

Advertising Opportunities at Relevance Ministries Events

We are glad you are interested in supporting Relevance X 2012 and LEAD 2012. Are you ready to get the word out about your organization or advertise your latest product or an upcoming event? We offer several advertising options through which you can reach young adults from all over the West and beyond.

Sponsor LEAD 2012 and/or Relevance X 2012

Platinum/Gold/Silver Sponsor: Become the title/platinum sponsor for Relevance X 2012 and LEAD 2012. Your organization and its artwork will be featured and highlighted at all gatherings and included within all printed and electronic material.

Platinum Sponsorship: \$5,000

- Item in attendee bags
- Exhibitor Table
- Logo on all printed material
- Logo/link on the official event website
- Targeted E-mail to all participants before and after the event about your organization
- Organization promotion through Relevance Ministries social media channels
- Sponsor of the official Relevance App or a meal
- 3 registrations with housing

Gold Sponsorship: \$3,000

- Item in attendee bags
- Exhibitor Table
- Logo on all printed material
- Logo/link on the official event website
- 5 minutes of stage time from an organization representative
- 2 registrations with housing

Silver Sponsor: \$1,500

- Exhibitor Table
- Logo on all printed material
- Logo/link on the official event website
- 1 Registration with housing

To Sponsor: Contact us to learn more. (1) Platinum and (1) Gold sponsorship is available. Multiple Silver Sponsorships are available.

We offer several creative ways for you to promote your organization through sponsoring needed supplies for the event. Your sponsorship will be utilized at both events. Through supporting the event, you will gain exposure to thousands of young adults, ministries, pastors, and others.

Advertise in the Official Event Guide: Every person who attends Relevance X 2012 and LEAD 2012 will receive access to the Official Event Guide which may be printed and/or accessible through the Internet and smart phone devices via the official event app. This event guide includes maps, listings of activities, event schedule and more.

Deadline: We will accept ads until February 6, 2012.

Pens: Pay \$250 and supply the pens. Relevance Ministries Staff must approve the pen logo and design. Pens must be shipped at sponsor's expense to Relevance X 2012 event site.

Total number of pens needed is estimated at 500.

Deadline: January 17, 2012.

~~**SPONSORED! Attendee Bag:** Each attendee will receive a bag filled with name badge, pens, promo items, and giveaways. For a fee of you get the exclusive right to provide bags to each attendee. The organization logo is subject to approval of Relevance Ministries staff.~~

~~To sponsor: Pay \$200 and supply the attendee bags. The Relevance Ministries Staff must approve the logo and design. Bags must be shipped at sponsor's expense to Relevance X 2012 event site.~~

~~*Total number of bags needed is estimated to be 500.*~~

~~**Deadline: January 17, 2012.**~~

Attendee Bag Inserts: Advertise your organization through supplying your own print piece to be placed in each bag. Availability is limited and is on a first come basis. Print piece size and content is subject to approval by Relevance Ministries Staff.

To sponsor: Pay \$100 and supply printed piece. Pieces must be shipped at sponsor's expense to Relevance X 2012 event site.

Total number of inserts needed is estimated to be 500.

Deadline: February 13, 2012.

Water Bottles: Many attendees will choose carrying water with them as over buying expensive bottled water from a store. Promote your organization through sponsoring water bottles for each attendee. There is no additional fee to sponsor the water bottles, only supplying the bottles and shipping them to the Relevance X 2012 event site.

Total number of bottles needed is estimated to be 500.

Deadline: February 13, 2012.

~~SPONSORED!~~ Lanyard: Sponsor the lanyards for attendee name badges. Your logo as well as the 'relevance ministries' logo and tagline 'converge.innovate.transform.' will be printed on the lanyards. The lanyards must be consistent with the name badge design selected by Relevance Ministries Staff.

~~To sponsor: Pay \$400 and provide artwork* to have lanyard printed.~~

~~*Total number of lanyards needed is estimated to be 500.*~~

~~**Deadline: January 17, 2012.**~~

Meals: Sponsor a meal or coffee break at LEAD 2012 and/or Relevance X 2012. You will receive mention during the meal, a time to share about your company/organization and the ability to have material present at each table.

To sponsor: Contact us to discuss meal options and pricing options.

Sponsor the Official REVApp

Every attendee of Relevance X 2012 and LEAD 2012 will receive free access to the official event app available on smart phones. The REVApp will contain the official event Agenda (Ability to Search or Sort by Time/Track), alerts & updates, MySchedule Builder for Attendees, Social Media Feeds as well as an Attendee Roster with Interactive Profiles where attendees can connect before during and after the event.

To sponsor: Pay \$1200 and become the exclusive sponsor of the official app. Signage as well as stage and print mention will provide attendees with instructions to access the free app brought to you by "your organization"

Deadline: January 17, 2012.

Relevance Web cast: Portions of Relevance X 2012 and LEAD 2012 will be web-casted via the Internet. Sponsor an entire session or portions of a web cast. Your logo as well as short media clips will be played during breaks as well as other appropriate intervals during the web cast. All advertising mediums will note your organization. The media clips and logo display must be consistent with the design selected by Relevance Ministries Staff.

To sponsor: Contact us to discuss options and provide artwork* to be displayed

Total number of viewers currently is estimated to be 1500+.
eadline: January 2, 2012.

Exhibit/Vendor Space

Exhibit Space: An Exhibitor is defined as one who is providing information about their organization, company, agency, etc. Your booth will include a table, two chairs, and electricity.

Cost is: \$250

Deadline: February 3, 2012.

Vendor Space: A vendor is defined as one who is selling a product, service, or any other item. Vendor(s) must be approved by the Relevance Ministries Staff.

Cost is: \$350

Deadline: February 3, 2012.

Vendor/Exhibit Setup: You will have access to your space beginning Thursday, February 16, 2012. Set up can be done between 9am – 5pm. On Friday, February 17, 2012 all spaces must be set up by 4pm.

Vendor/Exhibitor Housing: Campus lodging in the UNLV campus is available. This is on a first come, first serve basis and cost \$25/night/person. Reservation must be made no later than February 2, 2012 3pm PST. Off-campus hotel lodging is also available. For more information, contact glen@relevancex.com

Cancellations

Booth space reservations are refundable minus a \$100 cancellation fee at least two weeks prior to move in. Cancellations must be submitted in writing. No refunds will be given within two weeks of the event

For more information regarding advertising opportunities at Relevance X 2012, please contact Cara Coleman, cara@valleywesley.com

Artwork Specifications & Submission

To ensure that we receive your material, please follow the instructions below regarding Artwork Specifications. For all materials that need to be shipped to the event site, please see below.

Your logo and artwork should be sent to Glen Simpson at glen@relevancex.com in the following vector formats: .AI or .EPS files. ***Please keep the deadlines in mind.***

Note:

1. If you send an EPS file, type MUST be converted to outlines.
2. Use (0.5in) safety. Art must have crop marks.
3. Full bleed ads need (0.25in) bleed on all sides.

If you are unable to submit your artwork in the following formats, please contact us. In general, we may be able to accept .PNG or .JPEG files that have a transparent background and are at least 300 dpi

Shipping Address

All material that requires shipping to the event site should be mailed to:

University UMC
ATTN: Relevance Ministries
4412 S. Maryland Parkway
Las Vegas, NV 89119

IMPORTANT:

Should you require shipping any materials back, please notify us and schedule a pick up with UPS/Fed-Ex between the hours of 9am – 3pm no later than **February 21, 2012.**