2018 ELCA YOUTH GATHERING

+ SPONSORSHIPS
+ INTERACTIVE LEARNING PARTNERSHIPS
+ ADVERTISING OPPORTUNITIES

THIS CHANGES EVERYTHING.

Evangelical Lutheran Church in America
God’s work. Our hands.
The 2018 ELCA Youth Gathering will be held in Houston, TX, June 27th-July 1. We want to invite your organization to be involved with the Gathering as we engage in the faith formation of the youth in the ELCA.

You can be an Interactive Learning Partner, a Sponsor or an Advertiser – and many times our partners are all three!

The theme for the Gathering is “This Changes Everything.” Our primary scripture will be Ephesians 2:8, “For by grace you have been saved through faith, and this is not your own doing; it is the gift of God.” Over the course of the Gathering, we hope to explore the gift of grace, how it changes perspectives, and how it calls us to serve and share the good news.

Events for Gathering participants are scheduled in NRG Park, in hotels, as well as throughout the city of Houston with our service learning projects. We have many opportunities available for you to join the Gathering experience by sponsoring stages, livestreaming, Snapchat filters and so much more. Sponsorships are a great way to support the work of the Gathering and share about your ministry with thousands of teens and adults from across the ELCA.

Throughout the daily schedule of the Gathering, participants will have opportunities to engage in Interactive Learning. This is where our partners have the opportunity to interact with youth and adults in a hands-on learning experience designed to introduce participants to your ministry.

We look forward to partnering with you and sharing your ministry with everyone who will be joining us in Houston for the 2018 ELCA Youth Gathering.
Every three years, 30,000 high school youth and their adult leaders from across the Evangelical Lutheran Church in America gather for a week of faith formation known as the ELCA Youth Gathering. Through days spent in interactive learning, worship, Bible study, service, and fellowship, young people grow in faith and are challenged and inspired to live their faith in their daily lives.

As young people desire and struggle to find someone to become, somewhere to belong, and something to do, the Gathering seeks to be a ministry that helps define some of that or at least open up pathways of discovery. Ultimately, we want youth to understand the fierce love that God has for them, just as they are, and that by grace, through faith, they have been saved. When young people (or really, any age person!) truly claim this reality, it indeed changes everything.

Choosing to be a sponsor or Interactive Learning partner for the Gathering means investing in the faith formation of the youth. It means saying that you care. It means showing the youth that there is a place for them in the church. It means walking alongside the youth on their faith journey.
Interactive Learning is a “Holy Playground” of sorts, that invites Gathering participants to encounter God through a variety of learning styles and sensory experiences. All 30,000 participants have a dedicated day in the three-day program rotation to experience the extensive offerings inside the 700,000+ square feet Interactive Learning space. From sports to creative expressions, service projects to quiet meditation, Interactive Learning offers something for everyone. A vital element of the space is partner exhibit areas.

Interactive Learning partners are exhibitors of sorts, though we shy away from using that term because partners come to the Gathering to do more than just exhibit; Interactive Learning partners invite Gathering participants into an engaging learning opportunity that supports the mission of the Gathering, our theme, and lifts up the work of the partner organization or group itself.

Values of Interactive Learning Partners:

- Inclusivity (race, gender, identity, creed, ability)
- Missional alignment with the ELCA
- Ethical & Sustainable Business Practices
- Partnership
INTERACTIVE LEARNING PARTNERSHIPS

WHAT IS INVOLVED?

Registrations: Partner registration fees start at $500 which includes 2 registrations. Additional registrants cost $125 per person.

Exhibit Space: The partner registration fee also includes 1,000 sq. ft. of exhibit space, 6 ft. table, and 2 chairs. Partners are also responsible for any additional costs associated with their exhibit space. For example, internet, power, water, carpet, etc. A list of items with cost estimate can be found here: http://youthgatheringpartners.com/

Housing: Hotel accommodations will be assigned through the Youth Gathering registrar. Once hotels have been assigned, you will receive your hotel assignment information & instructions on how to make your reservations directly with the hotel. Payment is the responsibility of the exhibitor. If your organization has a 501(c)(3) designation you may be tax-exempt in Texas. The application can be found at https://comptroller.texas.gov/taxes/publications/96-224.php or call 1-844-519-5677.

WHO IS THE AUDIENCE?

The ELCA Youth Gathering is designed for high school-aged youth and their adult leaders. The youth to adult ratio is 7:1. Youth and adults attend as congregational groups and not as individuals.

WHAT ARE THE DATES FOR THE GATHERING AND TIMES THE INTERACTIVE LEARNING SPACE WILL BE OPEN?

<table>
<thead>
<tr>
<th>GATHERING DATES: June 27 - July 1, 2018</th>
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<tbody>
<tr>
<td>INTERACTIVE LEARNING SPACE DATES:</td>
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<tr>
<td>June 25, 2018  8 a.m.-4:30 p.m.  Move-in begins</td>
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<tr>
<td>June 26, 2018  8 a.m.-4:30 p.m.  Move-in continues</td>
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<tr>
<td>June 27, 2018  8 a.m.-1 p.m.    Move-in continues</td>
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<tr>
<td>1 p.m.-4 p.m.    Interactive Learning Center open</td>
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<td>June 28, 2018  9:30 a.m.-5 p.m.  Interactive Learning Center open</td>
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<tr>
<td>June 29, 2018  9:30 a.m.-5 p.m.  Interactive Learning Center open</td>
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<tr>
<td>June 30, 2018  9:30 a.m.-5 p.m.  Interactive Learning Center open</td>
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<tr>
<td>5 p.m.-12 a.m.   Move-out</td>
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HOW DO I BECOME AN INTERACTIVE LEARNING PARTNER?

Partners who have participated in previous Gatherings may simply follow this link and complete the registration process: http://youthgatheringpartners.com/

If you represent an organization or group that has not been a partner in the past but would like to be considered for 2018, you will need to complete a brief application questionnaire. Follow this link for more information on the application process: http://youthgatheringpartners.com

If you need help thinking about how your space can be more attractive to youth and their adult leaders, the Interactive Learning team can help you!
**MISSIONAL SPONSOR | $30,000**

- Full Page Ad in the Gathering Guidebook
- Pre-Gathering Promotion*
- Choice of one of the following:
  - Video highlighting your ministry shown from Mass Gathering stage
  - Service Learning After-Party*
  - Your logo on the Gathering wrist band

**ACCOMPANYING SPONSOR | $15,000**

- Full Page Ad in the Gathering Guidebook
- Pre-Gathering Promotion*
- Choice of one of the following:
  - Your video shows before Livestream content for one day
  - Community Life stages*
  - Mass Gathering seating section*

**SUSTAINING SPONSOR | $10,000**

- Half Page Ad in the Gathering Guidebook
- Pre-Gathering Promotion*
- Choice of one of the following:
  - Your logo on transportation magnets for one hundred vehicles in Gathering fleet
  - Floor decals (8) with your logo in Interactive Learning
  - MYLE or the tAble meal*
  - Logo on Service Learning Vests
  - Volunteer training meal*

**SUPPORTING SPONSOR | $5,000**

- Half-Page Ad in the Gathering Guidebook
- Pre-Gathering Promotion*
- Choice of two of the following:
  - Floor decals (4) with your logo in Interactive Learning
  - Snapchat Filter*
  - Pre-Gathering Webinar*

**CONTRIBUTING SPONSOR | $2,000**

- Half-Page Ad in the Gathering Guidebook
- Pre-Gathering Promotion*
- Choice of one of the following:
  - Snapchat Filter*
  - Pre-Gathering Webinar*

*Further explanation on sponsorship offers:

**Pre-Gathering Promotion:** Shout out to your organization through our social media and communication outlets.

**Pre-Gathering Webinar:** Opportunity to play your organization's video before our webinar and a shout out to your organization at the beginning and end of webinar.

**Service Learning After Party:** For all three days of the Gathering, we will show your video during the celebration and display your banners on or near the stage.

**Community Life Stages:** You will get to showcase your banner on or near the stage.

**Mass Gathering Seating:** A representative from your organization can hand out a giveaway to those seated in the featured section and your organization will get a shout out from the stage during the soft opening.

**MYLE and tAble meal:** Display your banner and have an opportunity to speak to the group during the meal.

**Gathering Volunteer Meal:** Display your banner and have an opportunity to address the group of 700 volunteers.

**Snapchat Filter:** We will provide you with design options to which we can add your logo. You will need to submit a full-color, vector .eps file of your logo by April 1, 2018.
The Gathering guidebook is distributed to each adult leader (approximately 4,500 people) as they check-in at the Gathering and is a valuable resource used throughout the multi-day event.

**Full Page Ad | $2,500**
**Half Page Ad | $1,500**
**Back Page Ad | $4,000**

**PUBLICATION SPECIFICATIONS:**

**Full Page Ad:** 8.75” x 11.25” with bleed
Includes a 0.25” bleed, trims to 8.25” x 10.75”
(Safe area 7.5” x 10”)

**Half Page Ad (horizontal):** 8.75” x 5.25” with bleed
Includes a 0.25” bleed at bottom edge, trims to 8.25” x 5”
(Safe area 7.5” x 4.75”)

**Back Page Ad:** 8.75” x 11.25” with bleed
Includes a 0.25” bleed, trims to 8.25” x 10.75”
(Safe area 7.5” x 10”)

- All graphics must be 300 DPI/150 LPI.
- All artwork must be full-color, CMYK.
- All artwork must include outlined and packaged font and graphic files.
- File formats accepted: .ai, .eps, .jpg, .pdf

**DEADLINES:**

All videos, graphics, and ads for all sponsors, partners, and advertisers must be submitted by **April 1, 2018** to **gathering@elca.org**
SEE YOU IN HOUSTON!

QUESTIONS? EMAIL gathering@elca.org
www.elca.org/gathering