

THE SOUTHERN BAPTIST
SBCMC
CHURCH MUSIC CONFERENCE

2027
SPONSORSHIP AND EXHIBIT
GUIDE

CONFERENCE DATES
APRIL 11-14
BIRMINGHAM, ALABAMA

THE SOUTHERN BAPTIST
SBCMC
CHURCH MUSIC CONFERENCE

SPONSORSHIP OPPORTUNITIES

As a Southern Baptist Church Music Conference sponsor, you will have the opportunity to connect, interact, and network with ministry leaders from around the country. It truly will be an opportunity for you to display your organization and hopefully further the gospel through connections you make during the conference.

We invite you to explore the sponsorship packages outlined in this booklet. These options are flexible, and we are happy to tailor a sponsorship package to meet the needs of your company or ministry. We look forward to partnering with you.

EXHIBIT SPACE

PACKAGE A: \$2,500

- 10 ft. x 10 ft. exhibit space
- 8 ft. table and 2 chairs
- Power strip (By Request Only)
- 2 Representative Badges Only (indicating you are a sponsor of the conference)
- Full-page ad featured in our conference booklet
- Promotional handout in welcome bag
- Website link on SBCMC site for 1 year
- 2 catered lunches for your 2 representatives (Monday and Tuesday)
- Complimentary snacks, water, and coffee (Monday and Tuesday)
- Sponsorship graphic displayed before and after all events

PACKAGE B: \$1,500

- 10 ft. x 6 ft. exhibit space
- 8 ft. table and 2 chairs
- Power strip (By Request Only)
- 2 Representative Badges Only (indicating you are a sponsor of the conference)
- Full-page ad featured in our conference booklet
- Promotional handout in welcome bag
- Website link on the SBCMC site for 1 year
- 2 catered lunches for your 2 representatives (Monday and Tuesday)
- Complimentary snacks, water, and coffee (Monday and Tuesday)
- Advertisement displayed in lobby areas and on TVs around campus

PACKAGE C: \$1,000

- 10 ft. x 4 ft. exhibit space
- 8 ft. table and 2 chairs
- Power strip (By Request Only)
- 2 Representative Badges Only (indicating you are a sponsor of the conference)
- Full-page ad featured in our conference booklet
- Promotional handout in welcome bag
- Website link on the SBCMC site for 1 year
- 2 catered lunches for your 2 representatives (Monday and Tuesday)
- Complimentary snacks, water, and coffee (Monday and Tuesday)
- Advertisement displayed in lobby areas and on TVs around campus

EXHIBIT SPACE

PACKAGE D: \$750

- 10 ft. x 4 ft. exhibit space
- 8 ft. table and 2 chairs
- Power strip (By Request Only)
- 2 Representative Badges Only (indicating you are a sponsor of the conference)
- Full-page ad featured in our conference booklet
- Promotional handout in welcome bag
- Website link on the SBCMC site for 1 year
- 2 catered lunches for your 2 representatives (Monday and Tuesday)
- Complimentary snacks, water, and coffee (Monday and Tuesday)

EXHIBIT SPACE ONLY: \$500

- 10 ft. x 4 ft. exhibit space
- 8 ft. table and 2 chairs
- Power strip (By Request Only)
- 2 Representative Badges Only (indicating you are a sponsor of the conference)
- 2 catered lunches for your 2 representatives (Monday and Tuesday)
- Complimentary snacks, water, and coffee (Monday and Tuesday)

OPTIONAL UPGRADE: DOUBLE EXHIBIT SPACE

- Package A - \$2,000
- Package B - \$1,500

CONFERENCE FOOD SPONSORSHIP OPPORTUNITIES

Showcase your organization while supporting one of the most appreciated aspects of the conference—**meals and refreshments!** Each sponsorship includes valuable promotional exposure throughout the event.

SNACK AREA SPONSORSHIP: \$5 PER PERSON, PER DAY

Available: Monday, Tuesday, and Wednesday

Provide complimentary snacks, water, and coffee each day in a high-traffic area. Sponsor this space to gain prime visibility with attendees.

Includes:

- Advertising your business/ministry at the snack area
- Graphic displayed before and after main sessions
- Listing as a sponsor featured in our conference booklet
- Promotional handout included in the welcome bag
- Website link on the SBCMC site for 1 year
- Social Media listing as a sponsor with link or 1 sentence advertisement

BREAKFAST AREA SPONSORSHIP: \$3 PER PERSON, PER DAY

Available: Monday, Tuesday, and Wednesday

Offer a grab-and-go breakfast with water and coffee. Sponsor this morning touchpoint to start attendees' day with your message.

Includes:

- Advertising your business/ministry at the breakfast area
- Graphic displayed before and after main sessions
- Listing as a sponsor featured in our conference booklet
- Promotional handout included in the welcome bag
- Website link on the SBCMC site for 1 year
- Social Media listing as a sponsor with link or 1 sentence advertisement

LUNCH SPONSORSHIP, MONDAY: \$12 PER PERSON

Includes:

- Advertisement displayed on TVs during lunch
- Opportunity for a 5-minute video or live presentation during lunch
- Graphic displayed before and after main sessions
- Promotional materials on our lunch tables
- Listing as a sponsor featured in our conference booklet
- Promotional handout included in the welcome bag
- Website link on the SBCMC site for 1 year
- Social Media listing as a sponsor with link or 1 sentence advertisement

Lunch sponsorship can be divided among up to 4 sponsors.

CONFERENCE FOOD SPONSORSHIP OPPORTUNITIES

LUNCH SPONSORSHIP, TUESDAY: \$12 PER PERSON

Includes:

- Advertisement shown on TVs during lunch
- Opportunity for a 5-minute video or live presentation during lunch
- Graphic displayed before and after main sessions
- Promotional materials on our lunch tables
- Listing as a sponsor featured in our conference booklet
- Promotional handouts included in the welcome bag
- Website link on the SBCMC site for 1 year
- Social Media listing as a sponsor with link or 1 sentence advertisement

Lunch sponsorship can be divided among up to 4 sponsors.

DESSERT FELLOWSHIP SPONSORSHIP: \$5 PER PERSON

Includes:

- Recognition and graphic display during the evening concert by the host
- Graphic displayed before and after main sessions
- Promotional materials on our fellowship tables
- Listing as a sponsor featured in our conference booklet
- Promotional handouts included in the welcome bag
- Website link on the SBCMC site for 1 year
- Social Media listing as a sponsor with link or 1 sentence advertisement

Each night's sponsorship can be split between 2 sponsors.

WELCOME MIX & MINGLE SPONSORSHIP: \$4 PER PERSON

Held during check-in

Includes assorted appetizers, soda, and water—an ideal time to make a great first impression.

Includes:

- Promotional materials on our Mix & Mingle tables
- Graphic displayed before and after main sessions
- Listing as a sponsor featured in our conference booklet
- Promotional handout included in the welcome bag
- Website link on the SBCMC site for 1 year
- Social Media listing as a sponsor with link or 1 sentence advertisement

This event can be split between 2 sponsors.

SINGLE ADVERTISING OPPORTUNITIES

Looking for a simple way to showcase your organization? Choose from the options below to highlight your brand for individual promotional placements throughout the conference:

3-Minute Video Spot: \$500

- Share your message with all attendees before a main session with a professionally produced 3-minute video.
- Sponsor will need to provide the video, and it must be approved by SBCMC for presentation at the conference.

Website Link – 1-Year Placement: \$250

- Feature your organization on the SBCMC website with a direct link for a full year.

Social Media Advertisement: \$100

- Promote your organization on SBCMC's official Facebook platform.

Insert for Registration Bag: \$250

- Half-page advertisement flyer given to each attendee in registration bag.

Giveaway During Main Session: \$100

- Boost your organization's brand awareness among conference attendees by sponsoring a live giveaway during a full session (you provide the prize).

Full-Page Ad in Conference Booklet: \$250

- Gain maximum space for your message with a full-page ad in our printed conference booklet.

Half-Page Ad in Conference Booklet: \$125

- A great option for visibility at a glance—distributed to every attendee.

SPONSOR CONTRACT FORM:

Thank you for your interest in partnering with the SBCMC at Hunter Street Baptist Church. We are excited about the opportunity to work together in advancing ministry and supporting our shared mission. If you would like to participate as an exhibitor, please visit our official website at www.sbcmc.org to register. Once there, click on the "Becoming an Exhibitor" link for detailed information about exhibitor opportunities, requirements, and how to complete your registration.

For our 2026 sponsors, we are truly grateful for your support. If you would like to secure your place as a sponsor for 2027, you may sign up on the website **by April 30, 2026**, and the 50% deposit requirement will be waived. Please let us know if you have any questions or if we may assist you in any way. We look forward to continuing our partnership.

Full payment is due by January 31, 2027 or the space will be released. Use the code SBCMCChampion to waive the deposit.

CONTACT INFORMATION:

Jonathan Rodgers, SBCMC President
jprodger@samford.edu

Steve Brown, SBCMC Executive Director
sbcmc.sbrown@gmail.com