

seek²²

Dec 30–Jan 3 | Salt Lake City



Sponsorship Opportunities



seek.focus.org/sponsor-registration | sponsorships@focus.org

Join us for



...one of the most highly-anticipated
Catholic conferences of the year!

Be a part of the SEEK experience in a special way. Our team has been building strategic sponsorship opportunities so you can give attendees the chance to learn more about your mission while supporting a worthy, mission-driven event.

Connect with tens of thousands of people, including college students, parishioners, campus chaplains, FOCUS missionaries and alumni from across the world.

Join our sponsorship community and help your organization reach this next generation of Catholics!



**We valued our time at FOCUS
as a conference sponsor.**

The sponsorship gave [our organization] a unique opportunity to showcase our new young adult Bible studies and personally interact with the audience for whom this Bible study was created. The instant feedback was overwhelmingly positive and provided tremendous momentum for our new offering. Our brand recognition for this generation has now been established!"

—KATHLEEN SWANSON, WALKING WITH PURPOSE



Engage Your Audience

Sponsorship opportunities at FOCUS conferences are an effective way to put your organization in the spotlight especially to Gen-Z and millennials. Because FOCUS conferences generate national attention, your organization's reach will stretch far beyond the conference site. Today's generations make up 40% of all consumers. Build relationships and get your organization noticed by the people with whom you most want to connect – the future leaders of our Church and our society.

FOCUS currently has a social media audience of nearly 200,000 individuals and has had 5.7 million minutes watched from the last two conferences!

The FOCUS Impact



179,880
social media fans

(Instagram, Twitter,
Facebook, LinkedIn)



15,760,980
impressions









































(# of times content was
viewed on social media)



661,320
engagements

(# of user interaction
with content – likes,
shares, etc.)

SEEK22 Sponsorship Packages

	Digital	Walking	Booth	Equipped	Inspired	Premier: Event	Premier: Official	Premier: Partner
Regular Price	\$1,000	\$1,500	\$3,500	\$6,000	\$8,000	\$12,000-24,999	\$25,000-39,999	\$40,000+
Religious Order Price			\$1,500	\$4,000				
Sponsor of the Day								
Sponsor of the Day – Half Day, 2 available							 ** (optional)	
Logo on All Attendee SEEK Emails								
Logo on SEEK Main Webpage								
Keynote Video (Max of 90 seconds)								
Concurrent or Impact Video (Max of 90 seconds)								
Build your own custom package								
Lead Generation Scanner***								
Breakout Session – Lunch or Dinner					 *			
Impact Session Sponsor – Video & Shout-Out from Emcee					 *			
Countdown Video – Top Impact or Digital Audience (Max of 60 seconds)					 *			
Booth Size (Booth level and above)			10'x10'	10'x20'	10'x20'	10'x20'	20'x20'	20'x20'
Sponsor Passes		1	2	4	4	6	6	6
Logo & Link on SEEK Conference Sponsors Webpage								
Profile on Digital SEEK Platform								
6 Months of Access to SEEK Content on Digital Platform								

*Select 1 of the 3 starred options to include in an Inspired Package.

**Sponsor of the day: half day — only two available.

***Lead Generation Scanners are available to all sponsors for an additional fee.

[Register Now](#)



How to Build Your Package: **Additional Premier Sponsorship Opportunities**

- For all packages at the Premier level, you can add any of the following benefits to the base price. The base price includes all “checked” items on the previous page.
 - Base price for Event: \$12,000
 - Base price for Official: \$15,000 or \$25,000 if “Sponsor of the Day: Half Day” is selected
 - Base price for Partner: \$35,000
- To be considered an “Official” sponsor, you must either select the “Sponsor of the Day: Half Day” option or add other additional benefits from the list below to add up to minimum of \$25,000.
- To be considered a “Partner” sponsor, you must add at least \$5,000 in benefits from the list below to add up to a minimum of \$40,000.

Sponsor of the Day includes the following benefits:

- Logo on Name badge (1) or logo on Registration Bag (2) —selection based on availability when registering
- Logo on program front cover
- Keynote video on day of sponsorship (max 60 – 90 seconds)
- Mainstage emcee shares 15-second mention during keynote session
- Logo to appear during streamed keynote to remote audience
- Priority listing and messaging on digital platform
- Included as “Sponsor of the Day” in daily communication to all participants
- Logo on all attendee SEEK emails
- Interactive on-site photo mosaic experience in a high-traffic area of the convention center (see [BoothTube](#) for example)

Sponsor of the Day - Half Day includes the following benefits:

- Logo on program inside front cover
- Keynote video on day of sponsorship (max 60 – 90 seconds)
- Mainstage emcee shares 15-second mention during keynote session
- Logo to appear during streamed keynote to remote audience
- Priority listing and messaging on digital platform
- Included as “Sponsor of the Day” in daily communication to all participants

Additional Premier Sponsorship Opportunities

Mobile App Push Notification During Conference (10 available): \$1,000

This can be a great tool to remind people to pick up your giveaways at your booth or to come and see your breakout session.

Breakout Session – Lunch or Dinner (6 available): \$2,500

Use this breakout session for a presentation of your choice with a thought-provoking title, perhaps explaining a hot topic relevant to the audience while incorporating your unique perspective. We encourage incorporating a fun activity for audience participation. (Rental of audio equipment for programming included; visual technology and food/beverage available for an extra fee.)

Impact Session Sponsor – Logo & Shoutout from Emcee (30 available): \$2,500

Attendees will select a few impact sessions to attend each afternoon. At these topic-specific sessions, the emcee will share for 15 seconds about your organization. Your logo will be on room signage and, if the talk is streamed, it will appear as an on-screen graphic a few times during the talk while it is streamed on our digital platform.

Countdown Video – for Top Impact session or Remote Audience (10 available): \$2,500

Play your 60-second video in front of the audience prior to the talk at one of our most highly anticipated impact sessions (rooms often fill ~10 minutes before the talk begins) or before the impact session on the digital platform.

Social Media Post (6 available): \$3,000

Our ever-growing social media platforms will allow your message to be shared by thousands online. Work with our social media manager to develop fun, experiential content for our audience.

Email Marketing Message – Email Pre- or Post-Conference (6 available): \$3,500

Craft an email alongside our marketing team to create buzz to draw the audience to an activity you are doing at conference or use it to recap fun highlights from SEEK22 and how attendees can get involved with you on an ongoing basis.

All-Staff Gathering Sponsor (1 available): \$4,000

Play your 60-second video in front of all FOCUS staff during our meeting with a 15-second mention from the emcee to highlight your organization to our staff.

Media Feed/Podcast Booth (1 available): \$7,000

As an exclusive sponsor of this frequented event location, the podcast booth will be presented by you with co-branding on the booth. The unique engagement will draw attendees and make an experiential impression.

Entertainment Sponsor (2 available): \$7,500

This is an ideal way to brand yourself alongside a fun and exciting event. You will work with our Events team to make sure it integrates well with the event while bringing you optimal exposure. (Includes logo on static and digital signage, mention from main stage).

MMD Track Experience Presenting Sponsor (1 available): \$10,000

Your exclusive sponsorship of the Making Missionary Disciples Track for the entire event will give you an opportunity for special visibility and messaging to this highly sought audience: FOCUS alumni, parishioners, campus ministers and benefactors. This audience will make up about 25% of the conference. Use the un-manned table in the hospitality area to direct people to your booth in addition to presenting your materials. Use the sampling ability to get one of your branding pieces in the hands of an influential audience. Includes: Logo on MMD print & digital signage, MMD hospitality room (naming rights, branding abilities, un-manned table), MMD reception (45-second video, sampling ability & emcee thank you from stage).

Hub Lounge Sponsorship (1 available): \$13,000

The Hub Lounge is one of the most visible locations of our conference. It's an engaging space that features entertainment and a place for attendees to relax. Have your brand associated with this hip, fun destination (includes naming rights, branding opportunities).

Other creative ideas?

Please reach out to our Sponsorship team if you have other creative sponsorship ideas you'd like to explore as part of your SEEK22 Premier Sponsorship package: (Morgan Rolfes, morgan.rolfes@focus.org).

Deposits

Each sponsor will need to put down an initial deposit of 20%, and full payment will be due within 60 days after choosing your level. This initial deposit will register you but not guarantee the package you desire. Due to the value of our limited benefits offered at the Premier level, we cannot promise to reserve a benefit for more than 60 days without payment. Once an agreed upon package is established, we will need the 20% deposit within 24 hours.

[Register Now](#)

Questions?

Please reach out to our team at sponsorships@focus.org

