

THE INSPIRED WORD

Moody Bible Institute | Founder's Week | February 4–8, 2019

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FOUNDER'S WEEK CONFERENCE

Founder's Week is Moody Bible Institute's largest and most visible event of the year, with approximately 20,000 attendees throughout the week and over 35,000 digital attendees and many, many more listening on the Radio. Founder's Week 2018 continues Moody's reputation for equipping people with the truth of God's Word across the globe, cultures, and generations.

Open to the public, this spiritually enriching week provides the opportunity to learn from today's foremost Christian teachers and leaders through morning, afternoon, and evening sessions. Speakers and guest artists include Colin Smith, Charlie Dates, Nancy DeMoss Wolgemuth, Steven Curtis Chapman, Samuel Rodriguez, and members of Moody Bible Institute faculty.

The Main Exhibit Hall will be located in The Moody Church for all evening sessions. For the first time, all Gold & Silver sponsors will have a presence at the morning and afternoon sessions at Moody Bible Institute with an on-campus kiosk in the Alumni Student Center lobby. Daytime sessions are well attended by Moody students, Moody Alumni and also by Founder's Week visitors and guests. Attendees connect, not only with Moody's ministries, but with event sponsors on display in the Exhibit Hall, on campus and advertised in the program booklet.

Sponsorship Opportunity

As a Founder's Week sponsor, you will have the opportunity to promote your organization and/or product to thousands of attendees in person, with an exhibitor space, through a half or whole-page advertisement in our conference program, and to hundreds of thousands of online visitors.

Added Benefits

- Founder's Week has a consistent and loyal following
- Increase familiarity and recognition of your organization and products
- Decision makers will view your ad all week long
- Meet and network with new clients and customers
- Reconnect with current clients and customers
- Promote new and existing products

Options

Livestream Sponsorship (1 Available) — \$25,000

Package includes:

- "Logo on the Landing page of the Live Stream, ASL Stream, and Spanish Language Stream

- Social Media mentions in Founder's Week livestream posts.
- 2 Minute Video to play before the start of each evening session speaker.
- Your organization's graphic slide to be shown on all livestreams when mentioned by emcee (4 mentions minimum).
- Your organization mentioned in the Founder's Week E-Blasts (pre & post event)

Gold Sponsorship (2 available) — \$15,000

Package includes:

- Your organization name tagged onto the end of a 30 second Founder's Week Radio announcement on Moody Radio's flagship station WMBI- 3 announcements per week for 3 months (December 2018 – February 2019)**
- Your organization name tagged onto the end of a 15 second Founder's Week Radio announcement on Moody Radio's flagship station WMBI-- 2 announcements per week for 3 months (December 2018 – February 2019)**
- Premium Booth Space at The Moody Church

- a. Premium Location
- b. 10 ft. x 6 ft. booth space
- c. 6 ft. table
- d. 8 ft. pipe and drape backdrop
- e. Electric power
- f. Two chairs
- g. Wireless internet access
- Your organization mentioned in the Founder's Week E-Blasts (pre & post event)
- Your organization's video played during 1 morning sessions and 1 evening session (3-minute maximum and must be approved by Moody Bible Institute)
- A slide to roll through at each session every day of the event
- 1- Full page ad in the Founder's Week Notebook
- Carousel banner ad on Moody Radio website for 1 month prior to the event
- On Campus Kiosk*** – Moody Bible Institute

- c. 8 ft. pipe and drape backdrop
- d. Electric power
- e. Two chairs
- f. Wireless internet access
- Slide Rotated through 1 full day of the event

A La Carte Opportunities

- Sponsored e-blasts - \$1,500
- Half Page ads in Founder's Week Notebook - \$375

****NOTE: on Radio Ad Tags – An example of the script used would be... “Join us at Moody Bible Institute for Founder's Week 2019 sponsored by *your organization name*”**

*****NOTE: on Campus Kiosk—we will only provide a 6ft table with a black table cloth. Electric power and wireless internet will be available as well.**

Silver Sponsorship (6 available)—\$2,500

Package includes:

- Booth Space at The Moody Church
 - a. 10 ft. x 6 ft. booth space
 - b. 6 ft. table
 - c. 8 ft. pipe and drape backdrop
 - d. Electric power
 - e. Two chairs
 - f. Wireless internet access
- Half Page ad in Founder's Week Notebook
- Slide rotated through 2 full days of the event
- On Campus Kiosk*** - Moody Bible Institute

Exhibit Hall Hours:

Daytime (Moody Bible Institute): Tuesday - Friday
9:00 AM – 2:00 PM
Evening (The Moody Church): Monday – Friday
6:00 PM – 10:00 PM

Advertisement specs are attached. Please complete and return the Sponsorship Application. Send all graphic files to sponsors@moody.edu

Graphic files must be received no later than November 30, 2018

Bronze Sponsorship (6 available)—\$1,500

Package includes:

- Booth Space – The Moody Church
 - a. 10 ft. x 6 ft. booth space
 - b. 6 ft. table

Sponsorship Application

STEP 1: Contact Information

Organization (*exactly as you wish it to appear in the printed program and on your exhibit sign*)

Contact Name (first, last): _____

Title: _____

Phone: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Website: _____

Official representative(s) at the conference (*if different from above*)

Name (first, last): _____

Name (first, last): _____

Name (first, last): _____

Name (first, last): _____

STEP 2: Exhibitor Space

Circle all that apply.

- Livestream Sponsorship (\$20,000)
- Gold Sponsorship (\$15,000)
- Silver Sponsorship (\$2,500)
- Bronze Sponsorship (\$1,500)

STEP 3: A La Carte Opportunities

Circle all that apply.

- Sponsored e-blasts - \$1,500
- Half Page Ads in Founder's Week Notebook- \$375

STEP 4: Total Amount Due

Exhibitor Space: *Total from Step 2* \$ _____

A La Carte Opportunities: *Total from Step 3* \$ _____

Total Amount Due \$ _____

STEP 5: Payment Information

(50% due at signing and 50% due 30 days before event start date)

Please send check to:

Moody Bible Institute
Attn. Moody Conferences
820 N. LaSalle Blvd
Chicago, IL 60610

To pay by credit card, please call (312) 329-2063.

Information and Questions

Contact the Sponsorship Team
(312) 329-2063
sponsors@moody.edu