National Baptist Congress

2019 sponsorship package

Charlotte, NC June 9-14
Sheraton Charlotte Hotel
555 South McDowell Street South Tower

ONE MISSION, **TWO COMPANIES**

R.H. Boyd Publishing Corporation has a longstanding tradition of producing, publishing, and distributing biblically sound and culturally relevant Christian education resources, materials, and church supplies for more than 122 years. Since its inception in 1896, R.H. Boyd has taken great pride in meeting the needs of all Christians, with a targeted focus on the needs of the African-American community. The company works with many churches, pastors, bookstores, distributors, seminaries, authors, and conference attendees that trust R.H. Boyd with their church, business, non-profit, and personal faith needs.

Each June, R.H. Boyd hosts the National Baptist Congress, a leading Christian education conference and fellowship that gathers for all ages. R.H. Boyd Publishing Corporation and the National Baptist Congress are the leading resources for telling the African-American story through print, multimedia channels, events, and serving as industry experts. Combined, these entities are positioned to assist in the alleviation of social concerns and injustices, in addition to continuing to fulfill the need for Christian education resources and fellowship opportunities.

Fellowship with Christ is the theme for R.H. Boyd Publishing Corporation and the National Baptist Congress for 2019. The scriptural reference is 1 Corinthians 1:4–9, in which God calls us to be in fellowship with His Son, Jesus. In today's society, it is so important to maintain an intimate relationship with Jesus, exercise our spiritual gifts to draw others into the Kingdom, and seek wisdom to deal with life's circumstances. It is our goal to provide you with the appropriate tools to deepen your relationship with God and support you on your faith journey.

THE HISTORY OF
NATIONAL BAPTIST CONGRESS

The National Baptist Congress "A School of Methods for Christian Training" 501(c)3 is a traveling school of Christian education and leadership. This successful institution has reached thousands of members since its founding in 1906, by Dr. R.H. Boyd.

Each year, Christians from across the country attend Congress with the desire to become exposed to current trends in Christian education methodology as well as strategies for implementing the work of the Church. In addition to the education aspect of the Congress, the event has featured talented gospel artists, entertainers, and dynamic speakers that have included Reverend Al Sharpton, Reverend Jesse Jackson, gospel artists Mary Mary, Tamela and David Mann, CeCe Winans, Kierra "KiKi" Sheard, Jonathan McReynolds, Marvin Sapp, comedian and radio personality Rickey Smiley, and many more.

The 2019 Congress is projected to be one of our most successful due to our exciting lineup and the location of dynamic Charlotte, North Carolina! The 2019 National Baptist Congress will be held June 9-14, 2019.

Under the current leadership of LaDonna Boyd, the National Baptist Congress remains committed to educating, training, teaching, and amplifying God's Word through excellence in Christian education resources.

CONGRESS 2019 THEME

Fellowship WITH CHRIST

I thank my God always on your behalf, for the grace of God which is given you by Jesus Christ; That in every thing ye are enriched by him, in all utterance, and in all knowledge; Even as the testimony of Christ was confirmed in you: So that ye come behind in no gift; waiting for the coming of our Lord Jesus Christ: Who shall also confirm you unto the end, that ye may be blameless in the day of our Lord Jesus Christ. God is faithful, by whom ye were called unto the fellowship of his Son Jesus Christ our Lord.

1 CORINTHIANS 1:4–9 (KJV)

WHY CHARLOTTE? The National Baptist Congress travels across the country and in 2010, visited Charlotte, North Carolina to expose the area to current trends in Christian teachings and methodology. To date, Charlotte houses the largest number of R.H. Boyd Publishing customers and we are looking forward to spreading God's word in conjunction with the Charlotte Visitors Bureau and St. Paul Baptist Church, which houses a large community outreach program and ministries around the Mecklenburg and surrounding areas.

WHERE WE'VE BEEN? The National Baptist Congress has a longstanding history of traveling throughout the country in an effort to fellowship with Christians around the country to deliver ministry resources countrywide. The Congress has visited, Atlanta, Georgia, Birmingham, Alabama, Orlando, Florida, Memphis, Tennessee, New Orleans, Louisiana, Phoenix, Arizona, Los Angeles, California, Houston, Texas and Nashville, Tennessee.

WHERE WE'RE GOING? The vision of the Congress is to continue to perform God's work and serve as industry experts around the globe while remaining dedicated to making an impact with Christians of all ages. The National Baptist Congress will visit Dallas, Texas in 2020 and in 2021, we will be in Chicago, Illinois.

NATIONAL BAPTIST CONGRESS 2019 SPONSORSHIP OPPORTUNITIES

Thank you for your interest in sponsoring the 2019 National Baptist Congress in Charlotte, North Carolina. The 113th annual session will be held at the Sheraton Charlotte Hotel June 9- 14, 2019. The National Baptist Congress is the educational arm of R.H. Boyd Publishing Corporation, where faith leaders and laypersons gather to receive leadership training and tools for furthering their talents and efforts for the Kingdom. The Congress continues to provide Christian education and fellowship to believers of all ages.

Many courses and seminars for adults, children, and youth are offered in various disciplines, including hermeneutics for preaching, social media for churches, evangelism, marriage, Vacation Bible School, diaconate ministry, and more. The adult courses are accredited for continuing education units (CEU) by the Samuel DeWitt Proctor School of Theology at Virginia Union University. Teens and children participate in various ministries and competitions, including dance teams, oratorical contests, and drill teams, as well as a comedy night, youth explosion, and service projects.

Again, we are thankful for the opportunity to collaborate and make the 113th annual session of the National Baptist Congress a success. For further inquiries please contact:

Winsor Barbee at
publicrelations@rhboyd.com
or
Catherine Tyler at
marketingdirector@rhboyd.com or
615-350-8000, ext. 233.

Strategic Partnerships

R.H. Boyd Publishing Corporation and National Baptist Congress relies heavily on community and corporate strategic partnerships to provide the best resources and education tools to everyone. We strive to ensure our partnership delivers a valuable, collaborative and relevant experience by identifying win-win opportunities for everyone involved.

PENCIL

Nashville Public Education FOUNDATION

the YMCA

CITIZENS BANK SINCE 1904

SUBWAY®

THE GROVE WATSON GROVE MISSIONARY BAPTIST CHURCH

VITAS® Healthcare 40 YEARS OF CARING

92Q

Sponsorship

OPPORTUNITIES

Praise & Laughs *Gospel Show*

Music, Laughter and Fellowship

DAVID MANN
ACTOR, GOSPEL SINGER, AND
STAND-UP COMEDIAN
PRAISE AND LAUGHS GOSPEL SHOW

TAMELA MANN
GRAMMY AWARD WINNER,
GOSPEL SINGER AND ACTRESS
PRAISE AND LAUGHS GOSPEL SHOW

The Praise and Laughs Gospel show is a delightful and spiritual evening of music and laughter which is deeply-rooted in scripture which states that laughter is not irreverent and wasn't designed by the devil. Psalm 2 and Psalm 37 say that God laughs, and Job 8:21 says he will fill our mouths with laughter and our lips with shouts of joy. This night of family fellowship is a ticketed event and is hosted by a Comedian and a shout worthy gospel concert that will surely bring down the house. This two-hour, family fun-filled evening will host approximately 1500 guests, all of whom take part in fellowship with other Christians of all ages.

Faith Leaders *Luncheon*

Reflect, Impact and Influence

DR. QUAFORD COLEMAN
MT. MORIAH BAPTIST CHURCH
FAITH LEADERS LUNCHEON

REV. DR. FREDERICK D. HAYNES III
FRIENDSHIP-WEST BAPTIST CHURCH
FAITH LEADERS LUNCHEON

The mission of the Annual Faith Leaders luncheon is to provide an opportunity for senior pastors, students, ministry professionals, laypersons, faith leaders, influences, business leaders and the larger community to prepare and connect with faithful leadership in Christian ministry. This ticketed event offers nearly 120 leaders an opportunity for critical reflection and an experience the most gifted and cutting-edge leaders. Each leader is committed to formal and informal theological reflection with persons whose faith influences and shapes the good of both the Church and the world.

Women of Wisdom *Luncheon*

Encourage, Strengthen and Support

CHERYL "ACTION" JACKSON
PIONEERING TRAILBLAZER, MOTIVATIONAL SPEAKER, AND A MULTI-MILLION DOLLAR FUNDRAISER THROUGH MINNIE'S FOOD PANTRY
WOMEN OF WISDOM LUNCHEON/ FASHION SHOW

DR. JACQUIE HOOD MARTIN
EXECUTIVE & CHRISTIAN LIFE SKILLS COACH, AUTHOR, SPEAKER, AND TRAINER
WOMEN OF WISDOM LUNCHEON/ FASHION SHOW

LADONNA BOYD
PRESIDENT/CEO OF THE R.H. BOYD PUBLISHING CORPORATION AND THE NATIONAL BAPTIST CONGRESS
WOMEN OF WISDOM LUNCHEON/ FASHION SHOW

The Women of Wisdom Luncheon & Fashion show serves as a Christ-centered connection for all women of faith, ministry leaders, First Ladies and educators allowing each to experience rewarding fun while interacting with other beautiful, smart and powerful women of God. This ticketed event houses about 100 attendees, and the event has a faith emphasis that encourages, strengthens, and supports on their personal and spiritual journey while fulfilling God's call for their lives.

Youth *Congress*

Empower, Edify and Inspire

ISRAEL IDONIJE
FORMER BEARS DEFENSIVE END,
AUTHOR AND
CEO OF BLESSED COMMUNION
YOUTH RALLY

JONATHAN MCREYNOLDS
GRAMMY NOMINATED ARTIST AND
AUTHOR
YOUTH RALLY

BRENNAN "BJ" MCMURRY
LADONNA BOYD
AND JAMES SHAW, JR.
R.H. BOYD HUMANITARIAN AWARD RECIPIENTS
YOUTH RALLY

The key purpose of the Youth Rally is to educate, build enthusiasm and empower the youth for God's Kingdom. The rally serves as an emphasis for over 700 young Christians to fellowship and have a great time all while bringing attention to Christ and glory to God. The focal point for the youth during the rally is to empower, edify and inspire.

VIP *Reception*

History, Tradition and Honor

REVEREND JESSE JACKSON
AMERICAN CIVIL RIGHTS ACTIVIST
A NIGHT AT THE MUSEUM
THE CIVIL RIGHT MUSEUM IN MEMPHIS, TN

The National Baptist Congress VIP reception is an exclusive opportunity for special invited guests, clientele, media and church representatives from across the country to meet & greet and to celebrate our history, honor our traditions and gain an in-depth personal view from dynamic speakers.

"Hold your head high, stick your chest out. You can make it.
It gets dark sometimes but morning comes.... Keep hope alive."

Reverend Jesse Jackson

Sponsorship
LEVELS
NATIONAL BAPTIST CONGRESS

Platinum Level

SPONSORSHIP OPPORTUNITIES

Platinum Level: $40,000

- o Company Branding on all Publicity Materials
- o Five (5) minutes to present at the opening General Assembly on Wednesday, June 12 at 9 a.m.
- o Title Sponsor for the Faith Leaders Luncheon and Women of Wisdom Luncheon, one (1) table for ten (10) guests at both luncheons
- o Title Sponsor for the Praise and Laughs Comedy Show and Concert, twenty (20) tickets provided
- o Ten (10) minute presentation at Senior Pastors class on Wednesday, June 12
- o Official Gift bag sponsor-(Logo placement on green room sign-age)
- o Official Green room sponsor-(Placement of materials in all gift bags)
- o Title Sponsor for Day of Service project
- o Prime Vendor Location space (10' x 10') June 11- 14
- o Social Media post to highlight your company
- o Banner placement on R.H. Boyd website
- o Name Recognition in all press release related to events
- o Two (2) Page Spread Ad in Program Book

Gold Level

SPONSORSHIP OPPORTUNITIES

Gold Level: $20,000

- o Title Sponsor for the VIP Reception twenty (20) tickets provided
- o Five (5) minute presentation at Senior Pastors class on Wednesday, June 12
- o Company Branding on Congress materials
- o Five (5) minutes to present at Opening General Assembly on Wednesday, June 12 at 9 a.m.
- o Day of Service sponsor
- o Green Room sponsor -(Logo placement on green room sign-age)
- o Gift bag sponsor-(Placement of materials in all gift bags)
- o Vendor space (10' x 10') June 11-14
- o Social Media post to highlight your company
- o Banner placement on R.H. Boyd website
- o Six (6) Exclusive Invitations to the VIP & Sponsorship Reception
- o Full Page Ad in Program Book

Silver Level

SPONSORSHIP OPPORTUNITIES

Silver Level: $10,000

- o Sponsor for Family Night Five (5) tickets provided
- o Company Branding on Congress materials
- o Items placed in gift bags
- o Day of Service sponsor
- o Vendor space (10' x 10') June 11- 14
- o Social Media post to highlight your company
- o Two (2) General Admission All-Access passes to events
- o Promotional Product Placement in registration bags
- o Reserved Seating at General Sessions & Events
- o Four (4) Exclusive Invitations to the VIP & Sponsorship Reception
- o Banner placement on R.H. Boyd website

Bronze and Community Levels

SPONSORSHIP OPPORTUNITIES

Bronze Level: $5,000

- o Exhibitor Hall tables to display company products/services
- o Company Branding on Congress materials
- o Social Media post to highlight your company
- o Two (2) General Admission All-Access passes to events
- o Promotional Product Placement in registration bags
- o Reserved Seating at General Sessions & Events
- o Two (2) exclusive Invitations to the VIP & Sponsorship Reception

Community Partner: $2,500

- o Two General Admission All-Access passes to events
- o Promotional Product Placement in registration bags
- o Reserved Seating at General Sessions & Events
- o Two (2) Exclusive Invitations to the VIP & Sponsorship Reception
- o Social Media post to highlight your company

Fellowship
WITH CHRIST
THE POWER OF SPONSORSHIP
NATIONAL BAPTIST CONGRESS
SINCE 1906
"A SCHOOL OF METHODS FOR CHRISTIAN TEACHING"
R.H. Boyd Publishing
A GLOBAL NAME IN PUBLISHING FOR OVER 100 YEARS
A R.H. Boyd company

THE *Power* OF SPONSORSHIP

Be a part of one of the most historic and most attended Christian education and fellowship conferences in the country. The 2019 National Baptist Congress will be a dynamic event which features national keynote speakers, musical talent, drill teams, national performers, an oratorical competition, scholarship awards and community service projects presented in the heart of Charlotte, North Carolina. Become a sponsor today!

All National Baptist Congress sponsors have face-to-face activation opportunities and access to exceptional promotional strategies that utilize print, large screens and current social media platforms to reach our highly sought after Christian audience and active consumers. Our goal is to create an atmosphere where sponsors exceed their promotional objectives and thrive!

AFRICAN AMERICAN BUYING POWER

SOURCE: "AFRICAN AMERICAN CONSUMER: THE UNTOLD STORY" BY NIELSEN

o With a buying power of nearly $1 trillion annually, if African Americans were a country, they'd be the 16th largest country in the world.

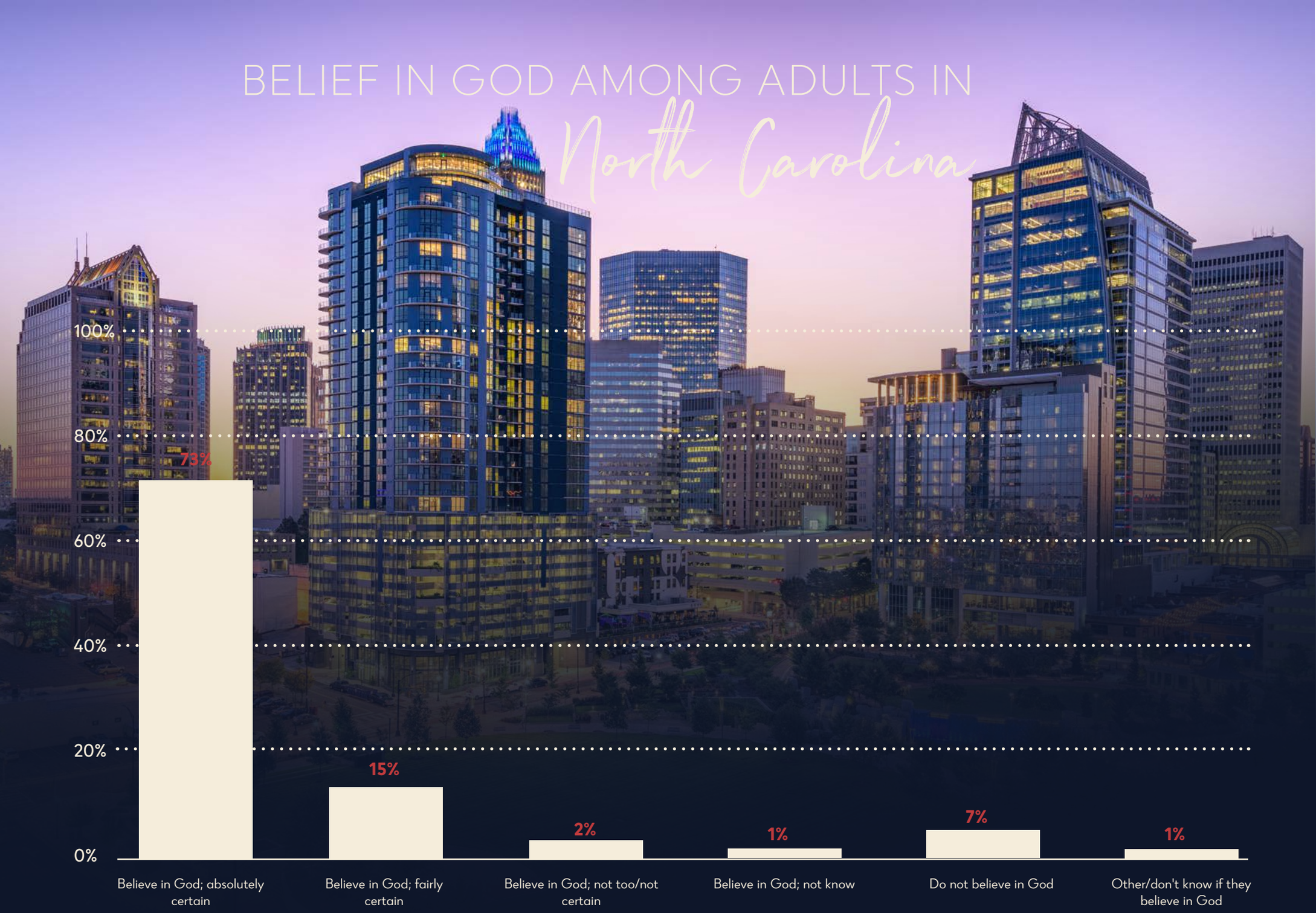
o African Americans with household incomes of $100,000+ surpasses other groups at higher percentage rates and that group spends 32% more on books at book stores around the country. National Baptist Congress customers make up a large percentage of these household incomes.

o The number of African-American households earning $75,000 or higher grew by almost 64%, a rate close to 12% greater than the change in the overall population's earning between 2000 and 2009. This continued growth in affluence, social influence and household income will continue to impact the community's economic power.

The National Baptist Congress will afford your company the ability to connect and present your product to a Christian African-American consumer market that has a buying power of over $1M.

NIELSEN.COM

BELIEF IN GOD AMONG ADULTS IN *North Carolina*



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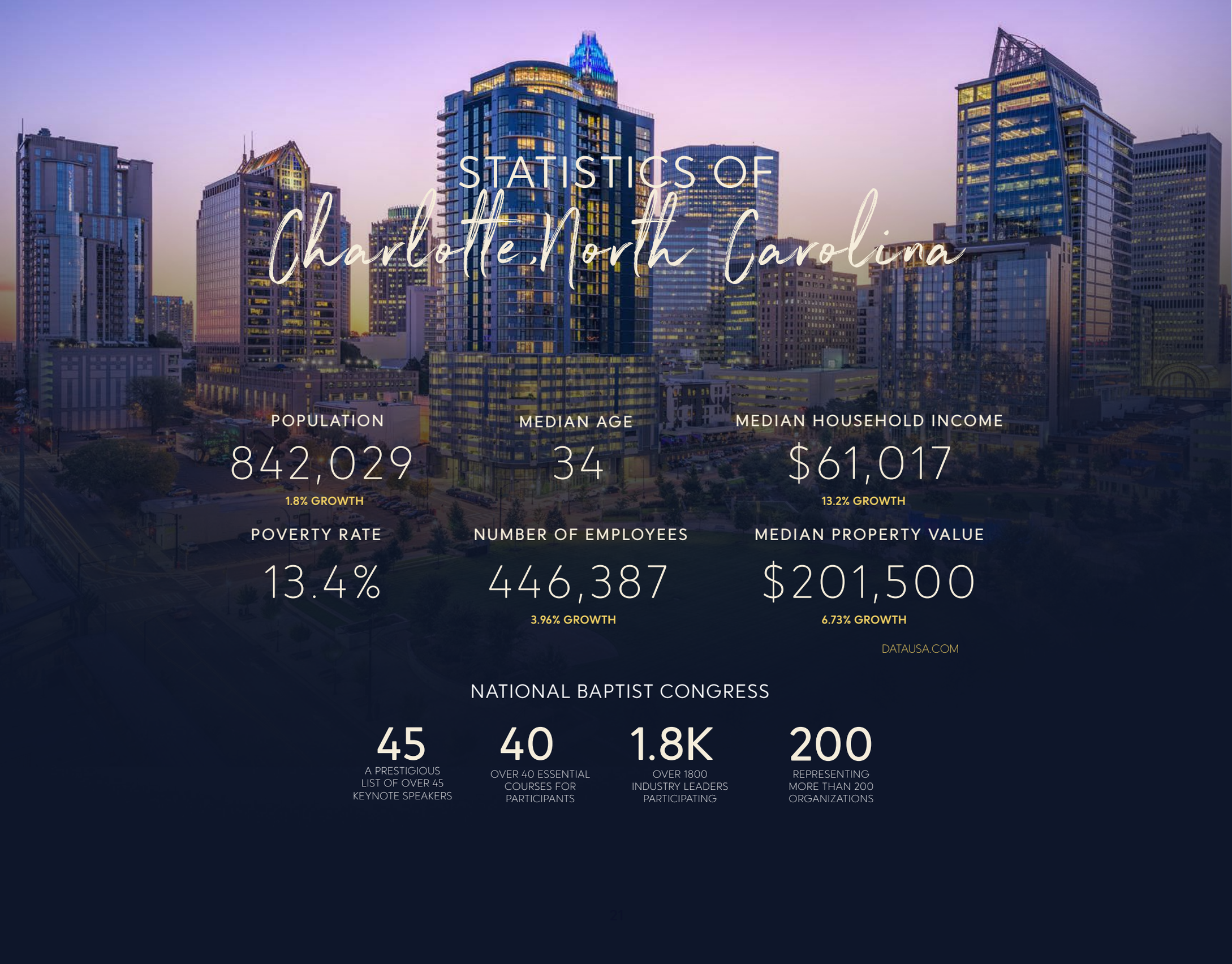

STATISTICS OF *Charlotte, North Carolina*

POPULATION

842,029

1.8% GROWTH

MEDIAN AGE

34

MEDIAN HOUSEHOLD INCOME

$61,017

13.2% GROWTH

POVERTY RATE

13.4%

NUMBER OF EMPLOYEES

446,387

3.96% GROWTH

MEDIAN PROPERTY VALUE

$201,500

6.73% GROWTH

DATAUSA.COM

NATIONAL BAPTIST CONGRESS

45
A PRESTIGIOUS LIST OF OVER 45 KEYNOTE SPEAKERS

40
OVER 40 ESSENTIAL COURSES FOR PARTICIPANTS

1.8K
OVER 1800 INDUSTRY LEADERS PARTICIPATING

200
REPRESENTING MORE THAN 200 ORGANIZATIONS

Endowment *Fund*

The R. H. Boyd Family Endowment Fund serves as a living memorial to Dr. R. H. Boyd, founder of the National Baptist Publishing Board, now known as R.H. Boyd Publishing Corporation, as well as the National Baptist Congress. The fund serves as a vehicle through which the R.H. Boyd Company puts resources back into the community in a positive and helpful way and encourages churches, organizations, and deserving students to attain goals and standards for the betterment of the total community. The purpose of our scholarships and grants is to promote knowledge and participation in the African-American heritage and the African-American culture of students, as well as increase the number of minority graduate degree holders in certain fields of study. Donations from the National Baptist Congress and offerings support the scholarship programs.

R. H. Boyd Family Endowment Fund Boyd Undergraduate Scholarship

This scholarship is for high school seniors seeking to matriculate at a four-year accredited college or university. The student must have at least a 3.2 grade point average (or B average) on his or her high school transcript, and this average must be maintained throughout his or her matriculation in an accredited college or university. This scholarship is granted to African-American students interested in attending an accredited four-year institution of higher learning, majoring in the fields of finance, business administration, journalism, theology/religion, or any major approved by the R. H. Boyd Family Endowment Fund.

R. H. Boyd Family Endowment Fund Boyd Undergraduate Scholarship for Fisk University

The R.H. Boyd Company is proud to announce a special scholarship for $5,000 for a rising Junior or Senior for the 2018-19 academic year at Fisk University. The recipient will receive the designation as a Boyd Scholar. R.H. Boyd and Fisk University share a long, proud, and rich history in the Nashville community, and this partnership is reflective of the enduring legacy of both institutions. Applicant must major in finance, business administration, journalism, theology, history, English, or computer science while matriculating at Fisk University. These majors have been chosen because they support the business functions and mission of R.H. Boyd. This scholarship will continue for the 2019-2020 academic year.

R. H. Boyd Family Endowment Fund Boyd Fellow

Through R.H. Boyd Publishing Corporation, the R. H. Boyd Family Endowment Fund has established the Graduate Fellowship Program, which will award graduate Boyd Fellowships to African-American students pursuing a master's or doctoral degree in the fields of finance, business administration, journalism, theology/religion, or any major as approved by the R. H. Boyd Family Endowment Fund.

R. H. Boyd Family Endowment Fund Boyd Employee Scholarship

Through R.H. Boyd Publishing Corporation, the R. H. Boyd Family Endowment Fund has established the Employee Scholarship Program, which will award scholarships to employees in the fields that are related to the work of our company and that will enhance the overall effectiveness of our various divisions, especially in the areas of finance, marketing, business administration, journalism, and theology/religion.

R. H. Boyd Family Endowment Fund Boyd Grant

The R. H. Boyd Family Endowment Fund Grant encourages churches and organizations to improve their communities through providing financial resources to fund projects and programs. Potential Grant awarders must prove that the proposed project or program will have a positive impact on society, faith community, families, or individuals. Attainable goals must be outlined, as well a thorough budget and description of the usage of Grant monies.

SPONSORSHIP COMMITMENT

We are proud to make a commitment to financial and/or in-kind sponsorship of the National Baptist Congress 2019 at the level selected below.

Sponsorship Opportunities:

☐ Praise and Laughs Gospel Show	$10,000
☐ Youth Congress (800 youth 5-21) - Children, youth and young adults	$10,000
☐ Faith Leaders Luncheon	$5,000
☐ Women of Wisdom Luncheon	$5,000
☐ VIP Reception	$5,000

Sponsorship Levels:

☐ Platinum Level	$40,000
☐ Gold Level	$20,000
☐ Silver Level	$10,000
☐ Bronze Level	$5,000
☐ Community Level	$2,500

Exhibitors:

☐ Regular Rate for 10 x 10 Booth	$395

Program Guide Advertisement:

☐ Inside Back Cover	$1,000
☐ Full Page	$750
☐ Half Page	$500
☐ Quarter Page	$400

☐ OTHER (TOTAL $0_____)

Sponsor a Group of Attendees to Congress

• National Baptist Congress Group Package-
10 Attendees $1,500

Package Includes:

- Registration Fee for 10 Attendees $900 value
- Group Meal Gift Card $300 value
- 10 T-shirts

☐ 10 Attendees $1,500

Endowment Funds:

☐ R. H. Boyd Undergraduate Scholarship
☐ R. H. Boyd Fisk University Scholarship
☐ R. H. Boyd Fellow Scholarship
☐ R. H. Boyd Employee Scholarship
☐ R. H. Boyd Grant Scholarship

☐ $25,000
☐ $10,000
☐ $5,000
☐ $2,500
☐ $1,000

☐ OTHER (TOTAL $0_____)

CUSTOM SPONSORSHIPS ARE AVAILABLE

Just tell us what you are hoping to accomplish with your presence at the events along with your budget. We will work with you in creating a sponsorship just for you.

FOR MORE INFORMATION CONTACT

Winsor Barbee at
publicrelations@rhboyd.com
or
Catherine Tyler, Marketing Director
marketingdirector@rhboyd.com

STAY CONNECTED

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Thank You