teen girls they serve. Many of these leaders are professionals and volunteers who hold leadership positions and serve as the decision-makers for their churches' ministry to teen girls. Your sponsorship will give you the opportunity to reach three target groups—teen girls, moms, and adult leaders in a direct, powerful, and creative way.

How large is the audience and who makes it up?

We expect a total project attendance of 900 women and teen girls (400 at Shocco Springs and 500 at Ridgecrest). Attendees represent churches ranging in size from average attendance of 150 to 3000 with the average church size being 500-600. Attendees are 35% women (ages 30-55) and 65% teen girls (ages 12-18).

What is the deadline for exhibitor registration and selection?

If you are interested, please fill out **this form** by October 1, 2020. We will review interest and send you a response within 2 weeks and you will be notified of selection by October 15, 2020. Please note due to high demand in past years we expect space to fill early -- so don't wait!

What happens at the snack and late night break sponsorships?

If you are chosen to sponsor a snack break or late night, we will let attendees know in a couple different ways. We will have signs displayed during the snack or late night showing your organization as the sponsor as well as announcing the sponsorship during the breaks.

What are the important dates and deadlines I need to know?

- **August - September 2020:** Review sponsorship options.
- **October 1, 2020:** If you are interested, fill out **this form** no later than October 1.
- **October 15, 2020:** You will be notified of selection by October 15.
- **November 1, 2020:** Submit all proofs (registration bag inserts or videos) for approval.

How do I apply?

Fill out **this form** by October 1, 2020 or email any questions to meghann.searcy@lifeway.com.