

A CHRISTIAN MINISTRY CONFERENCE

THE PURSUIT

'17

May 3-5, 2017 | The Shaw Centre, Edmonton, AB
WWW.THE-PURSUIT.CA/SPONSORSHIP

Sponsorship Opportunities

ACT NOW!

Opportunities available on a
first-come, first-served basis



Table of Contents

3	Why Sponsor at The Pursuit?
4	Spotlight Sponsor
5	Food and Beverage Sponsor
6	Banquet Sponsor
7	Charging Station Sponsor
8	Lounge Sponsor
9	Learning Sponsor
10	Custom Sponsorship Opportunities

DISCLAIMERS:

- › *The Pursuit reserves the right to decline any sponsorship application at its own discretion and without providing reason for same.*
- › *The Pursuit does not guarantee any kind of exclusivity with respect to sector representation. A successful sponsorship application will not prevent a sector competitor from being selected as a sponsor for the conference as well.*

WHY SPONSOR *Δ* THE PURSUIT

- **SPONSORSHIP LEVELS FROM \$500 TO \$6000**
- **YEAR-ROUND EXPOSURE**
- **REPRESENTATION FROM ACROSS CANADA**

What is *The Pursuit*?

The Pursuit is a gathering of Christian leaders who want to be equipped to build highly effective ministries.

The Pursuit consists of a 2.5-day conference and a full year of access to an online community packed with relevant content and forums. Participants have the flexibility to choose their mode of learning and networking: online, in-person, or both! Sponsors will have year-round exposure on the online community and many opportunities for recognition at the live event.

The live conference will take place at the Shaw Centre in Edmonton, AB on May 3-5, 2017. Registration will open online in January 2017.

Who Will Be Attending?

We estimate that there will be over 300 Christian ministry leaders, pastors, administrators, fundraisers, and financial officers in attendance.

Why Partner with Us?

- **Your sponsorship will make a lasting impact on Canadian ministry leaders.** Your sponsorship—of any amount—will make this conference more affordable for attendees. This means that more Christian leaders will be encouraged, equipped, and inspired to challenge boundaries and do good works for the Kingdom.
- **You'll have the opportunity to reach a wide audience.** The Pursuit conference is being promoted by partners across Canada. It's a great opportunity to reach a diverse group of potential clients.
- **You can get creative.** We have designed a variety of sponsorship packages to meet your needs and budget. Want to add a branded item into the attendee's swag bag? Sponsor a charging station? Let's get creative and find a solution that works for you!

HOW DOES IT WORK?

*When you have found a sponsorship package that works for you, log on to **THE-PURSUIT.CA/SPONSORSHIP** to make your selection and your payment. Exhibit booths are also available from this website. You are not limited to one sponsorship package—feel free to bundle packages in a way that works for you. Sponsors who choose to purchase more than one sponsorship in the same category will receive greater recognition. For example, if you choose two Food and Beverage Sponsorships, your logo will appear bigger on the signage. Sponsorship opportunities and exhibitor booths are available on a first-come, first-served basis. Please check **THE-PURSUIT.CA/SPONSORSHIP** for availability.*

SPOTLIGHT SPONSOR

\$6,000 | **Quantity: 3**

The Spotlight Sponsor is our highest level of sponsorship. This package includes maximum brand exposure and many opportunities to interact with attendees. Spotlight Sponsors are the official sponsors of the keynote speakers, and their company names will be verbally recognized before each keynote presentation.

Spotlight Sponsorship Benefits:

BEFORE THE CONFERENCE

- Logo and website link in conference brochure (online PDF download)
- Logo and website link on conference microsite

DURING THE CONFERENCE

- Two complimentary conference registrations to use at your discretion
- Attendee bag drop (one branded item and/or one piece of promotional material)
- Verbal recognition at all three keynote sessions
- **NEW! Free standard exhibitor booth**
- **NEW! Rotating advertising slide on screen in lunch area during break**
- **NEW! Opportunity to play a one-minute video about your product or service before one of the keynote sessions (Wednesday, Thursday, or Friday; slots available on a first-come, first-served basis)**
- **NEW! Logo and/or name on co-branded signage displayed near keynote stage**

AFTER THE CONFERENCE

- Logo prominently displayed in our post-event thank you video sent to all attendees
- Continued recognition in the online community. The conference online community will be accessible year-round as a reference site for attendees.

FOOD AND BEVERAGE SPONSOR

\$3,000 | **Quantity: 2**

Conference attendees spend considerable time networking over brunch and coffee. As a Food and Beverage Sponsor, you can display your logo on a co-branded sign whenever food and beverages are served (except for the banquet and the CEO breakfast).

Food and Beverage Sponsorship Benefits:

BEFORE THE CONFERENCE

- Logo and website link in conference brochure (online PDF download)
- Logo and website link on conference microsite

DURING THE CONFERENCE

- Attendee bag drop (one piece of promotional material)
- Logo on a co-branded sign at the Tuesday night reception, two lunches, and all coffee breaks
- ***NEW! Branded napkins at all coffee breaks***

AFTER THE CONFERENCE

- Logo displayed in our post-event thank you video sent to all attendees
- Continued recognition on the conference microsite



BANQUET SPONSOR

\$2,500 | Quantity: 3

The Pursuit's banquet is an opportunity for the conference attendees to take a break from their learning and enjoy a nice meal in a relaxed environment. Our Banquet Sponsors will be verbally recognized at the event and their logos will appear on a standing table card at each table.

Banquet Sponsorship Benefits:

BEFORE THE CONFERENCE

- Logo and website link in conference brochure (online PDF download)
- Logo and website link on conference microsite

DURING THE CONFERENCE

- Two complimentary banquet tickets to use at your discretion
- Your name or logo on a co-branded table card displayed on every banquet table
- Attendee bag drop (one piece of promotional material)
- ***NEW! Attendee chair drop (place one item on each attendee's chair before the banquet)***
- Verbal recognition at Thursday night banquet

AFTER THE CONFERENCE

- Logo displayed in our post-event thank you video sent to all attendees
- Continued recognition on the conference microsite



CHARGING STATION SPONSOR

\$2,000 | **Quantity: 3**

Our tech-savvy conference attendees typically carry at least one mobile device. Many use their phones or tablets to take notes during the conference. Charging stations provide an easy way for attendees to charge their devices throughout the day. Each charging station comes with lockable compartments for different sized devices. There will be a charging station in each lounge. As a Charging Station Sponsor, you'll be appreciated for helping attendees stay connected.

Charging Station Sponsorship Benefits:

BEFORE THE CONFERENCE

- Logo and website link in conference brochure (online PDF download)
- Logo and website link on conference microsite

DURING THE CONFERENCE

- Your name or logo displayed on the charging station
- Your name or logo on the announcement slide loop before and after the keynote sessions

AFTER THE CONFERENCE

- Logo displayed in our post-event thank you video sent to all attendees
- Continued recognition on the conference microsite



LOUNGE SPONSOR

\$1,500 | Quantity: 3

Lounge Sponsorship is an opportunity to display your brand in one of our comfortable sitting areas. Attendees gather in the lounges during breaks to sip coffee, network, or simply relax. Lounge sponsors will have their brand displayed on signage at the entrance to the lounge that they have sponsored and may leave their promotional materials on the lounge coffee tables for attendees to browse.

Lounge Sponsorship Benefits:

BEFORE THE CONFERENCE

- Logo and website link in conference brochure (online PDF download)
- Logo and website link on conference microsite

DURING THE CONFERENCE

- Logo and/or name on signage displayed at the entrance to the lounge
- **NEW! Three branded pillows to showcase your logo (you may keep the pillows after the conference)**
- Opportunity to leave your promotional materials on the lounge coffee tables
- Attendee bag drop (one piece of promotional material)

AFTER THE CONFERENCE

- Logo prominently displayed in our post-event thank you video sent to all attendees
- Continued recognition on the conference microsite

Note: There will be a charging station in each lounge. If you would like to sponsor the charging station in your lounge, please see p. 7 for details.



This photo is of the lounge from The Pursuit 2016. The furniture and venue for The Pursuit 2017 will look different.

LEARNING SPONSOR

\$500 | Quantity: 14

Learning and sharing new ideas is a huge part of The Pursuit. We have scheduled three blocks of time on both Wednesday and Thursday and one block of time on Friday for various learning opportunities, including workshops, knowledge pods, and “rapid fire learning sessions.” As a Learning Sponsor, you can display your logo in the online descriptions of your chosen category of learning opportunities.

Learning Sponsorship Benefits:

BEFORE THE CONFERENCE

- Logo and website link on learning opportunity descriptions on public conference microsite
- Logo and website link on learning opportunity descriptions in online community (password protected site)

DURING THE CONFERENCE

- ***NEW! Your logo on the Learning Sponsor sign displayed at the conference***

AFTER THE CONFERENCE

- Continued recognition on the conference microsite

CATEGORY OPTIONS

- | | |
|---------------------|-----------------------------|
| • Strategy | • Human Resources |
| • Vulnerable Sector | • Legal |
| • Fundraising | • Organizational Leadership |
| • Stewardship | • Communications |
| • Governance | • Technology |
| • Church Board | • Finance |
| • Church Management | • Engaging Society |

CUSTOM SPONSORSHIP OPPORTUNITIES

We love to take care of our attendees at *The Pursuit*. Each participant will receive a swag bag with items that will come in handy during the duration of the conference—stationary items, self-care products, and treats! Custom Sponsorship allows you to put your brand on these items. You are sure to be recognized in a positive way!

CONFERENCE NOTEBOOKS

Each attendee will receive one orange notebook and a pen—perfect for recording all of those important insights gained at *The Pursuit*! The Notebook Sponsor will have their logo on the cover of each notebook.

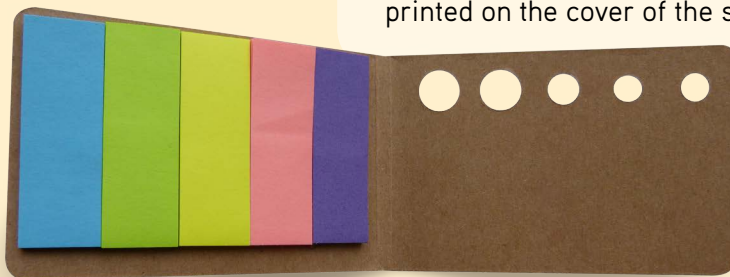
\$1,800



STICKY NOTES

Sticky note flags help attendees stay organized! The Sticky Note Sponsor will have their logo printed on the cover of the sticky booklet.

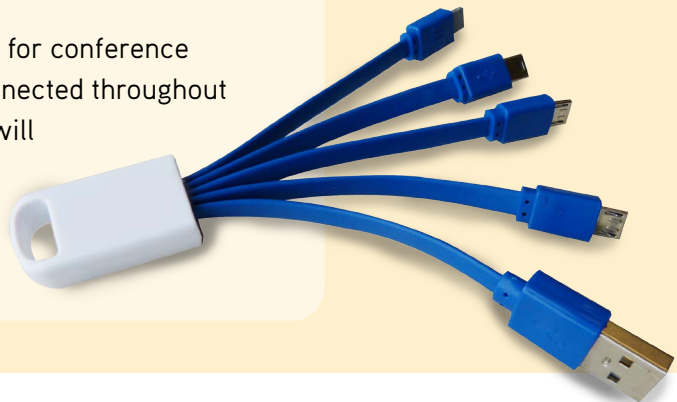
\$500



CHARGING CABLES

These 4-in-1 charging cables will make it easy for conference attendees to charge their devices and stay connected throughout the conference. The Charging Cable Sponsor will have their logo printed on the cables.

\$1,900



CUSTOM SPONSORSHIP OPPORTUNITIES CONTINUED

LIP BALM

Lip balm is an appreciated swag bag item! Feature your brand on this handy item, which is sure to be kept in possession long after the conference.



\$750

SPICE MIX

This year's conference theme is *Leading in Community*—and we all know that good food is part of effective community-building! This spice mix (from Ultimixx—an Albertan company) is a wonderful gift that attendees can take home and add to their favourite foods. We'll feature your brand on the label—it's sure to have a long shelf life!

\$1,900



Questions? Contact Us!

We're here to help you make the process smooth and successful! We want to make sure that you are receiving maximum value and satisfaction from your sponsorship package.

➤ Please contact **Michele Hirsch** with any questions or comments at 519.669.5137 or mail@ccccc.org



CANADIAN COUNCIL of CHRISTIAN CHARITIES
ADVANCING MINISTRY TOGETHER