



THATCHURCH
CONFERENCE

#THATCC 2020

SPONSORSHIP OPPORTUNITIES

The Biggest Church Communications & Marketing Event of the Year

[That Church Conference 2020](#) will be our 6th annual conference and it's going to be our biggest event yet, with live worship, keynote sessions, and dozens of workshop breakouts. We're expanding to serve a larger audience, including offering sessions for pastors and senior leaders, as well as creating more sponsorship opportunities for our partners like you!

Conference Details

- **October 22 & 23, 2020**
- **Gwinnett Church Sugar Hill, Georgia** (45 minutes north of ATL airport)
- **Expected in attendance:** 750 to 1,000 guests
- **Expected online viewers:** 3,000+ livestream viewers, 300+ replay viewers
- **Exhibitors:** 20+

Promotional Assets

Email List: 16,000 church leaders, pastors, and communications leaders

Social Media

- 25,000+ combined Twitter followers
- 3,500+ combined Instagram followers

Facebook Groups (10k members combined)

- Sunday to Sunday
- Small Church Communications
- Large Church Communications

Sunday to Sunday Podcast

- 1000+ listeners per episode

SundayMag.tv Advertising Banners

- 300x250 & 728x90 banner sizes
- 30,000+ impressions per month



SPONSORSHIP PACKAGES

Diamond Package

We have **limited** opportunities available for sponsors that want to ensure the highest visibility and engagement with our audience both at the conference and online throughout the year.

Your investment of \$12,500 includes:

- **Booth Space** - We provide a table, chairs, fast wifi, and power. You may bring a booth, signage, etc. in order to make the space your own.
- **Logo Placement** - Your logo (and link) will be displayed on ThatCC.com throughout the year.
- **Stage Announcement OR Video** - Our emcee will introduce & thank your brand from the stage or we will show a pre-recorded video that you provide in the room and in the livestream.
- **Pre/Post Slide** - Provide a promotional slide to display on screen at all breaks.
- **Facebook Live Interview** - We'll interview you on Facebook Live during the conference.
- **1 Sponsored Email** - We'll send one dedicated sponsored email to our full list of 16k pastors and church leaders. You provide the copy and images.
- **Swag /Seat Drop** - Place swag and/or promotional material or printouts in each attendee bag or on their seats.
- **Social Media Engagement** - Not only will we post sponsored tweets about your product or service, we'll continually engage with your brand on Twitter, Facebook, and Instagram throughout the year.
- **Podcast Sponsorship (2 episodes)** - You'll be the official sponsor for two episodes of the Sunday to Sunday podcast (1000+ listens per episode)
- **Facebook Group Post (2 posts)** - We'll post two promotional posts (you provide copy) in our Facebook Groups (10k+ members).
- **SundayMag Banner Ads** - We'll run a 300x250 and 728x90 banner ad on SundayMag.tv for 90 days.
- **Conference Tickets** - Includes up to 3 conference tickets for your team, or to give away.



THATCHURCH
CONFERENCE

Platinum Package

A popular choice for partners who want a big presence at the conference as well as digital promotion online.

Your investment of \$4,950 includes:

- **Booth Space** - We provide a table, chairs, fast wifi, and power. You may bring a booth, signage, etc. in order to make the space your own.
- **Logo Placement** - Your logo (and link) will be displayed on ThatCC.com throughout the year.
- **Pre/Post Slide** - Provide a promotional slide to display on screen at all breaks.
- **Facebook Live Interview** - We'll interview you on Facebook Live during the conference.
- **Email Sponsor (One Month)** - You'll be the official sponsor for one of our monthly email newsletters to 3k church leaders. Provide copy or a banner image.
- **Swag /Seat Drop** - Place swag and/or promotional material or printouts in each attendee bag or on their seats.
- **Social Media Engagement** - Not only will we post sponsored tweets about your product or service, we'll continually engage with your brand on Twitter, Facebook, and Instagram throughout the year.
- **Podcast Sponsorship** - You'll be the official sponsor for one episode of the Sunday to Sunday podcast (1000+ listens per episode)
- **Facebook Group Post** - We'll post one promotional post (you provide copy) in our Facebook Groups (10k+ members).
- **SundayMag Banner Ads** - We'll run a 300x250 and 728x90 banner ad on SundayMag.tv for 30 days.
- **Conference Tickets** - Includes up to 2 conference tickets for your team, or to give away.

Gold Package

An affordable way to have a presence at the conference and get in front of our audience.

Your investment of \$3,750 includes:

- **Booth Space** - We provide a table, chairs, fast wifi, and power. You may bring a booth, signage, etc. in order to make the space your own.
- **Logo Placement** - Your logo (and link) will be displayed on ThatCC.com throughout the year.
- **Pre/Post Slide** - Provide a promotional slide to display on screen at all breaks.
- **Social Media Engagement** - Not only will we post sponsored tweets about your product or service, we'll continually engage with your brand on Twitter, Facebook, and Instagram throughout the year.
- **Conference Tickets** - Includes up to 2 conference tickets for your team, or to give away



PREMIUM OPTIONS

~~VIP Lounge Sponsor~~ **SOLD OUT**

We have an exclusive opportunity for one sponsor to interact with our most engaged audience members.

Your investment of \$7,500 includes:

- Engage with our VIP ticket-holders in the private VIP lounge
- Setup a booth outside the lounge so you can engage with all attendees + signage in the lounge to brand it as your own
- Provide gifts, swag, or marketing materials to VIP attendees
- Free coffee & snacks included
- Naming Rights ("Your Brand VIP Lounge")
- **Includes PLATINUM package**
- **Only 1 available**

~~Lunch Sponsorships~~ **SOLD OUT**

We have two unique opportunities for sponsors who want to make a big impression.

Your investment of \$14,500 includes:

- Make a big impression as the official lunch sponsor for Day One or Day Two
- Food provided free for all attendees (included in cost)
- Introduce yourself or showcase your products with a 10-12 minute on-stage presentation during the lunch break
- **Includes DIAMOND package**
- **Only two available**



ADDITIONAL OPTIONS

Tote Bag Sponsor

Your logo will be prominently featured on one side, and the conference logo on the other. Every attendee gets a bag. Only 1 opportunity available.

\$3,000

Attendee Badge Sponsor

Your design on one side, and the attendee name and conference logo on the other. Also includes branded lanyards with your logo. Only 1 opportunity available.

\$3,000

Table Sponsor

Reserve a table for 8 directly in front of the stage. Includes 8 VIP tickets. Invite customers, friends, or whomever you want to sit at your table. Includes a branded "Reserved" sign. 10 tables available.

\$2,500 per table

Breakout Session Speaker

We also have opportunities for sponsors to teach 45-minute breakout sessions. Content must be practical and relevant, not a sales pitch or demo. **Limited Availability.**

\$3,000 per breakout



Lobby Banner

We'll print and display a 33" X 80" retractable banner in the lobby with the design you provide. A cost effective way to have a presence at the conference without a booth, or in addition to your booth. Plus you'll keep the banner to use again.

\$1,000 per sign

Seat Drop

We will place your swag or promotional material/ printouts in each attendee bag or on their seats.

\$750 per item

Sponsored Email

We'll send one sponsored email to our full list of 16k pastors and church leaders. You provide the copy and images.

\$1,000 per email

Sunday to Sunday Podcast Sponsorship

You'll be the official sponsor for one episode of the Sunday to Sunday podcast (1000+ listens per episode)

\$500 per episode



COMPARE PACKAGES

Find the right package that fits your needs and budget.

	DIAMOND	PLATINUM	GOLD
Booth	✓	✓	✓
Logo on website	✓	✓	✓
Pre/Post Slide	✓	✓	✓
Social Media	✓	✓	✓
Conference Tickets	✓	✓	✓
SundayMag Banner Ads	✓ 90 Days	✓ 30 days	✗
Swag/Seat Drop	✓	✓	✗
Podcast	✓ 2 episodes	✓ 1 episode	✗
Facebook Groups	✓ 2 promotional posts in all groups	✓ 1 promotional post in all groups	✗
Sponsored Email	✓ Dedicated email	✓ Banner in Sunday Insiders email	✗
Video or Stage Announcement	✓	✗	✗
Facebook Live	✓	✗	✗

READY TO GET STARTED?

Contact us today, and we'll start promoting your brand or product tomorrow!

Custom packages also available. Let's find the best fit for your marketing needs and budget.



Justin Dean

justin@thatcc.com

678-665-4305