



MEDIA KIT

AG[®]
GENERAL
COUNCIL
—2019—

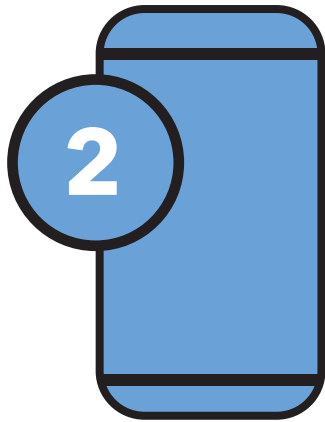
OUR CHURCH OUR FAMILY

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 2019 convenes in Orlando, Florida (Thursday, August 1-Sunday, August 4). The event will feature the Influence Conference (Wednesday, July 31-Thursday, August 1), and the National Youth Convention and Fine Arts Festival (Tuesday, July 30 – Saturday, August 3). 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. Through in-app ads, put yourself in a position to connect directly with the attendee. The App will be available for mobile and tablet devices.

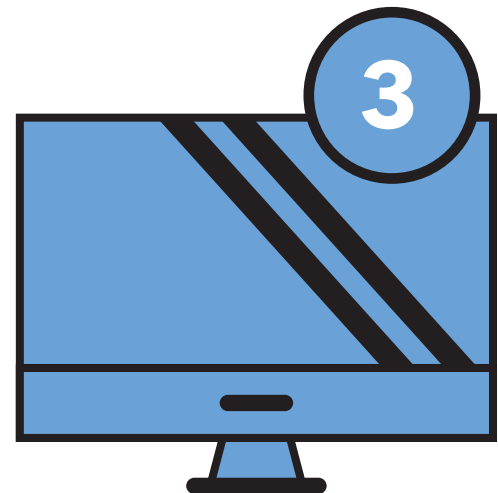
General Council Website

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 where tens of thousands from the around the world will tune in to be a part of General Council 2019. This ad will run prominently on the Live Stream Page.



AD TYPE

RATE

Live Stream Page Sponsor

\$5,000 per day

AD SIZE

100,000 IMPRESSIONS

Leaderboard (728 x 90)

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

ADDITIONAL SPONSORSHIP OPPORTUNITIES

EXHIBITS

Reach thousands of attendees with your message and ministry resources 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.

Fine Arts Festival (FAF) Official Program — Reach thousands of youth, youth leaders and parents with an ad in the official program given to all Fine Arts Festival (FAF) registrants.

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.

Convention Hallway Monitors — Grab the attention of thousands of attendees with an 8-second slide displayed on 13 monitor screens throughout the Orange County Convention Center.

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 or direct guests to your exhibit booth with a two-sided, 4' x 8' 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. A number of 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 Registration Bags — Place your logo on the bags given to every FAF registered attendee (8,000 bags produced).

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

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

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

SPONSORSHIP RATES

* Qty. TBD

PRINT

Inside Front Cover (Voter Guide)	1	\$4,200.00
Inside Back Cover (Voter Guide)	1	\$4,200.00
Back Cover (Voter Guide)	1	\$6,800.00
Tabs (Voter Guide)	4	\$2,400.00
Back Cover (FAF Program)	1	\$6,800.00
Inside Front Cover (FAF Program)	1	\$4,200.00
Inside Back Cover (FAF Program)	1	\$4,200.00
Full Page Ad (FAF Program)	*	\$1,500.00
Half Page Ad (FAF Program)	*	\$1,000.00

DIGITAL MEDIA

Convention Hallway Monitors	*	\$3,000.00
GC Video, Pre-service (30-second)	20	\$1,800.00
GC Slide, Pre-service (15-second)	20	\$1,200.00
FAF Video, Pre-service (30-second)	20	\$ 700.00
FAF Video, Pre-service (15-second)	20	\$ 450.00
FAF Slide, Pre-service (15-second)	20	\$ 450.00

SIGNAGE

Sign (OCCC Hallway) - Free-standing 4'x8'; 2-sided	10	\$3,000.00
Sign (Exhibit Hall) - Free-standing 4'x8'; 2-sided	5	\$3,000.00
Directional Sign - Free-standing 4'x8'; 1-sided	5	\$1,500.00
Banner (Exhibit Hall Entrance/Exit)	2	\$3,000.00

ONLINE MOBILE

Website - Live Stream Page Sponsor - Tue., Jul. 30	1	\$5,000.00
Website - Live Stream Page Sponsor - Wed., Jul. 31	1	\$5,000.00
Website - Live Stream Page Sponsor - Thu., Aug. 1	1	\$5,000.00
Website - Live Stream Page Sponsor - Fri., Aug. 2	1	\$5,000.00
Website - Live Stream Page Sponsor - Sat., Aug. 3	1	\$5,000.00
Website - Live Stream Page Sponsor - Sun., Aug. 4	1	\$5,000.00
Website - Leaderboard Ad (728 x 90)	1	\$2,000.00
Website - Ad (300 x 250, 1 per day)	*	\$1,200.00
Event App Push Notification (1 sponsor per day)	6	\$5,000.00

ADDITIONAL

GC Lanyards & Back of Badge (17,500)	1	\$12,000.00
FAF Lanyards & Back of Badge (15,000)	1	\$ 7,000.00
FAF Registration Bags	5	\$ 1,000.00
Registration Bag Inserts	10	\$ 1,000.00
FAF Event T-shirts	1	\$ 4,000.00
FAF Volunteer T-shirts	1	\$ 2,500.00
AIM Outreach T-shirts	2	\$ 2,500.00
Leaders Cafe	3	\$ 3,500.00
PK Party	4	\$15,000.00
Water	1	\$ 4,000.00
Table Tents (Exhibit Hall)	1	\$ 3,000.00
Table Tents (Registration)	1	\$ 1,500.00
Table Tents (Hall C Food Court)	1	\$ 1,500.00

DISCOUNTS AVAILABLE ON MULTIPLE SPONSORSHIPS PURCHASED WITH EXHIBIT BOOTHS, OR
WITH PURCHASE OF MULTIPLE SPONSORSHIP ITEMS.



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CONTACT INFO

CSG (Convention Services Group)

Exhibits

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Springfield, MO 65802

Office: 417-567-4650

Fax: 417-862-7891

awhite@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, 2019. 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.