

UNITED CHURCH OF CHRIST

About General Synod 2015



ABOUT THE UNITED CHURCH OF CHRIST

The United Church of Christ — and its more than 5,100 congregations from around the country and nearly 1 million members — extends an extravagant welcome to all, so “that [we] may all be one” (John 17:21).

ABOUT GENERAL SYNOD 2015

In June 2015, thousands from across the country will gather for the United Church of Christ’s biennial General Synod in Cleveland, Ohio — the birthplace of the United Church of Christ.

At General Synod 2015, delegates will discern resolutions of witness, church structure, and function. And delegates and visitors alike will stand up for issues that demand a faithful witness, join together in worship each day to lift up a Stillspeaking God, and participate in local community service projects.

ABOUT THE THEME

At General Synod 2015, held June 26 - 30, 2015, participants will lift up all of the “Unexpected Places” we find (and hear) God, the unexpected places where we find church, and all of the unexpected places where we find the United Church of Christ lifting up its prophetic witness in the world.



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UNITED CHURCH OF CHRIST GENERAL SYNOD

Become an Event Sponsor

MORE THAN A CHURCH MEETING

The United Church of Christ (UCC) General Synod — to be held June 26-30, 2015 at the Cleveland Convention Center, just steps away from where the UCC was founded in 1957 — provides an opportunity to extend an extravagant welcome and faith witness to the more than 3,500 General Synod attendees from across the country.

We will engage in service and mission with the local Cleveland community — an area with the third highest level of childhood poverty in the nation — and create sustaining programs to impact literacy and poverty rates in communities throughout the state of Ohio and beyond.

BECOME A SPONSOR OF THE 5-DAY EVENT

General Synod relies heavily on the generous contributions of organizations, individuals, churches, affiliated and associated ministries, Associations, and Conferences to support not only the General Synod event, but also the faith witness to the local host community. General Synod costs more than \$1.5 million to produce, with a large portion supported through Our Church's Wider Mission and registration fees; however, we still need philanthropic support to fully cover the expenses of volunteers, service projects, and other event expenses.

SPONSORSHIP LEVELS

Platinum (\$25,000+)

Gold (\$15,000+)

Silver (\$10,000+)

Bronze (\$5,000+)

Pearl (\$2,500+)

For a full listing of sponsorship levels and benefits, please see the enclosed chart.



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Sponsorship Levels & Benefits

	Platinum	Gold	Silver	Bronze	Pearl
SPONSORSHIP LEVELS & BENEFITS	\$25,000+	\$15,000+	\$10,000+	\$5,000+	\$2,500
30-second video played during plenary session	X	-	-	-	-
Stuffer in registration bags	X	-	-	-	-
Pre-Gala, invitation-only, VIP reception and celebrity meet-and-greet	3 tickets	2 tickets	2 tickets	1 ticket	-
Recognition on event staff and volunteer t-shirts	Logo	-	-	-	-
Gala tickets to A Place Like This (Saturday, June 27) including dinner and celebrity keynote address	2 VIP Tables (8 seats each)	1 VIP Table (8 seats)	1 Table (8 seats)	1 Table (8 seats)	1 Table (8 seats)
Logo on program book cover	Front & Back	Front & Back	Back	Back	-
Program book advertisement	Full page	Full page	Half page	Quarter page	Quarter page
Digital recognition during plenary breaks	Logo	Logo	Logo	Listing	-
Recognition on event site	Logo	Logo	Listing	Listing	Listing
Recognition in event daily e-newsletter	Logo	Listing	Listing	Listing	Listing
Signage throughout Convention Center	X	X	X	X	-
General Synod 30 Communion Set, handcrafted by Haitian artisans	X	X	X	-	-

Interested in becoming a sponsor of General Synod 2015?

Please contact Mary A. Paxton
 Associate Director, Campaigns, Appeals, and Events
 United Church of Christ
 (216) 736-2140 or paxtonm@ucc.org



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Literacy as a Missional Focus

30 MILLION PEOPLE IN THE U.S. CAN'T READ

Basic literacy — the ability to simply read — is a skill that more than 30 million people in the United States (14% of the country's population) don't possess (Source: National Assessment of Adult Literacy).

The U.S. is the only country in both North America and Europe where the current generation is less well-educated than previous generations.

Forty-three percent of adults at the lowest level of literacy live below the poverty line, as opposed to just 4 percent of those with the highest levels of literacy (Source: National Center for Educational Statistics). In fact, the U.S. is the only country in North America and Europe where the current generation is less well educated than the previous. (Source: Organization for Economic Cooperation and Development)

And the consequences of illiteracy are staggering. Consider this: two-thirds of students who cannot read proficiently by the end of fourth grade will end up in jail or on welfare. And more than 70 percent of America's inmates cannot read above a fourth grade level (Source: BegintoRead.com).

LITERACY AS A MISSIONAL FOCUS

At General Synod 2015, the United Church of Christ will call attention to literacy, and the unexpected places where we see the everyday direct impact of low literacy rates. As a complicated and broad social justice issue, literacy touches economic justice, gender inequality, criminal justice, public education, and racial justice issues.

General Synod 30 will be hosted in a city that knows the impact of illiteracy. One of every two adults has literacy skills below the minimum standard — a statistic unchanged since 1990. And three of every five area public schools are not meeting the state's minimum requirement for fourth grade reading proficiency (Source: Literacy Cooperative of Greater Cleveland).

One way Synod attendees can participate in this event-wide mission focus is through "One Church. One City." — an afternoon of service projects to assist the local community. Details are available at ucc.org/synod.

One of every two Cleveland residents has literacy skills below the minimum standard — a statistic that hasn't changed since 1990.



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UNITED CHURCH OF CHRIST GENERAL SYNOD

A Place Like This

DINNER & CELEBRITY KEYNOTE ADDRESS

Saturday, June 27, 2015

5 o'clock p.m.

Grand Ballroom, Cleveland Convention Center

On Saturday, June 27, 2015, the Ohio Conference of the United Church of Christ and the denomination's national setting will co-host a gala dinner and celebrity keynote address, "A Place Like This," to directly benefit local literacy programs within congregations of the Ohio Conference.

Dollars raised will be used to establish a robust and ongoing Reading Changes Lives grants program (managed by the Ohio Conference Council in partnership with the national setting of the UCC) to support new or existing literacy programs that work to increase literacy rates and connect literacy with other social justice issues. This grants program will be launched at the "A Place Like This" gala event at Synod, and grant applications will be made available to Ohio Conference congregations on July 1, 2015. Grants will be awarded in one-year, renewable terms for up to \$3,000.

Table packages are available through Synod sponsorship packages. Individual tickets are available for \$150 and include dinner and celebrity keynote address.



UNITED CHURCH OF CHRIST GENERAL SYNOD

Exhibitor Advertising & Sponsorship Opportunities

ABOUT GENERAL SYNOD 30

In late June 2015, thousands from across the country will gather for the denomination's General Synod 2015 in Cleveland, Ohio — the birthplace of the United Church of Christ. Together, we will discern resolutions of witness, church structure, and function. We will stand up for issues that demand a faithful witness. And we will join together in worship each day to lift up the Stillspeaking God.

UNEXPECTED PLACES

At General Synod 2015, held June 26-30, 2015, in Cleveland, Ohio, we will lift up all of the "Unexpected Places" we find (and hear) God, the unexpected places where we find church, and all of the unexpected places where we find the United Church of Christ lifting up its witness in the world.

PROGRAM BOOK ADVERTISING

Event program books are distributed to all registered delegates and visitors of General Synod. All listed advertising is black & white.

	PRICING	SPECIFICATIONS
Full-page display ad:	\$1,295	7.500"W x 10.00"H
Half-page display ad:	\$ 795	7.500"W x 4.875"H
Quarter page display ad:	\$ 395	3.625"W x 4.875"H

Camera-ready ads are due March 30. All ads must be submitted as high resolution PDFs (300 dpi).

Interested in General Synod advertising?

Please contact the United Church of Christ Office of Publishing, Identity and Communication at (216) 736-2196 or larkmanc@ucc.org.

EVENT SPONSORSHIP

Bronze (\$5,000+)

- Quarter-page advertisement in Synod program book with primary placement
- Sponsorship listing recognition on Synod website
- Signage in limited areas of the convention center during entire event
- 4 tickets to the Saturday night dinner Gala event

Silver Sponsor (\$10,000+)

- Digital recognition during plenary breaks
- Half-page advertisement in Synod program book with primary placement
- Sponsorship recognition on Synod website and promotional materials
- Listing in daily General Synod KYP (emailed to more than 50,000)
- Signage throughout convention center during entire event
- Logo on Synod program book back cover
- 1 Table (8 seats) at Saturday night dinner Gala event at Synod

Additional levels of sponsorship available.

Sponsorship commitments due April 1.

Interested in becoming a sponsor of General Synod 2015?

Please contact the United Church of Christ Office of Philanthropy and Stewardship at (216) 736-2140 or paxtonm@ucc.org.



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