



MEDIA KIT

AG[®]
GENERAL
COUNCIL
— 2021 —

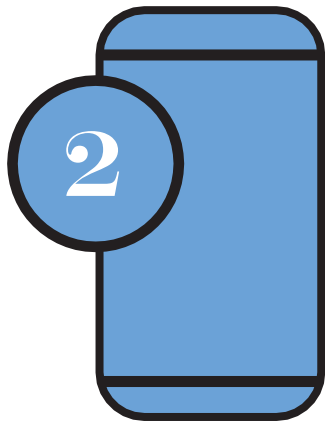
OUR CHURCH OUR FAMILY

The Assemblies of God is the world's largest Pentecostal denomination. Over the last decade the U.S. Assemblies of God has grown by 12 percent to over 3.2 million adherents. The Fellowship is 53 percent under the age of 35 and more than 43 percent ethnic minority. Globally, there are over 69 million Assemblies of God members who worship in more than 370,000 Assemblies of God churches.

GENERAL COUNCIL is the AG's largest gathering. More than 26,000 church leaders and influencers from around the world come together once every two years to conduct important church business, elect top church officials and take part in other activities of the church during the day, and then participate in the power-packed services during the evening.

General Council 2021 convenes in Orlando, Florida (*Tuesday, August 3 - Friday, August 6*). The event will feature the Influence Conference (*Tuesday, August 3 - Wednesday, August 4*), and the National Youth Convention and Fine Arts Festival (*Monday, August 2 - Friday, August 6*). This gathering will feature powerful worship services, inspirational speakers and more. It will also offer a unique opportunity to reach thousands of ministry leaders and laymen on-site, and tens of thousands who participate via the live streams, web, and mobile app.

REACH AN INFLUENTIAL AUDIENCE AS AN ONLINE ADVERTISING PARTNER



General Council App

The General Council app is the best way for attendees to connect to the events and news that's happening around them. Everything attendees need to know about GENERAL COUNCIL will be featured including maps, charts, restaurant/ shopping locations, speaker information and event schedule. Through breaking news alerts, users will be invited to read and share what's happening, the moment it happens. The App will be available for mobile and tablet devices.

General Council Website

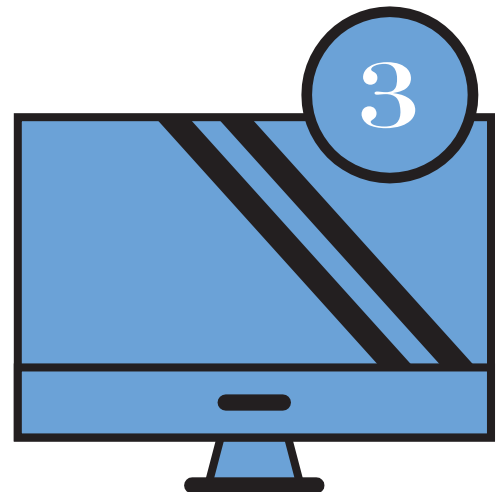
The General Council website is one of the most heavily trafficked websites of the AG and will see a significant increase in the number of visitors during the event. Some elements available through this site are:

- Streaming video • News • Media Resources
- Pictures • Maps • Complete Schedule

Live Streaming Page Sponsor

Be the exclusive sponsor of the General Council Live Stream Page.

During GC21, we will be doing a 30-minute pre-service on-line event. In addition to your banner ad below the video you will be given a 5-minute on-line interview, as well as feature up to a 60-second video.



AD TYPE

RATE

Live Stream Page Sponsor

\$5,000 per day (see details on page 4)

AD SIZE

100,000 IMPRESSIONS \$2,000 (\$15/CPM)

Leaderboard (728 x 90)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

EXHIBITS

Reach thousands of attendees with your message with a premium space in the General Council Exhibit Hall.

PRINT OPTIONS

General Council Voter Guide — Reach the leaders and influencers of the Assemblies of God with an ad in the voting notebook given to all registered voters.

Registration Mail Back Insert — Reach every leader and influencer registered for General Council by providing us a 5x7 or smaller double-sided flyer that we will include in the envelope with attendee's registration information. We must receive the flyer by March 15th to be included in the envelope.

DIGITAL MEDIA

Advertising, Pre-service — Reach thousands of guests in the general session halls with a 30-second video or 15-second slide to run on screens in the general session venue prior to each session. Options are for the National Youth Convention and General Council sessions.

Live Stream, Pre-service — Reach tens of thousands of people tuning in to watch general sessions via live stream. Choose a 30-second video to run on the live stream prior to each on-line viewing session.

SIGNAGE

Signs (OCCC Hallway) — Reach thousands of attendees in transit to exhibits and services. Communicate your message or direct guests to your exhibit booth with a two-sided, 4' x 8' free-standing sign in the main hallway of the Orange County Convention Center.

Signs (Exhibit Hall) — Communicate your message with a two-sided, 4'x8' free-standing sign in the Exhibit Hall.

Signs (Exhibit Hall Entrance/Exit) — Catch the attention of attendees exiting the exhibit hall with a 4' x 8' sign facing the entrance doors.

SPONSORSHIPS

Meals — A General Council luncheon sponsorship provides the opportunity to share your ministry directly with attendees. Several meal functions are available. Contact CSG for more details.

Badges/Lanyards, General Council (GC), National Youth Convention (NYC)/Fine Arts Festival (FAF) — Place your name and logo on the badges/lanyards worn by every GC and NYC/FAF participant and attendee.

FAF T-shirts — Reserve your spot on the T-shirts worn by thousands of FAF participants.

FAF Volunteer T-shirts — Place your logo on T-shirts worn by hundreds of volunteers at FAF events.

Ambassadors in Missions (AIM) Outreach T-shirts — Place your logo on the T-shirts worn by hundreds of AIM outreach volunteers.

Water Bottles — Water must be provided by OCCC, we will post signs that denote the sponsor of each day's water. Each \$2,500 sponsorship will provide 1,000 – 8 oz. bottles for distribution to attendees.

Hand Sanitizer — Provide as many bottles of hand sanitizer with your logo or label.

SPONSORSHIP RATE

* Qty. TBD

PRINT

Inside Front Cover (<i>Voter Guide</i>)	1	\$4,200.00
Inside Back Cover (<i>Voter Guide</i>)	1	\$4,200.00
Back Cover (<i>Voter Guide</i>)	1	\$6,800.00

DIGITAL MEDIA

GC Video, Pre-service (<i>30-second</i>)	20	\$1,800.00
GC Slide, Pre-service (<i>15-second</i>)	20	\$1,200.00
FAF Video, Pre-service (<i>30-second</i>)	20	\$ 800.00
FAF Video, Pre-service (<i>60-second</i>)	10	\$1,200.00
FAF Slide, Pre-service (<i>15-second</i>)	20	\$ 500.00

SIGNAGE

Sign (<i>OCCC Hallway</i>) – Free-standing 4'x8'; 2-sided	10	\$3,000.00
Sign (<i>Exhibit Hall</i>) – Free-standing 4'x8'; 2-sided	5	\$3,000.00
Directional Sign – Free-standing 4'x8'; 1-sided	5	\$ 500.00
Banner (<i>Exhibit Hall Entrance/Exit</i>)	3	\$3,000.00
NYM & FAF Directional Sign – Free-standing 4'x8'; 1-sided.....	10	\$ 500.00
FAF Art Gallery Sign.....	1	\$ 500.00

ONLINE or MOBILE

Website – Live Stream Page Sponsor – Tue., Aug. 3	1	\$5,000.00
Website – Live Stream Page Sponsor – Wed., Aug.4	1	\$5,000.00
Website – Live Stream Page Sponsor – Thu., Aug. 5	1	\$5,000.00
Website – Live Stream Page Sponsor – Fri., Aug. 6	1	\$5,000.00
Website – Leaderboard Ad (<i>728 x 90</i>)	1	\$2,000.00
Event App Push Notification (<i>1 sponsor per day</i>)	4	\$5,000.00
FAF Event App Push (<i>1 sponsor per day – 2 pushes</i>)	5	\$1,000.00
FAF Instagram Story (<i>1 sponsor per day – 2 pushes</i>)	5	\$1,000.00
NYC Website Live Stream Page Sponsor (<i>1 per session</i>)	5	\$2,500.00

ADDITIONAL

GC Lanyards & Back of Badge (17,500)	1	\$12,000.00
FAF Lanyards & Back of Badge (15,000)	1	\$ 7,000.00
FAF Event T-shirts (Logo on back)	3	\$ 7,000.00
FAF Volunteer T-shirts	3	\$ 4,000.00
AIM Outreach T-shirts	2	\$ 3,000.00
NYC Leader Zone.....	3	\$ 2,500.00
NYC PK Event	4	\$10,000.00
Water Bottles	*	\$ 2,500.00
Table Tents (Exhibit Hall Food Court)	1	\$ 3,000.00
Table Tents (Registration)	1	\$ 1,500.00
Table Tents (Hall C Food Court)	1	\$ 1,500.00
Hand Sanitizer (You provide as many as you want)	5	\$ 1,000.00
GC Registration Mail Back Insert.....	5	\$ 2,500.00
CAMP GC Parents Room (Names and logos on signage)	6	\$ 1,500.00
CAMP GC Sibling Discount	1	\$10,000.00
CAMP GC Kids T-Shirts	1	\$ 7,000.00
CAMP GC Leaders T-Shirts	1	\$ 2,000.00
CAMP GC Monday Night Leaders Meeting	1	\$ 4,000.00
CAMP GC Tuesday Night Leaders Meeting	1	\$ 4,000.00
CAMP GC Thursday Night Leaders Meal	1	\$ 5,000.00
CAMP GC Late Night Kids Party	1	\$ 2,500.00
CAMP GC Evening Meals for Kids	4	\$12,000.00
CAMP GC Registration Sponsor	1	\$ 6,000.00
CAMP GC Parents Packets	10	\$ 500.00

* Qty. TBD

CONTACT INFO

CSG (Convention Services Group)

Exhibits Coordinator
1445 North Boonville Avenue
Springfield, MO 65802

Office: 417-567-4650

Desk: 417-862-2781, ext. 4055

Fax: 417-862-7891

ExhibitsGroup@ag.org

www.generalcouncil.ag.org

TERMS AND CONDITIONS

To confirm purchase of Media Kit items, a contract must be completed with accurate identification of items and purchaser contact information. Items purchased are reserved on a first-come, first-served basis, and invoice payment must be received and confirmed prior to display of items purchased.

Content of Ads, Signage, Etc.

The Assemblies of God is a church Fellowship. Therefore, the General Council of the Assemblies of God (GCAG) reserves the right, at any time, to decline the display of content, or make editorial changes to items that may be considered objectionable. Purchased items are accepted for display entirely upon the representation that the purchaser is properly authorized to display the entire contents and subject matter thereof.

Application/Contract

By submitting a contract to the GCAG for items purchased, the purchaser agrees that no cancellation of items purchased can be accepted after June 1, 2021. It is also understood that, in consideration of the display of any Media Kit item(s), the purchaser will fully hold harmless and fully indemnify the GCAG from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever arising directly or indirectly from the display of any Media Kit item(s) herein.