



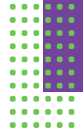
JULY  
21-25  
2025

Lifeway  
**BLACK CHURCH  
LEADERSHIP**  
*and Family*

**C O N F E R E N C E**

RIDGECREST CONFERENCE CENTER • RIDGECREST, NC

**SPONSORSHIP OPPORTUNITIES**



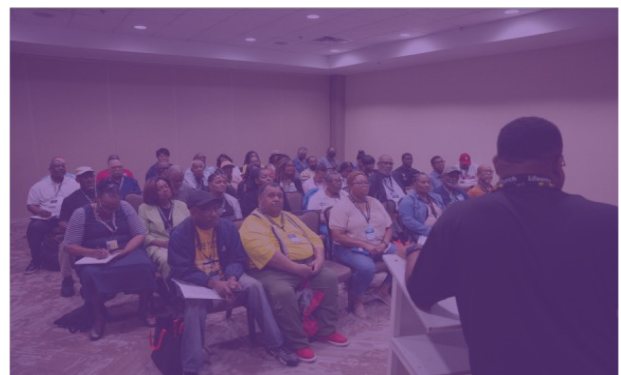
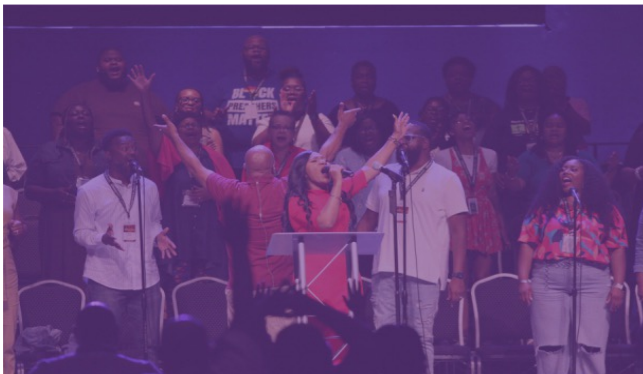
# About BCLFC

**The Black Church Leadership and Family Conference is more than just an event—it's the cornerstone of our commitment to empowering leaders in the African- American church and community!**

This annual gathering draws a dynamic audience of pastors, ministers, church members, and staff who hold key leadership positions in their churches. These decision-makers are instrumental in shaping the spiritual, operational, and cultural direction of their congregations.

What sets this conference apart is its unique inclusion of leaders' families, creating an environment that fosters both professional and personal growth. With over 70 workshops, daily Bible study, worship services, and networking opportunities, BCLFC equips attendees to lead with excellence while also enjoying quality family time.

**We invite you to become a sponsor at BCLFC in 2025!** Your sponsorship not only enhances the experience of conference attendees but also aligns your organization with a mission-driven event that amplifies faith, leadership, and community impact. Together, we can inspire and equip these leaders as they carry out the vital work of ministry!







# Invitation to be a Sponsor

Thank you for your interest in sponsoring the Black Church Leadership and Family Conference!

The annual Black Church Leadership and Family Conference is three events in one: leadership development conference, spiritual retreat, and family vacation in the beautiful mountains of North Carolina.



## Who attends BCLFC?

- Senior Pastors
- Executive Pastors
- Ministers
- Christian Education Directors
- Finance Directors
- Sunday School Teachers
- Youth Leaders
- Elders
- Women's Ministry Leaders

- Deacons/Deaconesses
- Worship Leaders
- Choir Directors
- Musicians
- Ushers
- Small Group Leaders
- Church Administrators
- Pastoral Care Counselors
- Church Volunteers

*...and many more!*

BCLFC offers a unique opportunity for your brand or company to engage with Black ministry leaders who are driving change in their local church and community!

# Letter from Dr. Mark Croston

Dear Partner,

**We are thrilled about your interest in partnering with us for BCLFC 2025!**

For over 30 years, we have been dedicated to supporting, educating, and encouraging church leaders, equipping them with the tools they need for continued growth and impactful ministry. Your partnership allows us to build on this legacy and make a lasting difference in the lives of these leaders and their communities.



The theme of this year's Black Church Leadership and Family Conference is "Pursue the Prize" inspired by Philippians 3:12-14. I believe that God is calling our ministries to new levels of strategic planning and mobilizing resources to ensure the church is growing both in size and in impact.

I have the privilege of working with pastors and churches across the country and see an exciting shift toward dynamic growth and transformation within the body of Christ. This is our 32nd year hosting BCLFC, and it just may be our best one yet! We are excited to partner with you and can't wait to meet you there.

*Dr. Mark Croston*

National Director,  
Black Church Ministries  
Lifeway Christian Resources  
[mark.croston@lifeway.com](mailto:mark.croston@lifeway.com)







# Projected Attendance

**Over 1,000 attendees on site over the five-day event**

- Attendees are 40% men, 40% women, and 20% youth and children
- Attendee average age is 35 – 50 (*from 6 months to 85 years old!*)
- Attendees come from across the United States
- Attendees represent churches ranging in size from average attendance of 50 in worship to 5,000 in worship
- The average church size is 200-300 in attendance





# Conference Schedule

## Monday, July 21, 2025

3:00 p.m.	Check In & Registration
6:45 p.m.	Evening Worship
9:00 p.m.	Ministers & Wives Reception

## Tuesday, July 22 - Thursday, July 24, 2025

6:15 a.m.	Morning Exercise & Devotion; Praise & Worship
8:00 a.m.	Morning Bible Exposition
9:25 a.m.	Conference Session
10:55 a.m.	Conference Session
2:00 p.m.	Tuesday & Wednesday: Man2Man & Woman2Woman Sessions
6:45 p.m.	Evening Worship
9:00 p.m.	Special Event Each Night

## Friday, July 25, 2025

6:15 a.m.	Morning Exercise & Devotion; Praise & Worship
8:30 a.m.	Conference Session
9:45 a.m.	Morning Bible Exposition
11:00 a.m.	Depart







## Sponsorship Levels

### GOLD — \$10,000

#### Benefits include:

- Three conference registrations for you or your staff – this does not include room and meals
- Premium exhibit booth (10 X 16) with 3 exhibitor badges
- Introduced from podium
- Opportunity to show pre-approved video or 10-minute presentation at an evening worship session
- Opportunity to give away one item at the beginning of 2 general session
- Sponsorship signage on PowerPoint
- Sponsorship listing and logo on event social media
- Opportunity to lead a Breakout Session
- Full-page ad in the digital conference program book
- May distribute promotion flyer/brochure in worship center chairs before evening worship session.



## SILVER — \$5,000

### Benefits include:

- Two conference registrations for you or your staff– this does not include room and meals
- Premium exhibit booth (10 X 8) with 2 exhibitor badges
- Recognition from podium
- Opportunity to show pre-approved, 1–3-minute video at an evening worship session– maximum of 3 minutes in length
- Sponsorship signage on PowerPoint
- Sponsorship listing and logo on event social media
- Full-page ad in the digital conference program book
- Opportunity to lead a Breakout Session
- May distribute promotion flyer/brochure in worship center chairs before evening worship session.

## BRONZE — \$2,500

### Benefits include:

- Two conference registration for you or your staff– this does not include room and meals
- Premium exhibit booth (10 X 8) with 2 exhibitor ribbon badges
- Recognition at the beginning of morning Bible study
- Sponsorship/ad on PowerPoint
- Half-page ad in the digital conference program book
- May distribute promotion flyer/brochure in worship center chairs before evening worship session.

## EXECUTIVE — \$1,250

### Benefits include:

- Exhibit booth (10 X 8) with 1 exhibitor badge.
- Half-page ad in the digital conference program book
- May distribute promotion flyer/brochure in worship center chairs before evening worship session.



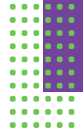


## EXHIBITOR — \$1,000

### Benefits include:

- Exhibit booth (10 X 8) with 1 exhibitor badge – additional booth space (10 X 8) will cost an additional \$500/space plus cost of table(s), chair(s), table covering, internet connection, and/or electricity (example: two tables would cost \$1,500, plus any additional costs for tables, chairs, etc.)
- Sponsorship listing in the digital conference program book





# Additional Sponsorship Opportunities (\*Onsite Only\*)

Sponsorship of conference bag	\$5,000
Sponsorship of conference lanyard	\$3,000
Sponsorship of conference fellowship after Tuesday evening worship <i>(You are responsible for catering, and it must be done through Ridgecrest Catering)</i>	\$2,000
Sponsorship of Women's Fellowship Dinner for 300 attendees	\$3,000
Sponsors Program Lunch for 300 attendees <i>(Plus, the costs of the meal and any AV needs)</i>	\$3,000
Ads Onsite	Full page - \$1,000 Half page - \$600







## Contact

### *Get in touch!*

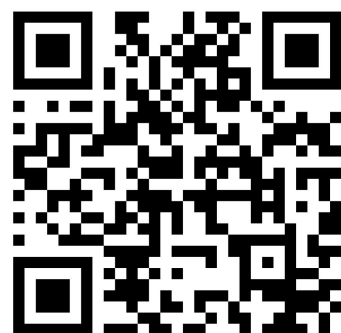
If you're interested in becoming a sponsor, we'd be delighted to connect with you!

Please don't hesitate to reach out to us via email.

**Dr. Mark Croston, Director**  
[mark.croston@lifeway.com](mailto:mark.croston@lifeway.com)

**Beth Watson, Event Coordinator**  
[beth.watson@lifeway.com](mailto:beth.watson@lifeway.com)

Scan or click the QR code  
to view our sponsorship  
form online!



[Lifeway.com/BlackChurchConference](https://Lifeway.com/BlackChurchConference)