

PRESENTS

**URBAN APOLOGETICS
CONFERENCE 2019**

**SPONSORSHIP
OPPORTUNITIES**

Dear Sponsorship Partners,

The truth claims of Christianity are increasingly under attack across the depth and breadth of America. Unfortunately, too many Christians respond to these attacks by shrinking in fear, retreating from the public square, or abandoning the faith altogether. The typical flight or f[r]ight responses could, on the one hand, stem from a believer's lack of confidence in the historical truth claims of Christianity. They could, on the other hand, simply reveal a believer's inability to either assuage the doubts expressed by skeptics or counter the objections raised by critics due to a lack of knowledge.

In an effort to better equip the body of Christ for evangelistic encounters in an increasingly pluralistic society, the Urban Apologetics Conference 2019 is bringing to Detroit a host of Christian thinkers, missiologists, and apologists who are committed to both the person of Christ and to the missional work that he has empowered his church to perform.

Conference attendees will examine some of the biblical and theological reasons for engaging in apologetic conversations. They will also explore the role that apologetics plays in fulfilling the Great Commission. Additionally, they will be introduced to some practical tools for more effectively communicating the timeless truths of the Christian faith within urban social contexts.

Would you prayerfully consider partnering with us by serving as a sponsor of the Urban Apologetics Conference 2019? You could assist us in our efforts to better equip, edify, and empower the body of Christ for the work of the ministry. We have provided to you several levels of sponsorship that should meet your needs. We humbly ask that you review the attached sponsorship guide and let us know if you are ready to seize the opportunity to connect, interact, and network with missionally minded believers who are preparing to take the world for Christ! Customized sponsorship packages are also available upon request.

In Him,

Kevin

Kevin Lawson, Ph.D., D.Min.
Co-Founder, Equipping the Body of Christ
Teaching Pastor, Bethlehem Judah Church

URBAN APOLOGETICS CONFERENCE 2019

Aim

The aim of the Urban Apologetics Conference 2019 is to equip the body of Christ for evangelistic encounters in a religiously diverse and increasingly secular society. The conference rests on firm biblical and theological underpinnings and is a fitting vehicle for preparing Christian believers for the work of the ministry (Matthew 20:28-30, Acts 17:16-34, 1 Peter 3:15, Jude 3).

Audience & Projected Statistics

Our primary audience includes clergy and youth leaders who are active in ministry at small to mid-sized churches and para-church organizations. Additionally, our audience will include laypersons and missionally minded youth who desire to impact the world for Christ.

Date: June 1, 2019

Location: Greater Grace Temple Conference Center

Expected In-Person Attendees: Between 100 and 200

Volunteers: 20+ people

Email Reach: 500+

Face-to-Face Encounters: 200+

Facebook Reach: 2000+

Church Reach: 20+

States Represented: 5+

SPONSORSHIP PACKAGES

Diamond Sponsor: Morning or Afternoon Session - \$1250 (2 available)

- Face to Face Engagement – You will be guaranteed high degrees of visibility and engagement with our conference attendees.
- Premium Logo Placement – Your logo will be printed on the attendee swag bags, listed in the conference booklet, and prominently displayed on the conference website.
- Print Ad – A full page print ready ad that you supply will be included in the conference booklet. All ads must be provided to us by April 30.
- Stage Time – 3 minutes to present to the audience during the morning or afternoon session.
- Social Media Engagement – We will engage with your brand on our social media accounts.
- Gift/Promotion in Attendee Bags – Place a sponsor provided gift, swag, and/or promotional materials in each attendee bag. Items must be provided to us by May 11.
- Conference Tickets – Includes 2 complimentary conference tickets for your team or to give away.

Platinum Sponsor: Breakout Session - \$500 (4 available)

- Face to Face Engagement – You will be able to be seen with and to engage our conference attendees.
- Logo Placement – Your logo will be visible on the exterior signage of the breakout room and will be listed both in the conference booklet and on the website.
- Print Ad – A ¼ page print ready ad that you supply will be included in the conference booklet. All ads must be provided to us by April 30.
- Poster Display – You may provide a 20" x 30" poster to display in the main auditorium.
- Gift/Promotion in Attendee Bags – Place a sponsor provided gift, swag, and/or promotional materials in each attendee bag. Items must be provided to us by May 11.
- Conference Ticket – Includes 1 complimentary conference ticket for you to use or to give away.

Gold Sponsor: Print & Digital Advertising (unlimited)

- Full Page Ad in conference booklet (\$150). All ads must be provided to us by April 30. Please see the specs below.
- ½ Page Ad in conference booklet (\$100). All ads must be provided to us by April 26. Please see the specs below.
- Gift/Promotion in Attendee Bags – Place a sponsor provided gift, swag, and/or promotional materials in each attendee bag (\$150). Items must be provided to us by May 11.

Silver Sponsor: UAC Friends - \$50 minimum (unlimited)

- Friends Acknowledgment – Your name will be listed in the conference booklet. Contributions of \$250 or more will also have their names listed on the conference website.

Ready to get started?

Contact

Kevin Lawson

klawson@etboc.com

(734) 961-4084

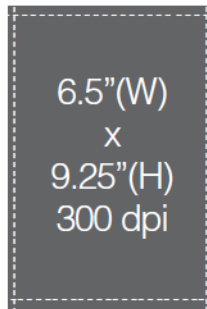
ADVERTISING SPECS

FULL COLOR PRINT ADS (CONFERENCE BOOKLET)

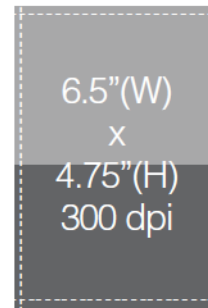
All images must be received in high-res JPEG, TIFF, or PDF formats.

- **Full Page:** 6.5 inches (wide) x 9.25 inches (high) @300 dpi in CMYK (includes bleed)
- **Half Page:** 6.5 inches (wide) x 4.75 inches (high) @300 dpi in CMYK (includes bleed)

FULL PAGE



HALF PAGE



SHARING Requirements:

- All ads must be provided to us by April 30.
- Please provide to us a file for the ad that you have purchased.
- File can be sent to digitally via email to klawson@etboc.com
- All print files must be in high-res JPEG, TIFF, or PDF formats.