

The Urban Alternative presents...

the 10th Anniversary

First Lady Conference



Dr. Lois Evans, Host

June 11-13, 2009

Fairmont Hotel • Dallas, TX

ADVERTISING OPPORTUNITIES

Letter from Dr. Lois Evans

Dearest Friend,

I would like to extend a personal invitation for you to expose your organization to nearly 1,000 first ladies nationwide at our **10th Anniversary Celebration First Lady Conference** to be held June 11-13, 2009 at The Fairmont Hotel in Dallas, Texas.

We all know it's a proven fact that women represent the major buying power in this country and influence many of the buying decisions in their homes. The ladies in attendance at this conference are no exception to that rule, with a scope. If you want an inexpensive, yet effective means of getting into the ministries, businesses and homes of hundreds of pastors' wives, this is an excellent opportunity you cannot afford to miss!

The event will be advertised via the Internet, national print magazines, local newspapers, email and direct mail campaigns, radio, church partnerships & more. For additional information about The Urban Alternative, the Pastors' Wives Ministry or the 2009 First Lady Conference, call 1-800-800-3222 or log on to www.LoisEvans.org or www.TonyEvans.org.

Once again, thank you for considering our invitation. We look forward to a positive response and a wonderful partnership.

For Such A Time As This,



Dr. Lois Evans
Senior Vice President - The Urban Alternative
First Lady - Oak Cliff Bible Fellowship



Conference At A Glance

WHO: The National Ministry of Dr. Tony Evans —The Urban Alternative (TUA) plans to host 1,000 wives of senior pastors from around the world.

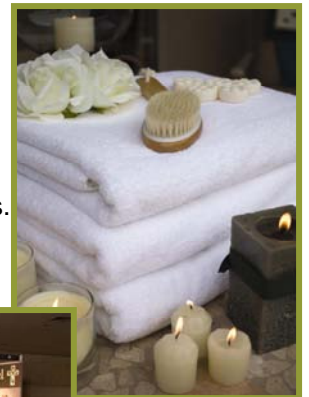
WHAT: The three-day event includes training and development workshops, plenary sessions, and worship in prayer and song. Well-known national speakers and musical artists, as well as Christian instructors from Dallas and across the country, combine to produce a unique experience for both new and alumni attendees.

WHEN: June 11-13, 2009

WHY: So often there are demands placed upon wives of senior pastors that they are unprepared to handle. The objective of The First Lady Conference is to provide “A Safe Place” for senior pastors’ wives to come to be revived and have a time of reflection, renewal and relaxation. It is also a place for the ladies to steal away from the day-to-day hustle and bustle of ministry and even family and meet other first ladies that share the same joys and challenges of ministry.

KEY FACTS:

- Held annually in Dallas, Texas; currently in its ninth year
- Five (5) General Sessions with nationally renowned speakers
- Over 25 workshops offered
- Round-table discussions
- Networking forums
- Annual Cheryl Crummie “Esther” Award is presented to a senior pastor’s wife with notable achievements.
- Free time for shopping and pre-conference spa-day
- Extensive training and development covering the following areas:
 - Ministry (Serving, Teaching, Training, Ministering)
 - Marriage
 - Worship
 - Counseling
 - Personal Growth
 - Leadership
 - Health (Physical, Emotional, Mental)
 - Bible
 - Christian Education



Why Advertise?

ADVERTISING VEHICLES:

- **The Urban Alternative Website**
(over 1 million hits per year)
- **Direct Mail Campaigns**
to nearly 50,000 consumers
- **Telemarketing & Fax Broadcast Campaigns**
to over 10,000 pastors, churches, and media outlets
- **Pastors' Wives Ministry Website**
(www.LoisEvans.org)

DEMOGRAPHICS:

- Participants represent nearly 40 states plus the Bahamas, England, and Turks and Caicos Islands
- Conference participants range in age from the early 20's to 70 years old.
- 38% are between the ages of 36-45
- 81% are mothers; 36% have 3 or more children
- 46% have been in ministry for 8 or more years
- Over 11 denominations represented including: Baptist, Church of God in Christ, United Methodist, Pentecostal, Non-Denominational and Inter-Denominational



Advertising Opportunities

Get ready for an exciting journey as you take part in The First Lady Conference. Your full color ad can be placed in one or all of the following mediums:

- 10th Anniversary Commemorative Program Book
- Pre-Conference Mailer
- Pastors' Wives Ministry Website (www.LoisEvans.org)

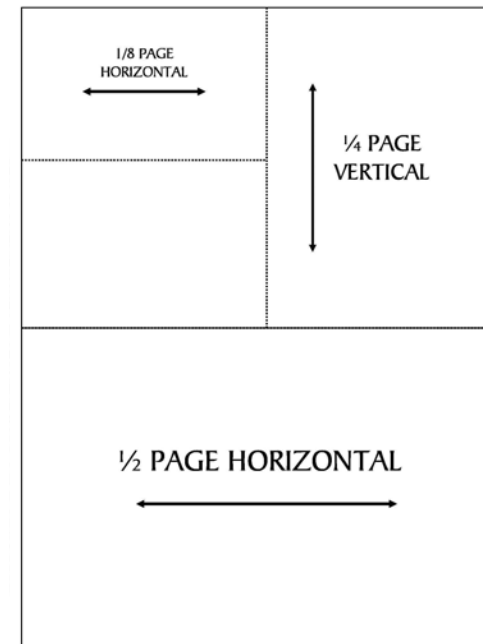
Print Fees:

FULL PAGE (8.5" x 11")	\$250
1/2 PAGE (8.5" x 5.5")	\$150
1/4 PAGE (Vertical)	\$100
1/8 PAGE (Horizontal)	\$85

(all files must be color and camera-ready)

Web Banner Fees:

Weekly:	\$300
Monthly:	\$1,000



Need details?

Contact Marketing and Development toll free at (800) 800-3222 or (214) 943-3868 x207 or by e-mail at tbland@tonyevans.org.

Quick Contacts



Sponsorship Inquiries

Tiffany Bland, Executive Coordinator
Marketing and Development
Phone (214) 943-3868 x207
Fax (214) 944-0692
E-mail: tbland@tonyevans.org

Group Tables

Cecilia Gonzales, Conference Assistant
Phone (214) 943-3868 x229
Fax (214) 944-0691
E-mail: cgonzales@tonyevans.org

The Fairmont Hotel

(Hotel reservations should be made directly with the Fairmont Hotel)
1717 North Akard Street
Dallas, Texas 75201
(214) 720-2020
(800) 874-3006

Conference Registration

Toll free (800) 800-3222
Fax (214) 944-0691
Online: www.LoisEvans.org

Exhibitor Inquiries

Cecilia Gonzales, Exhibit Coordinator
Phone (214) 943-3868 x229
Fax (214) 944-0691
E-mail: cgonzales@tonyevans.org

Cheryl Crummie Esther Award

To contribute to the Cheryl Crummie Esther Award, call (800) 800-3222
To apply for this scholarship, visit our website at:
www.LoisEvans.org or call (214) 943-3868 x229

National Church Adopt-A-School Initiative (NCAASI) Training

Call toll free (800) 800-3222
Fax (214) 944-0691
E-mail: dtolbert@tonyevans.org

American Airlines (Group Discounts)

Meeting service desk at (800) 433-1790
[Star #A2269AQ](#)

Avis (Group Discounts)

Worldwide reservations desk at (800) 331-1212
[Discount #D005182](#)

2009 First Lady Conference Advertisement Application

Organization _____ Contact Person _____
 Address _____ City _____ State _____ Zip _____
 E-Mail _____ Phone Number () _____ Fax Number () _____

Advertisement Packages:

Please check the box of your choice.

10th Anniversary Commemorative Program Book

- | | |
|--|--------------|
| <input type="checkbox"/> FULL PAGE (8.5" x 11") | \$250 |
| <input type="checkbox"/> 1/2 PAGE (8.5" x 5.5") | \$150 |
| <input type="checkbox"/> 1/4 PAGE (Vertical) | \$100 |
| <input type="checkbox"/> 1/8 PAGE (Horizontal) | \$85 |

Web Banner Packages:

- _____ weeks @ \$300.00/week
 _____ months @ \$1,000/month

Dates: _____



All applications, along with camera-ready color ad must be submitted by April 10, 2009.

Make checks & money orders payable to: The Urban Alternative, Attention: Finance-TFL Advertisements, P. O. Box 4000, Dallas, TX 75208

Amount Enclosed:

TOTAL ENCLOSED \$ _____

Card Type/Number _____

Exp. Date _____

Signature _____

Today's Date _____