

# SIEMPRE ADELANTE

KEEP MOVING FORWARD

## WHO ARE WE?

The Diocese of Fresno is one of the largest dioceses in the nation, covering over 35,000 square miles in an eight county area. Our 89 Parishes, 40 Missions, 9 Stations and 18 Catholic Schools serve a population of over 1 million Catholic faithful, out of a total population of about 2.7 million. The diocese boasts a rich multicultural and multi-ethnic population. Last year, workshops were offered in five different languages. We serve metropolitan, rural, agricultural, mountain and desert communities.

In 2017, our diocese celebrates 50 years as the Diocese of Fresno and the 29th year of continuing ministry formation throughout our diocese. It promises to be a great, joy filled year for the People of God in the Diocese of Fresno.

**ROMAN  
CATHOLIC**



**DIOCESE  
*of*  
FRESNO**

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**29th Annual Diocesan Congress  
Saturday, October 14, 2017**

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**Diocesan V Encuentro  
Sunday, October 15, 2017**

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**Visalia Convention Center**

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## OPPORTUNITIES FOR YOU

We offer opportunities to support us through sponsorship, advertising and/or exhibiting at this year's Congress. Your support of the Annual Diocesan Congress provides the opportunity to reach out to a new market. Parish leaders and Catholic faithful are always searching for products and services to assist them in their monumental task of serving children, youth and adults of the different parishes, schools, prisons, and farm worker camps.

In addition to our Annual Congress, the weekend will include our Diocesan Encuentro gathering. Delegates from our parishes will gather for sessions focusing on the future of ministry, especially within the Hispanic community. The delegates sent by parishes will be a combination of parish staff, lay leaders, and parishioners.

**SPONSORS ♦ EXHIBITORS ♦ ADVERTISERS**

## **PARTICIPANTS**

Our Annual Conference attracts Catholic educators, Lay Ministers, Catechists, Religious, Clergy, Chaplains, Directors of Religious Education Programs, and Youth Ministers. We anticipate about 1,600 people for this event and an added 1,000 to 1,200 for the following day at the Diocesan Encuentro. In total, we hope to have close to 3,000 people over the course of the weekend.

## **SPONSORSHIP**

Sponsorship provides a unique opportunity to show your organization's commitment to Catholic formation and Catholic youth. Sponsorship opens the doors to gain access to a highly influential group of ministers, teachers, and lay faithful in the Diocese of Fresno.

- ◆ Imagine reaching an expected target audience of 3,000 attendees
- ◆ Increase awareness of your organization and/or products and services
- ◆ Be recognized as a key supporter of the Diocese of Fresno, Diocesan Congress, and Diocesan Encuentro
- ◆ Have your organization's name and logo displayed in our Welcoming Video at the general gathering space throughout the weekend
- ◆ Demonstrate your organization's commitment to the Catholic Faith
- ◆ Achieve your goals with one of our sponsorship opportunities

## **INDIVIDUAL CONFERENCE SPONSORSHIP OPTIONS**

For companies and organizations wishing to target a specific day, materials, or social events during the conference, individual sponsorship provides an attractive option. That allows your organization to choose your desired level of involvement and exposure to attendees at the 2017 Diocesan Congress and Encuentro.

### **PLATINUM LEVEL PARTNER \$2,500**

- ◆ Level One - Exhibit Booth in Premier Location, Two (2) Days
- ◆ Full Page Color Advertisement in Congress Registration Booklet
- ◆ Full Page Color Advertisement in Conference Program Guide
- ◆ Special Thank You Recognition in Conference Program Guide Sponsor Listing
- ◆ Platinum Partner Recognition Signage in Registration Area and at Friday Evening Welcome Reception
- ◆ Platinum Partner Recognition Ribbons Displayed on Name Badge
- ◆ Recognition in Sponsor Video During Event
- ◆ Recognition on the Congress Registration Website with an Active Link to Your Website and Periodic Social Media Promotional Announcements
- ◆ Logo Displayed Prominently on Conference Tote Bags
- ◆ Corporate Marketing Item Insertion in Conference Tote Bags

### **LIGHTING AND SOUND PRODUCTION \$1,500 – \$3,000**

The amount of work that goes into technical production is amazing, from our own KNXT-TV personnel working with video screens, lights, to the Visalia Convention Center team putting up lights and providing service throughout both days, along with the professional sound company that is present throughout both days. Your company's name and logo will be prominently featured in the Exhibit Hall, where all general assemblies, liturgies, and Keynote Speaker presentations take place.

### **LITURGICAL SUPPLIES ANY AMOUNT UP TO \$2,000**

We work hard to transform the Exhibit Hall into a respectful, beautiful space for worship. Sponsorship of Liturgy includes flowers and other environment needs such as banners. Other liturgical supplies that might be needed include communion hosts and wine for the celebration.

### **CONFERENCE LANYARDS (2 AVAILABLE) WITH CORPORATE LOGO AND/OR ADVERTISEMENT**

As conference attendees are required to carry their name badges during all conference functions, the conference lanyard provides a unique exposure for your corporate identity such as your company's name, its logo, or web address. Preprinted Lanyards may be provided by your company to us. Or for your convenience they can be custom ordered to your specifications with the expenditure being offset by your donation. You will have complete control of the text on the conference lanyard.

### **CONFERENCE AUDIO VISUALS \$1,200**

Many of our speakers require Audio Visual support such as projectors, screens, audio equipment and internet access. Your sponsorship will support the technological needs of our speakers and for the large gathering spaces. Your company's name and logo will be prominently featured in the rooms offering technology.

### **GOLD LEVEL PARTNER \$1,500**

- ◆ Level One - Exhibit Booth in Premier Location , Two (2) Days
- ◆ Half Page Color Advertisement Congress Registration Booklet
- ◆ Full Page Color Advertisement in Conference Program Guide
- ◆ Special Thank You Recognition in Conference Program Guide Sponsor Listing
- ◆ Gold Partner Recognition Signage in Registration Area and at Friday Evening Welcome Reception
- ◆ Gold Partner Recognition Ribbons Displayed on Name Badge
- ◆ Recognition in Sponsor Video During Event
- ◆ Recognition on the Congress Registration Website with an Active Link to Your Website and Periodic Social Media Promotional Announcements
- ◆ Logo Displayed Prominently on Conference Tote Bags
- ◆ Corporate Marketing Item Insertion in Conference Tote Bags

### **CONFERENCE WELCOME RECEPTION (1 AVAILABLE) \$1,000**

The Conference Welcome Reception takes place Friday evening. This is an excellent opportunity to partner with the Office of Formation and Evangelization as a donor. This reception is offered as a “thank you” reception for all exhibitors, sponsors, and speakers. Your company may invite representatives to attend the reception. As a donor, your company’s name and logo will be prominently featured in the reception room.

### **CONFERENCE TOTE BAGS (2 AVAILABLE) — \$1,000**

This sponsorship ensures that your company’s name stands out not only at the time of the Conference but also long after the event. Your logo is featured more prominently than other sponsors on the attendee bags along with the Conference logo. The conference bags are distributed to each conference attendee.

### **CONFERENCE SPEAKER HOSPITALITY \$800**

Host the Conference Hospitality Room that provides breakfast, lunch and snacks for our speakers. As a sponsor, your company’s name and logo will be prominently displayed in the hospitality room.

### **CONFERENCE SPEAKERS**

Publishing companies can sponsor speakers by supporting speaker expenses such as speaker fees, travel, and/or lodging. Please contact us ASAP with suggested names. Businesses and institutions may also sponsor speaker expenses. The Office of Formation and Evangelization must approve all speakers.

### **CONFERENCE STAFF T-SHIRTS \$800**

For direct one-to-one exposure with after-event visibility, this sponsorship offers a unique and collectable way of ensuring your company’s logo is seen long after the Conference. A shirt will be given to the Staff and Conference Coordinators and available for purchase for volunteers. They will be worn and highly visible throughout the weekend. T-shirts are also available for purchase by participants.

## **SILVER LEVEL PARTNER \$1,000**

- ◆ Level Two - Exhibit Booth in Premier Location, Two (2) Days
- ◆ Half Page Black and White Advertisement in Congress Registration Booklet
- ◆ Half Page Black and White Advertisement in Conference Program Guide
- ◆ Special Thank You Recognition in Conference Program Guide Sponsor Listing
- ◆ Silver Partner Recognition Signage in Registration Area and at Friday Evening Welcome Reception
- ◆ Silver Partner Recognition Ribbons Displayed on Name Badge
- ◆ Recognition in Sponsor Video During Event
- ◆ Recognition on the Congress Registration Website with an Active Link to Your Website and Periodic Social Media Promotional Announcements
- ◆ Logo Displayed Prominently on Conference Tote Bags
- ◆ Corporate Marketing Item Insertion in Conference Tote Bags

## SCHOLARSHIPS

Please consider donating towards Congress or Encuentro scholarships. Many attendees receive full or partial scholarships to attend our annual Diocesan Congress. Many youth, migrant workers, volunteers, catechists and ministers depend on these donations to attend.

## DONATIONS FROM FRIENDS OF CONGRESS AND ENCUESTRO (ANY AMOUNT WELCOME)

Not sure where you can best help? Any donation is welcome and it will go to the general expenses of Congress or Encuentro!

## ADVERTISE

We invite you to advertise in our Registration Booklet or Program Guide. Our Registration Booklet, with a circulation of over 6,000, will also be available on our Diocesan Website. Last year over 3,000 Catholics participated in Congress and Youth Day. By advertising, you can optimize your visibility and take advantage of this growing audience!

### 2017 Registration Booklet or Program Guide Advertisement Rates (8.5 x 11)

SIZE	BLACK & WHITE	COLOR
Full Page	\$300	\$500
Half Page	\$150	\$300
Quarter Page	\$75	\$150
Business Card	\$40	N/A

## EXHIBITOR PACKAGES

### LEVEL ONE (8 AVAILABLE): ONE DAY \$475 TWO DAYS \$675

- ◆ Deluxe 20'x10' Booth, Two tables with Cloth Skirts and Linens in the Registration or Plaza Lobby (space for own stands / racks)
- ◆ Four chairs, Pipe and Drape
- ◆ Electrical Outlet Included
- ◆ Morning hospitality and Two Boxed Lunches
- ◆ Basic Sign with Exhibitor's Name and Booth Number
- ◆ Company Name Listed in Program Guide

### LEVEL TWO (5 AVAILABLE): ONE DAY \$325 TWO DAYS \$475

- ◆ Deluxe 10'x10' Booth, One Table with Cloth Skirt and Linen in the Registration or Plaza Lobby
- ◆ Two chairs, Pipe and Drape,
- ◆ Morning hospitality and One Boxed Lunch
- ◆ Basic Sign with Exhibitor's Name and Booth Number
- ◆ Company Name Listed in Program Guide

### LEVEL THREE: ONE DAY \$225 TWO DAYS \$375

- ◆ One Table with Cloth Skirt and Linen in the Ballroom Lobby or Exhibit Lobby
- ◆ Two chairs, Pipe and Drape (No electrical outlet available)
- ◆ Morning hospitality and One Boxed Lunch
- ◆ Basic Sign with Exhibitor's Name and Booth Number
- ◆ Company Name Listed in Program Guide

## **EXHIBITING AT CONGRESS AND ENCUESTRO**

The exhibit area is located in the various lobbies throughout the Visalia Convention Center. All lobbies receive a great deal of foot traffic during the event, but some lobbies are optimum as they are located in areas next to an entrance or the Exhibit Hall (where Liturgies and the Keynote will take place). Pricing is based on location and size of booth. All packages include a special wine and cheese social on Friday evening.

### **ADDITIONAL EXHIBITOR INFORMATION:**

Booth assignments are made on the basis of seniority and on a first-come, first-serve basis. All applications must be received by August 31, 2017 to be included in the Program Guide. Exhibitors who have participated in the Diocese of Fresno Diocesan Congress for many years are encouraged to submit their applications promptly if they wish to receive seniority preference. Exhibitor schedules will be posted on our website in late spring.

**Please note that extra tables or tablecloths may not be brought into the Convention Center. All tables and tablecloths are provided by the Convention Center. Extra tables are available with a fee and must be requested by October 10, 2017.**

#### **\*VENDOR PERMIT:**

*The City of Visalia requires a Vendor Permit. We collect payment and submit names to the Visalia Convention Center who then submits them to the City of Visalia. Non-Profit 501 (C) (3) organizations, financial or educational institutions are exempt.*

## **CONTACT US**

### **FOR THE MOST CURRENT INFORMATION, SEE OUR WEBSITE:**

**[www.dioceseoffresno.org/congress](http://www.dioceseoffresno.org/congress)**

Electronic copies of this brochure and all forms are located at the Diocese of Fresno website.

### **IF YOU HAVE QUESTIONS ABOUT THE CONFERENCE PLEASE CONTACT**

**Diocese of Fresno – Office of Formation and Evangelization  
(559) 488-7474**

### **FOR EXHIBITOR INFORMATION CONTACT:**

**Rosie Hernandez  
(559) 488-7474, extension 101  
rhernandez@dioceseoffresno.org**

### **FOR ADVERTISEMENTS OR SPONSORSHIP CONTACT:**

**Rosie Hernandez  
(559) 488-7474, extension 101  
rhernandez@dioceseoffresno.org**