



# 2019-20 PARTNERSHIP

**BC Interior**  
(Oct 25-26, 2019)

**Manitoba**  
(Nov 1-2, 2019)

**Quebec**  
(Nov 8-9, 2019)

**Atlantic Canada**  
(Nov 15-16, 2019)

**Saskatchewan**  
(Jan 24-25, 2020)

**BC Lower Mainland**  
(Feb 7-8, 2020)

**Alberta**  
(Mar 6-7, 2020)

**NEW FOR 2019-20**

# **PARENTS' NIGHT**

This year at each CYWC event, we're adding a Parents' Night on the Thursday night before CYWC. Our purpose is to encourage and equip Parents to better disciple their kids today, as well as specifically inform them of how a faith based educational experience after high school is significant for the discipleship of their kids beyond today. Part of the evening will include a 15 minute review of Renegotiating Faith's findings around the value of faith based post secondary education/experience and an opportunity for parents to interact with the exhibitors who will be in or directly outside of our teaching room.

## **WHAT'S IN IT FOR YOU?**

We know that parents are the ones who are often paying the bill for their child's post-secondary experiences, and we also know how difficult it can be for organizations to get face time with those parents. This is your chance! For \$250 (-\$50 if you book a booth at CYWC as well) you can have a booth in the room for Parents' Night and have a fantastic opportunity to connect directly with parents and help them understand what your gap year and post-secondary programs have to offer their child(ren). You also receive a \$50 discount per event when you register for more than one.

**COST \$250**  
(per event)

## **WHAT DO I NEED TO DO?**

All you need to do is register as a partner with CYWC events in the region(s) of your choice and add the Parents' Night Booth to your selection(s). Rachel will then confirm with you and send you an invoice with any discounts included for multiple events, etc. You can also email or call Rachel with your questions about Parents' Night and how it fits in with the rest of the CYWC weekend.

*Disclaimer!*

*To be clear, this is the first time CYWC is engaging this initiative, and so we have no guarantees on how many parents will be in the room. We hope that our partnership with local ministries will allow us to leverage their trust with parents in the region, and specifically the church that is hosting us, but we have no guarantees for this first year, and no past experience to build on. This is a "calculated missional step of faith" for us...and for you. But we think the risk is necessary. We must figure out how to help parents understand the significance of this type of experience in the long term faith development of a young person. Thank you for investing in this mission.*



## **WHY PARTNERSHIPS ARE VITAL**

Two of the core values of CYWC Regional Training events are affordability and accessibility. Partners like you help make this happen. Because of these partnerships, last year we were able to subsidize our event by over 50%, which enabled us to offer national level training across our country at a price whole teams of paid and volunteer youth workers could afford.

Our “win” at CYWC RT is when youth workers are encouraged and equipped to better disciple youth in their care right away, and because of our sponsors and exhibitors, we were able to do that for 1800 youth workers last year. Thank you for helping make this “win” a reality.

## **OUR CHALLENGE**

Youth workers, next to parents, have the potential to play the most significant role in an adolescent’s spiritual formation. Teens desperately need significant adults journeying with them as they move through this time of overwhelming transition, and along with the paid youth workers, a great deal of the relational work is shared by volunteers. The reality is that often the least equipped individuals (our volunteers) are carrying heavy relational responsibilities. Our goal is to give both paid and volunteer youth workers the tools they need for maximum effectiveness.

## **OUR PURPOSE**

Loving youth by serving and celebrating youth workers across Canada.

## **OUR MISSION**

To better equip at least 1200 volunteer and 300 paid youth workers by delivering accessible, affordable, and practical youth ministry resources and training in a relationally rich and theologically infused environment in six regions across our country every year.

# PARTNERSHIP

Register at [cywc.ca/partners](http://cywc.ca/partners)

	Cost Per Event	Exhibit Booth <sup>1</sup>	Magazine Ad <sup>2</sup>	Promo Time <sup>3</sup>	Pre-Show Slides <sup>2</sup>	Regional Website	Social Media	2 registrations (incl. lunches)	Other
<b>Exhibit Booth</b>	\$350 <sup>4</sup>	●				●		●	
<b>Youth Worker Celebration</b>	\$500 + supplies	●		Friday PM		●		●	
<b>Coffee Sponsor</b>	\$500	●				●	●	●	Your banners around coffee serving station
<b>Pre-Conference Intensive</b> *2 PER REGION	\$850	●	1/4 page	Friday	●	●	●	●	
<b>Lunch (Friday)</b>	\$1000	●	1/4 page	Friday Lunch	●	●	●	●	Your banners around food serving tables
<b>Lunch (Saturday)</b>	\$1250	●	1/2 page	Saturday Lunch	●	●	●	●	Your banners around food serving tables
<b>Regional (Saturday)</b> *1 PER REGION	\$1250	●	1/2 page	Saturday AM	●	●	●	●	
<b>Lanyard Tags</b> *ONLY ONE AVAILABLE	\$1500								Your logo on the tags (talk to us about placement)

1 Exhibit Booths will receive one 2x6' table, plus chair(s). Please bring extension cord for power (power isn't guaranteed, but we'll do our best to make it happen!).

2 For Magazine Ad and Pre-Show Slide details, see page 3.

3 Regional & Critical Concerns Sponsors will choose between an interview OR a 2 minute video. Lunch Sponsors will have an interview AND a 2 minute video.

4 Discount of \$50 each when you purchase booths at 2 or more conferences.

For information about National Sponsorship, please contact Rachel at [partners@cywc.ca](mailto:partners@cywc.ca)

# MAGAZINE ADS

We have one magazine that will be put into the hands of the 1800+ youth workers across all events. The magazine is intended to be inspiring and informative for our attendees long after the event is over, meaning your ad will be seen again and again.

		<b>Width x Height</b>
<b>1/4 Page</b>	\$225	5.375" x 4.125"
<b>Half Page</b>	\$325	5.375" x 8.375"
<b>Full Page</b>	\$525	10.875" x 8.375"
<b>Inside Front Cover</b>	\$775	10.875" x 8.375"
<b>Back Cover + Inside Back Cover</b>	\$925	5.375" x 8.375" (each)

#### File Specifications:

- High or Press resolution EPS, JPG or PDF files (300 dpi, CMYK for accurate colour and quality output)
- GIF images are NOT acceptable
- For ads with bleed, please keep important text/graphics 0.25" inside trim edge and add 0.125" to the trim size. Please include crop marks.

\*Proofs of ad submitted will NOT be supplied unless requested\*

Please submit all files to Rachel Siverns at [partners@cywc.ca](mailto:partners@cywc.ca) by August 31, 2019.

# PRE-SHOW SLIDES

A slideshow will run on the main screens prior to all main sessions at CYWC events. You can register to be in the slide show at the event(s) on your choice.

**Price \$75 (per event)**

#### Details

- one to three slides advertising your organization (please number slide files in the order you would like them shown)
- aspect ratio (16:9) widescreen
- focus on high visual impact and minimal text
- JPG or PDF files. Do not send Powerpoint slideshows (please export as images).

All slides are due one month prior to the event at which you are advertising to [partners@cywc.ca](mailto:partners@cywc.ca).

**REGISTER AT [CYWC.CA/PARTNERS](http://CYWC.CA/PARTNERS)**



# 2019-20 NATIONAL SPONSOR DETAILS

Thank you for partnering with us as a National Sponsor for our 2019-20 season. We are so excited that you are passionate about encouraging and equipping youth workers across Canada, and we're looking forward to working with you to help that happen over our next six regional events.

If you ever have any questions or need any assistance, please contact Rachel at [partners@cywc.ca](mailto:partners@cywc.ca) or call 905-869-0251.

**BC Interior**  
**(Oct 25-26, 2019)**

**Manitoba**  
**(Nov 1-2, 2019)**

**Quebec**  
**(Nov 8-9, 2019)**

**Atlantic Canada**  
**(Nov 15-16, 2019)**

**Saskatchewan**  
**(Jan 24-25, 2020)**

**BC Lower Mainland**  
**(Feb 7-8, 2020)**

**Alberta**  
**(Mar 6-7, 2020)**

## Exhibit Booth

Exhibit Booths will receive one 2'x6' table, plus chair(s). Power is not guaranteed. Exhibit Hall hours are Friday 8:15 am - 9:30 pm and Saturday 8:45 am - 5:00 pm.

## Magazine Ad (Full Page) - please submit to Rachel ([info@truthmatters.ca](mailto:info@truthmatters.ca)) by August 31, 2018

Size (bleed): 9" x 11.5" (no bleed): 8" x 10.5"

High or Press resolution EPS, JPG or PDF files (300 dpi, CMYK for accurate colour and quality output). GIF images are NOT acceptable. For ads with bleed, please keep important text/graphics 0.25" inside trim edge. Please include crop marks.

## Stage Presence

All of our National Sponsors will be featured together in an interview-style segment on stage during our Friday evening Kickoff. Sid will discuss details with you. We will not be showing videos during this time -- see Video(s) below)

## Pre-Show Slides & Banners - please submit to Rachel by September 30, 2019

You can choose to send either 1-3 slides or a 30 second video for the pre-show. We will also feature all National Sponsors logos on our stage and registration booth banners.

## Digital Presence & Social Media - please submit your logo to Rachel as soon as possible

Your logo will appear on our website's home page, event emails, and promo videos., and your organization will be featured in posts on social media during the 2019-20 event season (November-March).

## Event Registrations & Lunches

Two free event registrations are included, as well as lunch on Friday and Saturday.

## Video(s) & Bio - please submit to Rachel as soon as possible

We will post your video in our National Sponsors section, along with a short bio (75-100 words) on [cywc.ca](http://cywc.ca) and we will share your videos via social media over the course of the event season.. Please provide a URL to the hosted video, as well as the video file and bio as soon as possible).

## PAYMENT

The cost for National Sponsorship is \$1000 per event for a total of \$7000. There is a chance that we will be adding an additional date to our schedule for 2019-20. If this happens, we'll be in touch with you right away to confirm that you are in for the extra event and cost.

Rachel will issue you a Paypal invoice for the total sponsorship and you have two options for payment:

Online Credit Card Processing.

Cheque. Payable to TRUTH MATTERS MINISTRIES and mailed to PO Box 89097 Westdale, Hamilton, ON L8S 4R5. Take note - this is a new address as of June 2017.

CYWC Regional Training events are GST exempt.