

# Baptist Resource Network

## Accelerate Conference Sponsor/Vendor Guide

You are invited to join Pennsylvania/South Jersey Baptists for Baptist Resource Network's annual Accelerate Conference through sponsorship and/or vendor opportunities! The BRN is pleased to provide high quality sponsor packages for our annual gathering of churches.

### Sponsor Packages

#### BRN United Orange Main Session(s) Sponsor - \$1,500\*

- Verbal acknowledgment in opening remarks before sponsored session
- Full-page advertisement in printed program
- 2-minute video (to run during one of the main sessions)
- 1 ad/slide (looping ad to be run before or after main sessions)
- Acknowledgment as a sponsor on event webpage/social media
- Vendor table in key location
- Inclusion of *pre-approved* giveaways or advertisement in registration bags and/or at sessions - *Materials due by 9/1/2022*
- 1 free lunch and dinner meal during the conference

#### BRN Family Blue Breakout Session(s) Sponsor - \$1,000\*

- Verbal acknowledgment in opening remarks before sponsored session
- Full-page advertisement in printed program
- 2-minute video (to run before the breakout session block)
- 1 ad/slide (looping ad to run before the breakout session block)
- Notation on breakout signage
- Acknowledgment as a sponsor on event webpage/social media
- Vendor table in key location
- Inclusion of *pre-approved* giveaways or advertisement in registration bags and/or at sessions - *Materials due by 9/1/2022*

#### BRN Friends Green Meal(s) Sponsor - \$750\*

- Verbal acknowledgment in opening remarks (in meal hall)
- Full-page advertisement in printed program
- Acknowledgment as a sponsor on event webpage/social media
- Vendor Table near meal entrance doors (if possible with hosting facility)
- Inclusion of *pre-approved* giveaways or advertisement in registration bags and/or at meal(s) - *Materials due by 9/1/2022*

*\*If you want to be the sole sponsor for any of the above, please contact the Helpdesk at [helpdesk@brnuned.org](mailto:helpdesk@brnuned.org).*

### Sponsor Acknowledgments:

In addition to payment of the fee, each sponsor agrees to:

- Provide the promotional materials requested in their chosen package (see attached art specifications/deadlines),
- Provide appropriate personnel to set-up and host the vendor table, if applicable and desired,
- Not contradict the BRN's Statement of Faith (*Baptist Faith and Message 2000*) through the advertisements or in their own publications related to this event,
- Provide the best contact information should questions arise about media, ads, or tables, and
- Understand that you are soliciting to service churches, not for-profit companies.
- Organizations who may have conflict of interest, as defined by the BRN, may be denied.

By completing the [application for a sponsor package](#), we, the sponsor, acknowledge the above items.

## SPONSOR PACKAGE:

**THIS EVENT WAS BROUGHT TO YOU BY...**

*Would that be you?*

We'd love to showcase our partnership in the ministry!

**Interested?**

Just let us know on the application.

[brnuned.org/sponsor-application](http://brnuned.org/sponsor-application)

# Baptist Resource Network

## Accelerate Conference Sponsor/Vendor Guide for SBC Entities

As an SBC entity, you are invited to join Pennsylvania/South Jersey Baptists for Baptist Resource Network's annual Accelerate Conference through vendor opportunities at half cost!

### Vendor Packages

The BRN is pleased to provide high quality vendor packages for our annual gathering of churches.

#### Tier 1 Vendors - \$300

- Full-page advertisement in printed program
- 2-minute video (to run during one of the main sessions)
- 1 ad/slide (looping ad to be run before or after main sessions)
- Website acknowledgement as a vendor on event webpage
- Vendor table with electricity (6 or 8 ft as determined by hosting facility)
- 1 free lunch meal during the conference

#### Tier 2 Vendors - \$200

- Half-page advertisement in printed program
- 2-minute video (to run before or after a main session, or during a main session should time permit)
- 1 ad/slide (looping ad to be run before or after main sessions)
- Website acknowledgment as a vendor on event webpage
- Vendor Table with electricity (6 or 8 ft as determined by hosting facility)

#### Tier 3 Vendors - \$125

- Quarter-page advertisement in printed program
- Vendor Table with electricity (6 or 8 ft as determined by hosting facility)

#### Virtual Tier - \$250

Same as Tier 1, less vendor table and free meal

### Vendor Acknowledgments

[brnunited.org/  
vendor-application-sbc](http://brnunited.org/vendor-application-sbc)

In addition to payment of the fee, each vendor agrees to:

- Provide the promotional materials requested in their chosen package (see attached art specifications/deadlines),
- Provide appropriate personnel to set-up and host the vendor table, if applicable and desired,
- Not contradict the BRN's Statement of Faith (Baptist Faith and Message 2000) through the advertisements or in their own publications related to this event,
- Provide the best contact information should questions arise about media, ads, or tables, and
- Understand that you are soliciting to service churches, not for-profit companies.
- Organizations who may have conflict of interest, as defined by the BRN, may be denied.

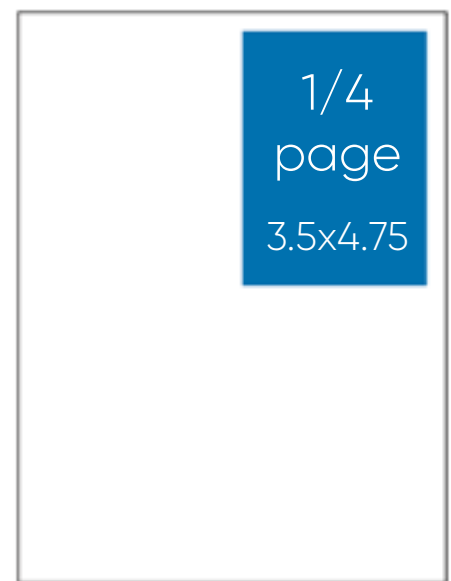
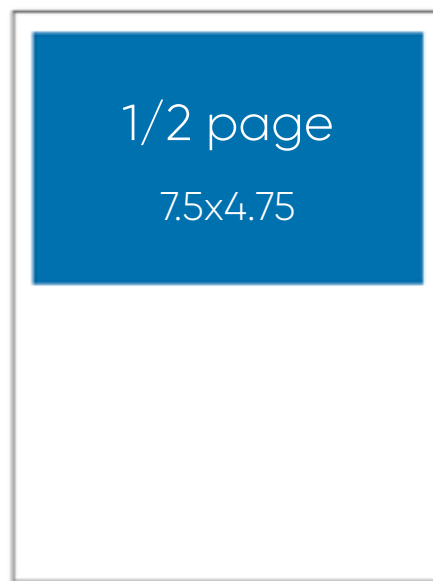
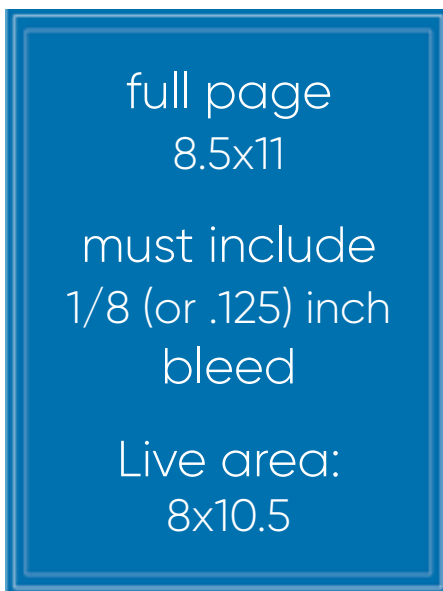
By completing the [application for a vendor package](#), we, the vendor, acknowledge the above items.

# ART SPECIFICATIONS FOR ACCELERATE CONFERENCE PROMOTIONAL MATERIALS

Thank you for sending your artwork to us. Feel free to send us your final artwork or the individual elements so we can design it for you. When submitting your artwork, please follow these recommendations to help ensure the best quality of your promotional materials.

## Printed Program

### Artwork sizes:



### Design Tips:

#### DOCUMENT

- Please create your document to the exact size it will print.
- On full-page ads, bleeds must extend a minimum of 1/8"(.125") past the trim.
- On full-page ads, please allow an 1/4" (.25") margin from the trim for text and images.

#### IMAGES

- All images should have a minimum resolution of 300 dpi at 100%. Please do not use LZW compression.
- All images should be converted to CMYK.
- All image files should be PSD, TIF, JPG or EPS. PICT and GIF files are low-resolution web files and are not suitable for printing.
- Do not copy and paste images from a program into a page layout program. Import or place the image

through the page layout program. Otherwise, your images may get lost.

- Please make sure the file extensions remain intact on all files. If they are changed or omitted, they are unrecognizable when transferred.

#### COLORS

- All art files should be converted to CMYK. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB color spaces to CMYK.

#### FONTS

- Use only postscript, open type and true type fonts.
- Be sure to supply the fonts for any artwork used in your document (if they are not already converted to outlines).

# Looping Ad Slide

Widescreen  
16:9 ratio

Looping ad slides will be showcased on large projection screens in the meeting space or on large television screens in the exhibit area. Both scenarios require the widescreen format.

Make sure your first step is **Design > Slide Size**. Set your PowerPoint or Keynote dimensions first! When you set the size of your slide as soon as you open the presentation, you won't clip or stretch your slides. This is the best way to avoid re-work while working with PowerPoint slide sizes.

## Videos

Widescreen  
16:9 ratio

### DURATION

- Please ensure your video is no longer than 2 minutes in length, depending on your package.

### PREFERRED FILE SETTINGS:

- Format: MP4
- Video codec: H.264 / AVC
- Audio codec: AAC
- Framerate: 30 FPS
- Aspect ratio: 16:9

## Handling Your Files

For artwork related questions, please direct all art inquiries to the Baptist Resource Network's Communications Office at [shannonb@brnunited.org](mailto:shannonb@brnunited.org) or (800) 451-6599, ext. 14.

Sending your file(s):

- If under 10 mgs, email them to Shannon Baker at [shannonb@brnunited.org](mailto:shannonb@brnunited.org).
- If over 10 mgs, feel free to use a service like [wetransfer.com](http://wetransfer.com) or [dropbox.com](http://dropbox.com) to send your files.

If we design the art for you, you will need to submit various elements, such as logos, text, and related photographs or graphics. Once designed, we will send you a proof for your review before printing and/or airing. Please note: At this time, the Communications Office cannot produce videos for organizations outside of the Baptist Resource Network. Thank you!

**KEY DEADLINES:**  
Digital Ads: due 8/1/2022  
Videos and Presentation Slides: due 9/1/2022