

AG 60

SPONSORSHIP OPPORTUNITIES

GC23 | Greater Columbus Convention Center (GCCC)
Columbus, OH | Monday, July 31 – Friday, August 4

Updated: 10/11/2022 3:41 PM

GENERAL COUNCIL OF THE ASSEMBLIES OF GOD | **Convention Services Group**
1445 N. Boonville Avenue, Springfield, MO 65802 | exhibitsgroup@ag.org | www.generalcouncil.ag.org

WHO WE ARE

The Assemblies of God is the world's largest Pentecostal denomination. Over the last decade the U.S. Assemblies of God has grown by 12 percent to over 3.2 million adherents. The Fellowship is 53 percent under the age of 35 and more than 43 percent ethnic minority. Globally, there are over 69 million Assemblies of God members who worship in more than 370,000 AG churches.

GENERAL COUNCIL is the AG's largest gathering. More than 26,000 church leaders and influencers from around the world come together once every two years to conduct important church business, elect top church officials, and take part in other activities of the church including power-packed services.

General Council 2023 convenes in Columbus, Ohio (*Tuesday, August 1 - Friday, August 4*). The event will feature the Influence Conference (*Tuesday, August 1*, and the National Youth Conference (*Monday, July 31 - Friday, August 4*). This gathering will feature powerful worship services, inspirational speakers and more. It will also offer a unique opportunity to reach thousands of ministry leaders and laymen on-site, and tens of thousands who participate via the live streams, web, and mobile app.

REACH AN INFLUENTIAL AUDIENCE AS AN ONLINE ADVERTISING PARTNER



The **GENERAL COUNCIL Event App** is the best way for attendees to connect to events and news happening around them. Everything attendees need to know will be featured including maps, restaurant/shopping locations, speaker information, the event schedule and more. Users will be invited to read and share what's happening the moment it happens. The App is available for mobile and tablet devices.

WEBSITE / STREAMING OPPORTUNITIES

The **GENERAL COUNCIL Website** is one of the most heavily trafficked websites of the AG and will see a significant increase in the number of visitors during the event. Some elements available are:



**Streaming Video | News | Media Resources | Pictures
Maps | Complete Schedule**

Be the exclusive sponsor of the **GENERAL COUNCIL Live Stream Page**. During GC23, we will be doing a 30-minute pre-service on-line event. In addition to your banner ad, the video you will be given is a 5-minute on-line interview, as well as feature up to a 60-second video.

Live Stream Page Sponsor | \$5,000 per day (see details page 3)

Ad Size Leaderboard | 728 x 90 | 100,000 Impressions | \$2,000 (\$15/CPM)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

DIGITAL MEDIA

- **Advertising, Pre-Service** — Reach thousands of guests in the general sessions with a 30-second video or 15-second slide to run on general session screens prior to each session. Options are for the National Youth Conference and General Council sessions.
 - GC Video, Pre-Service (30-Seconds)Qty. 20..... \$1,800/each
 - GC Slide, Pre-Service (15-Seconds)Qty. 20..... \$1,200/each
 - NYC Video, Pre-Service (30-Seconds).....Qty. 20..... \$800/each
 - NYC Video, Pre-Service (60-Seconds).....Qty. 10..... \$1,200/each
 - NYC Slide, Pre-Service (15-Seconds)Qty. 20..... \$500/each
- **Advertising, FAF Instagram Story** — Reach thousands by connecting with attendees through Instagram with your story.
 - NYC Push: MON 7/31 (1 Sponsor/Day, 2 Pushes)Qty. 1..... \$1,000/each
 - NYC Push: TUE 8/1 (1 Sponsor/Day, 2 Pushes)Qty. 1..... \$1,000/each
 - NYC Push: WED 8/2 (1 Sponsor/Day, 2 Pushes)Qty. 1..... \$1,000/each
 - NYC Push: THU 8/3 (1 Sponsor/Day, 2 Pushes)Qty. 1..... \$1,000/each
 - NYC Push: FRI 8/4 (1 Sponsor/Day, 2 Pushes)Qty. 1..... \$1,000/each
- **Live Stream, Pre-Service** — Reach tens of thousands of people tuning in to watch general sessions via live stream. For GC23, in addition to your banner ad you will be given a 5-minute on-line interview, as well as feature up to a 60-second video.
 - GC Website – Live Stream Page Sponsor: TUE 8/1Qty. 1..... \$5,000/each
 - GC Website – Live Stream Page Sponsor: WED 8/2Qty. 1..... \$5,000/each
 - GC Website – Live Stream Page Sponsor: THU 8/3Qty. 1..... \$5,000/each
 - GC Website – Live Stream Page Sponsor: FRI 8/4Qty. 1..... \$5,000/each
 - GC Website – Leaderboard Ad (728 x 90)Qty. 1..... \$2,000/each
 - NYC Website – Live Stream Page Sponsor: MON 7/31Qty. 1..... \$2,500/each
 - NYC Website – Live Stream Page Sponsor: TUE 8/1Qty. 1..... \$2,500/each
 - NYC Website – Live Stream Page Sponsor: WED 8/2Qty. 1..... \$2,500/each
 - NYC Website – Live Stream Page Sponsor: THU 8/3Qty. 1..... \$2,500/each
 - NYC Website – Live Stream Page Sponsor: FRI 8/4Qty. 1..... \$2,500/each

EXHIBITS

- Reach thousands of attendees with your message with a premium space in the General Council Exhibit Hall.

PRINT OPTION

- **Registration Mail Back Insert** — Reach every leader and influencer registered for General Council by providing us a 5" x 7" or smaller double-sided flyer that we will include in the envelope with attendee's registration information. We must receive the flyer by March 1, 2023, to be included in the envelope.
 - GC Registration Mail Back Insert.....Qty. 5..... \$2,500/each

SIGNAGE

- **Signs in GCCC Hallway** — Reach thousands of attendees walking to exhibits and services. Communicate your message or direct guests to your exhibit booth with a two-sided, 4' x 8' free-standing sign in the main hallway of the Greater Columbus Convention Center (GCCC).
 - GC Free-Standing 4' x 8', 2-SidedQty. 10 \$3,000/each
 - GC Directional, Free-Standing 4' x 8', 1-SidedQty. 5 \$500/each
 - NYC Directional, Free-Standing 4' x 8', 1-SidedQty. 10 \$500/each
- **Signs in GCCC Exhibit Hall** — Communicate your message with a two-sided, 4' x 8' free-standing sign in the Exhibit Hall.
 - GC Free-Standing 4' x 8', 2-SidedQty. 5 \$3,000/each
 - NFAF Art Gallery Free-Standing 4' x 8', 1-SidedQty. 1 \$500/each
- **Signs at GCCC Exhibit Hall Entrance/Exit** — Catch the attention of attendees enter/exit the exhibit hall with a 4' x 8' sign at the entrance/exit doors.
 - GC 8' x 4' Vinyl BannerQty. 3 \$3,000/each

SPONSORSHIPS

- **Badges/Lanyards (National Youth Conference)** — Place your name and logo on the lanyards/badges worn by every NYC attendee.
 - NYC Lanyards & Back of Badge (15,000)Qty. 1 \$7,000/each
- **CAMP GC** — Sponsor in the area where Camp GC convenes – a program for children ages 5-12 where afternoon and evening activities are provided.
 - Family Room (Names/Logos on Signage)Qty. 6 \$1,500/each
 - Sibling DiscountQty. 1 \$10,000/each
 - Kids T-ShirtsQty. 1 \$7,000/each
 - Leaders T-ShirtsQty. 1 \$2,000/each
 - GC Leaders Meeting: MON 7/31Qty. 1 \$4,000/each
 - GC Leaders Meeting: TUE 8/1Qty. 1 \$4,000/each
 - GC Leaders Meal: THU 8/3Qty. 1 \$5,000/each
 - Late Night Kids Party: WED 8/2Qty. 1 \$2,500/each
 - Meals for Kids: TUE 8/1-FRI 8/3Qty. 4 \$12,000/each
 - CAMP GC Registration SponsorQty. 1 \$6,000/each
 - CAMP GC Parents PacketsQty. 10 \$500/each
- **Meals** — Sponsor a GENERAL COUNCIL Meal Event where you can share your ministry directly with attendees. Several events are available – contact CSG for more details.
 - NYC PK EventQty. 4 \$10,000/each
- **NYC Celebration Service** — Be a part of the NYC Friday night Celebration Service by appearing on stage during the service and announcing between 5-7 categories to an audience of approximately 10,000 – 12,000 attendees and an online audience of about 20,000. Upon conclusion of announcing you will receive a one-minute window to present/announce your ministry.
 - Stage PresentationQty. 2 \$2,500/each

- **NYC Monday Pre-Service Countdown** — Announce your ministry to one of our largest attended services! Come right before the kick-off of service (approximately 6:48 p.m., service will start at 7p.m.) and receive a one-minute window to show a video or present your ministry to the audience.
 - Monday Stage PresentationQty. 2-3..... \$1,500/each
- **DYD Lounge** — Sponsor DYD’s in an area where they reside for networking. Place ministry material in the lounge and be a physical presence in the room when leaders are present.
 - NYC Leader ZoneQty. 4..... \$2,500/each
- **NYC Side Stage** — Sponsor the Fine Arts Side Stage (located inside the Exhibit Hall) where selected FAF students will be given the opportunity to present on the Side Stage. You will have a shout-out to your ministry/school, sponsor name included on text message to youth leader contact, and an opportunity for a few minutes of stage time on the Fine Arts Side Stage each day. You will also be assigned a booth (purchased separately) near the FAF Side Stage.
 -Qty. 3..... \$3,500/each
 - *Or an exclusive Sponsorship of \$10,000*
- **Table Tents** — Your sign (8.5” x 11”) folded in half landscape style will be placed on food court tables and registration.
 - Exhibit Hall Food Court Zone(s): TUE 8/1 – FRI 8/4.....Qty. 1..... \$3,000/each
 - GCCC Lobby Food Court Zone(s): MON 7/31 – FRI 8/4Qty. 1..... \$2,000/each
 - GC Registration: MON 7/31 – FRI 8/4Qty. 1..... \$2,000/each
 - NYC Registration: MON 7/31 – FRI 8/4Qty. 1..... \$2,000/each
- **T-Shirts (FAF Event, FAF Volunteers)** — Reserve your logo on T-shirts worn by thousands of FAF participants, hundreds of volunteers at FAF events, or hundreds of AIM outreach volunteers.
 - NYC Event T-Shirts (Logo on Back)Qty. 3..... \$7,000/each
 - NYC Volunteer T-Shirts.....Qty. 3..... \$4,000/each
- **Water Bottles** — Water must be provided by GCCC. You can post a sign that denotes you as the sponsor for the day. Each \$2,500 sponsorship will provide 1,000 (8 oz. bottles for distribution.
 - Water BottlesQty. TBD \$2,500/each

TERMS AND CONDITIONS

To confirm purchase(s) of Sponsorship Opportunity items, a contract must be completed with accurate identification of items and purchaser contact information. Items purchased are reserved on a first-come, first-served basis, and invoice payment must be received and confirmed prior to display of items purchased.

Content of Ads, Signage, Etc.

The Assemblies of God is a church Fellowship. Therefore, the General Council of the Assemblies of God (GCAG) reserves the right, at any time, to decline the display of content, or make editorial changes to items that may be considered objectionable. Purchased items are accepted for display entirely upon the representation that the purchaser is properly authorized to display the entire contents and subject matter thereof.

Application/Contract

By submitting a contract to the GCAG for items purchased, the purchaser agrees that no cancellation of items purchased can be accepted after June 1, 2023. It is also understood that, in consideration of the display of any Sponsorship Opportunity item(s), the purchaser will fully hold harmless and fully indemnify the GCAG from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever arising directly or indirectly from the display of any Sponsorship Opportunity item(s) herein.

#

CONTACT INFORMATION

CONVENTION SERVICES GROUP (CSG)

Exhibits / Sponsorships Services

1445 North Boonville Avenue, Springfield, MO 65802

Office: 417-567-4650

Desk: 417-862-2781, ext. 4055

Fax: 417-862-7891

Exhibits@ag.org

www.generalcouncil.ag.org