

The Urban Alternative presents...

the 10th Anniversary

First Lady Conference



Dr. Lois Evans, Host

June 11-13, 2009

Fairmont Hotel • Dallas, TX

**NON- PROFIT/MINISTRY
SPONSORSHIP 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



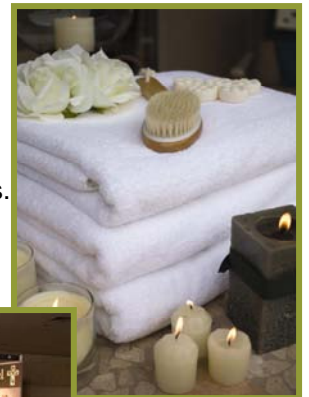
Conference At A Glance

Reach the women that can touch a multitude....

- 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



Sponsorship Packages

Platinum Sponsorship Level \$8,000

- One full-page ad in the official onsite conference brochure
- Two complimentary tickets to the banquet with premiere seating
- Two exclusive invitations to Mrs. Evans' private reception
- Organization profiled on www.LoisEvans.org through the end of the conference
- Recognition in all conference e-blasts and mailings
- One complimentary exhibit booth in a prominent location
- 7 minute stage presentation
- Opportunity to distribute literature about your organization to conference attendees
- An electronic banner to be displayed throughout the conference
- Written recognition in a media press release
- A set of DVDs containing footage from the conference general sessions
- All access to the complete conference
- Flyer inserted into all registration packages

Benefits included in all sponsorship levels:

- All electronic banner to be displayed at all general sessions
- Recognition in the onsite conference brochure

The screenshot shows the website for Lois Evans Pastors' Wives Ministry. The header features the organization's name and a photo of Lois Evans. The main navigation bar includes links for ABOUT LOIS, FIRST LADY CONFERENCE, NETWORK, CONTACT US, RESOURCES, THE SECRET PLACE, and RECIPECORNER. The central content area is titled "The Ninth Annual First Lady Conference" and provides details for the event: June 5-7, 2008, at the Fairmont Hotel in Dallas, TX. It includes a "DONATE NOW" button and a "2007 The 9th Annual First Lady Conference INFORMATION & MATERIALS" link. The sidebar contains various resource links such as "ABOUT LOIS", "FIRST LADY CONFERENCE", "NETWORK", "CONTACT US", "RESOURCES", "THE SECRET PLACE", "RECIPECORNER", "P.W.B.E.", "ADVERTISE YOUR MINISTRY", "Package Deal", "Additional Women's Conferences", "Book Club", "MySpace", "A Safe Place", "Get Connected", "Prayer Room", "Bookstore", "Reading Room", "Other Links", and "Additional Women's Conferences".

Sponsorship Packages



Gold Sponsorship Level \$5,000

- One full-page ad in the official onsite conference brochure
- All access to the complete conference
- Two complimentary tickets to the banquet
- Two exclusive invitations to Mrs. Evans' private reception
- Organization profiled on www.LoisEvans.org through the end of the conference
- Recognition in all conference e-blasts and mailings
- One complimentary exhibit booth in a prominent location
- 5 minute video presentation
- Flyer inserted into all registration packages



Silver Sponsorship Level \$3,500

- One half-page ad in the official onsite conference brochure
- One complimentary exhibit booth in a prominent location
- One complimentary basic registration
- One complimentary ticket to the banquet
- One invitation to Mrs. Evans' private reception
- Organization logo and web link on www.LoisEvans.org
- A 1-3 minute video presentation before and after the general sessions



Bronze Sponsor \$2,000

- Opportunity to place product samples and/or literature in speaker green room
- One half-page ad in the official onsite conference brochure
- One complimentary conference registration
- One complimentary tickets to the banquet
- One complimentary exhibit booth in a prominent location
- Organization logo and web link on www.LoisEvans.org

Sponsorship Packages

Cheryl Crummie Esther Award Sponsor \$2,500

The Cheryl Crummie Esther Award will honor and celebrate one senior pastor's wife who has demonstrated notable achievement. The recipient will receive a beautiful lead crystal vase engraved with her name and the year, one dozen roses sent to her home upon arrival from the conference, a \$1000 honorarium toward the ongoing work of her ministry, and one complimentary registration to the following year's conference.

- Recognition at the banquet during the scholarship presentation
- Logo will be displayed on all banquet tables
- One complimentary exhibit booth in a prominent location
- VIP seating at the conference banquet
- One half-page ad in the official onsite conference brochure
- Organization logo and web link on www.LoisEvans.org



Workshop Sponsor \$2,000 (4 available)

This package will give you the opportunity to teach a workshop of your choice (subject to approval).

- Highlight your organization with 1.5 hours of workshop time during the conference
- One complimentary ticket to the banquet
- Organization logo and web link on www.LoisEvans.org



Sponsorship Packages



Scholarship Sponsor \$1,500

The Gloria Ann Hawkins Peterson Memorial Scholarship was founded in 2001 in memory of Gloria Ann Hawkins Peterson, who served faithfully as a speaker, encourager and mentor to many women through the ministry of The Urban Alternative's First Lady Conference. The Scholarship will cover expenses for a senior pastor's wife, up to \$1,500. Expenses will include airfare, hotel room, and registration fees for The First Lady Conference.

- Recognition at the banquet during the scholarship presentation
- Logo will be displayed on all banquet tables
- One complimentary exhibit booth in a prominent location
- VIP seating at the conference banquet
- One quarter-page ad in the official onsite conference brochure
- Organization logo and web link on www.LoisEvans.org

Customized Packages

Can't find a package that best suits you? Customized packages are available! Please contact Tiffany Bland at (214) 943-3868 ext. 207 for more information.



Quick Contacts



Sponsorship/Advertisement 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 Non-Profit/Ministry Sponsorship Application

Organization _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

E-Mail _____ Phone Number () _____ Fax Number () _____

Sponsorship Packages:

Please check the box of your choice.

- | | | |
|--|--|--|
| <input type="checkbox"/> Platinum Sponsorship Level: \$8,000 | <input type="checkbox"/> Gold Sponsorship Level: \$5,000 | <input type="checkbox"/> Silver Sponsorship Level: \$3,500 |
| <input type="checkbox"/> Bronze Sponsor: \$2,000 | <input type="checkbox"/> Cheryl Crummie Award Sponsor: \$2,500 | <input type="checkbox"/> Workshop Sponsor: \$2,000 (4 available) |
| <input type="checkbox"/> Scholarship Sponsor: \$1,500 | <input type="checkbox"/> Custom Package | |

All applications must be submitted by April 24, 2009.

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

Amount Enclosed:

TOTAL ENCLOSED \$ _____

Card Type/Number _____

Exp. Date _____

Signature _____

Today's Date _____

Motivation Code: TFL 2009 Sponsor

Project Code: 007100