

initiate24
next generation
leadership conference

Gospel Experiences

november 8/9
kingston, on

WHAT IS INITIATE?

The Initiate Leadership Conference is specifically designed for student and adult leaders serving in Children's, Jr. High, Sr. High, and Young Adult ministries. This conference aims to equip and inspire leaders through dynamic general sessions that focus on universal leadership principles applicable across all ministry contexts. In addition, specialized breakout sessions are offered, tailored to different age groups and ministry demographics, ensuring each leader receives practical and relevant training.

CONFERENCE DETAILS

DATE/LOCATION

NOVEMBER 8 & 9, 2024

Kingston Gospel Temple | Kingston, ON

ESTIMATED ATTENDANCE

OVER 250 PASTORS AND LEADERS

SCHEDULE

TWO DAY EXPERIENCE

Includes three general sessions, three breakouts, late-night lounge, coffee, lunch and more.

SPONSOR APPLICATION DEADLINE

OCTOBER 21, 2024

WHY PARTNER WITH US?

1 Direct Exposure to 25+ Churches & Over 250 Registrants

Your organization will gain visibility among a diverse group of attendees from over 25 churches across Central and Eastern Ontario, including high school leaders, adult leaders, and next-generation pastors.

2 Engagement with Key Ministry Influencers

This conference brings together high school leaders, adult mentors, and pastors focused on next-gen ministries, providing an excellent opportunity to connect with influential decision-makers.

3 Creative Advertising Opportunities

Sponsors can showcase their brand through multiple channels, including our conference website, social media platforms, the conference booklet, and even at the exclusive late night lounge. This creates numerous touchpoints for lasting brand impressions.

4 Onsite Interaction with Attendees

Your organization will have the opportunity to be onsite, network with attendees, and engage directly with ministry leaders and decision-makers throughout the conference, fostering meaningful connections in a vibrant Christian leadership environment.



SPONSOR PACKAGES

INITIATE LANYARD SPONSOR - \$400 (1 AVAILABLE)

- **Onsite Exhibitor Space** - A dedicated exhibitor space to showcase your organization throughout the conference.
- **Exhibitor Passes** - Includes 2 complimentary passes for your exhibitor team.
- **Logo on Lanyards** - Your logo will be prominently displayed on lanyards worn by staff, volunteers, guests, exhibitors, and production teams.
- **Website Sponsorship Recognition** - Your logo and a direct link to your website will be featured on the Initiate Conference website.
- **Social Media Shoutout** - A dedicated mention on our @eodstumin account, linked directly to your social media profile.
- **Digital Booklet Ad** - Half-page ad placement in the Initiate Conference digital booklet.

INITIATE CONFERENCE BAG SPONSOR - \$400 (1 AVAILABLE)

- **Onsite Exhibitor Space** - A dedicated exhibitor space to showcase your organization throughout the conference.
- **Exhibitor Passes** - Includes 2 complimentary passes for your exhibitor team.
- **Logo on Conference Bags** - Your logo will be featured on the conference bags provided to all registrants at check-in.
- **Website Sponsor Recognition** - Your logo and a direct link to your website will be featured on the Initiate Conference website.
- **Social Media Shoutout** - A dedicated mention on our @eodstumin account, linked directly to your social media profile.
- **Digital Booklet Ad** - Half-page ad placement in the Initiate Conference digital booklet.

INITIATE TEAM SPONSOR - \$500 (1 AVAILABLE)

- **Onsite Exhibitor Space** - A dedicated exhibitor space to showcase your organization throughout the conference.
- **Exhibitor Passes** - Includes 2 complimentary passes for your exhibitor team.
- **Logo on Team Shirts** - Your logo will be prominently displayed on team shirts worn by staff and volunteers, visible to all attendees throughout the weekend.
- **Website Sponsor Recognition** - Your logo and a direct link to your website will be featured on the Initiate Conference website.
- **Social Media Shoutout** - A dedicated mention on our @eodstumin account, linked directly to your social media profile.
- **Full-Page Digital Booklet Ad** - A full-page ad featured in the Initiate Conference digital booklet.

LATE NIGHT LOUNGE SPONSOR - \$600 (1 AVAILABLE)

- **Prime Onsite Exhibitor Space** - Premium location for your exhibitor booth to maximize visibility.
- **Exhibitor Passes** - Includes 2 complimentary passes for your exhibitor team.
- **Logo on Late Night Lounge Signage** - Your logo will be featured on signage throughout the Late Night Lounge.
- **General Session Sponsor Shout-Out** - Receive recognition from event hosts during General Session 2.
- **Engagement with 250+ Leaders** - Direct interaction with over 250 ministry leaders throughout the conference.
- **Sponsor Promo Distribution** - Your promotional materials (handouts, business cards, etc.) will be distributed to all leaders in attendance.
- **Branded Merch/Giveaway Opportunity** - Provide branded merchandise or giveaways to leaders at the conference.
- **Website Sponsorship Recognition** - Your logo and a direct link to your website will be featured on the Initiate Conference website.
- **Social Media Shoutout** - A dedicated mention on our @eodstumin account, linked directly to your social media profile.
- **Full-Page Digital Booklet Ad** - A full-page ad featured in the Initiate Conference digital booklet.

EXHIBITOR PACKAGES

STANDARD EXHIBITOR - \$275 (5 AVAILABLE)

- **Onsite Exhibitor Space** - A dedicated exhibitor space to showcase your organization throughout the conference.
- **Exhibitor Passes** - Includes 2 complimentary passes for your exhibitor team.
- **Website Sponsorship Recognition** - Your logo and a direct link to your website will be featured on the Initiate Conference website.
- **Social Media Mention** - A dedicated mention on our @eodstumin account, linked directly to your social media profile.
- **Digital Booklet Ad** - A half-page ad in the Initiate Conference digital booklet.

DELUXE EXHIBITOR - \$350 (5 AVAILABLE)

- **Onsite Exhibitor Space** - A dedicated exhibitor space to showcase your organization throughout the conference.
- **Exhibitor Passes** - Includes 2 complimentary passes for your exhibitor team.
- **Website Sponsorship Recognition** - Your logo and a direct link to your website will be featured on the Initiate Conference website.
- **Social Media Mention** - A dedicated mention on our @eodstumin account, linked directly to your social media profile.
- **Full-Page Digital Booklet Ad** - A full-page ad in the Initiate Conference digital booklet.
- **Live Sponsor Shout-Out** - Acknowledgment and appreciation by event hosts during a General Session.

BONUS ENGAGEMENT

CONFERENCE BAG ITEMS - FREE (7 AVAILABLE)

Promote your organization at the Initiate Conference by including a branded item in the Welcome Bag for all 250 registrants. This is a unique chance to make a lasting impression on influential leaders attending the event.

Opportunity Details:

- **Item Specification:** The branded item must fit within a 12x9-inch bag. It should be practical, useful, and reflective of your organization's identity or message.
- **Quantity:** You will need to provide 250 branded items.
- **Deadline:** All items must be received by November 1st to ensure inclusion in the Welcome Bags.
- **Target Audience:** Your item will reach over 250 influential leaders, offering an excellent opportunity to tailor your message and connect with key ministry influencers.