



Moody Bible Institute | February 4–7, 2020

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, over 120,000 digital attendees, and many more listening on Moody Radio. This year we are partnering with the Total Living Network to provide a live broadcast during the evening sessions to over two million households across Illinois, Indiana, and Michigan! Founder's Week 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 during morning, afternoon, and evening sessions. Speakers include Priscilla Shirer, Francis Chan, DA Horton, and members of the Moody Bible Institute faculty.

The Main Exhibit Hall will be located in The Moody Church for all evening sessions. For the first time, all 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 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 full-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
- TLN will live broadcast evening sessions

Options

Livestream Sponsorship (1 Available)—\$10,000

Package includes:

- Logo on the landing page of the Livestream, ASL stream, and Spanish language stream

- Social media mentions in Founder's Week livestream posts
- Two-minute video to play before the start of each session speaker on the livestream
- Your organization's graphic slide shown on all livestreams
- Slide in rotation at each session every day of the event.
- Your organization mentioned in Founder's Week e-blasts (pre- and post-event)
- Logo on Founder's Week website

Level 1 Sponsorship (2 available) — \$10,000

Package includes:

- Your organization name tagged at the end of a 30-second Founder's Week radio announcement on Moody Radio's flagship station, WMBI—three announcements per week for three months (December 2019–February 2020)**
- Your organization name tagged onto the end of a 15-second Founder's Week radio announcement on Moody Radio's flagship station, WMBI—two announcements per week for three months (December 2019–February 2020)**

- 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 Founder's Week e-blasts (pre- and post-event)
- Your organization's video played during one morning session and one evening session (two-minute maximum; must be approved by Moody Bible Institute). Video will also be played on the TLN evening session broadcasts.
- Slide in rotation at each session every day of the event
- One full-page ad in the Founder's Week program
- Logo on the Founder's Week website
- On-campus kiosk*** at Moody Bible Institute

Level 2 Sponsorship (3 available)—\$5,000

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 the Founder's Week program
- Your organization's video played during one morning session and one evening session (one-minute maximum; must be approved by Moody Bible Institute). Video will also be played on the TLN evening session broadcasts.
- Slide in rotation two full days of the event
- Logo on the Founder's Week website
- On-campus kiosk*** at Moody Bible Institute

Level 3 Sponsorship (5 available)—\$2,000

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
- Slide in rotation one full day of the event
- Logo on the Founder's Week website
- On-campus kiosk*** at Moody Bible Institute

****NOTE: On radio ad tags, an example of the script used would be, "Join us at Moody Bible Institute for Founder's Week 2020 sponsored by *your organization name*."**

*****NOTE: On-campus kiosk—we will provide only a 6 ft. table with a black tablecloth. Electric power and wireless internet will be available as well.**

Exhibit Hall Hours:

Daytime (Moody Bible Institute): Wednesday–Friday
9:00 a.m.–2:00 p.m.

Evening (The Moody Church): Tuesday–Friday
6:00 p.m.–10:00 p.m.

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, 2019.

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 (\$10,000)
- Level 1 Sponsorship (\$10,000)
- Level 2 Sponsorship (\$5,000)
- Level 3 Sponsorship (\$2,000)

STEP 3: Total Amount Due

\$ _____

STEP 4: 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–Daniel Fleming
820 N. LaSalle Blvd.
Chicago, IL 60610

To pay by credit card (Visa or MasterCard only), please call (312) 329-2063.

Information and Questions

Contact the Sponsorship Team

(312) 329-2063

sponsors@moody.edu