

Sponsor Invitation
2018
Christian Auto Conference

ChristianAutoConference.com

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Event Overview

On November 11-13, 2018, come prepared to be equipped, encouraged, and empowered as we learn what God is doing in the automotive industry and how we all can better serve & honor Christ while we learn how to sell and service our communities.

This event will be unlike any other automotive conference.

Worship together, pray for one another, and share what God is doing in you and through you with your brothers and sisters in Christ.

This 2.5 day event will bring together Christian brothers and sisters who love Jesus and love the car business. Enjoy fellowship with dealers, management, salespeople and the vendors who are committed to serving them!

Our mission is to draw those who work in and for the automotive industry closer to God by equipping, encouraging, and exhorting them to honor God daily!

Event Audience

The anticipated attendance for the event is 500 automotive professionals. The event will focus 100% on the automotive industry, such as:

Retail Automotive Dealerships:

- Dealers / Owners / Operators / Executives / GMs
- Front-end Managers: GSMs / SMs / F&I / BDMs / ISMs
- Back-end Managers: Service, Parts, and Bodyshop
- Dealership Staff: Sales, Admin, etc.

OEM personnel:

- Executives / Area Managers
- Zone managers

Allied Industry Personnel:

- Automotive Vendors

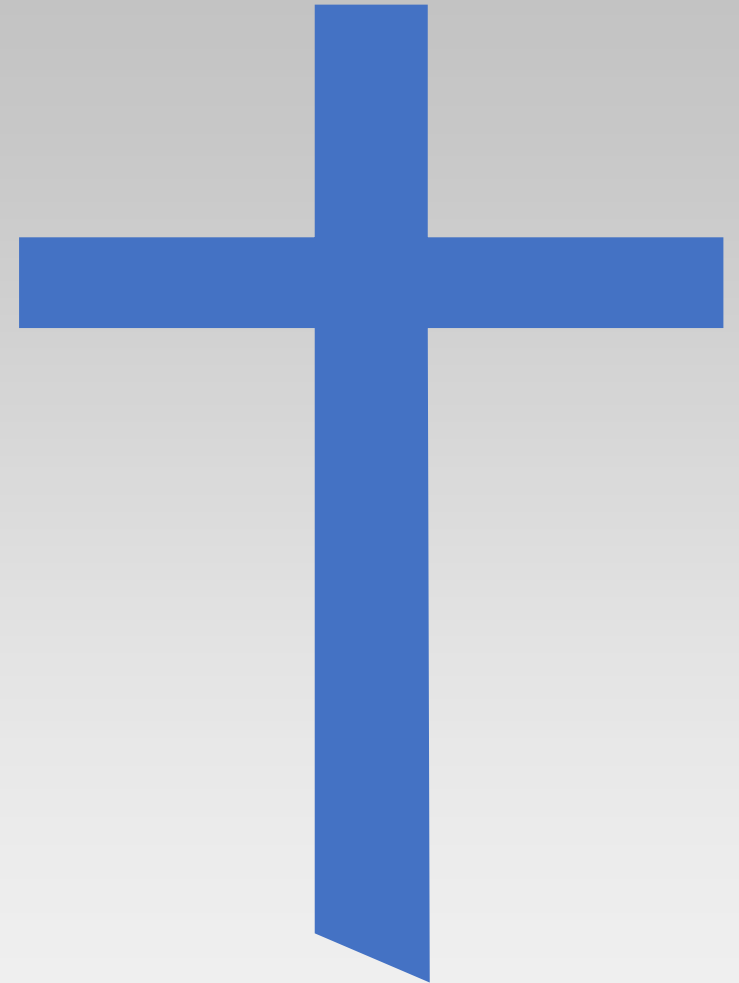
Event Vision & Mission

The Vision

is to create an event & experience that ministers to the Church within the automotive community by bringing us closer to each other and closer to Christ.

Our Mission

is to draw those who work in and for the automotive industry closer to God by equipping, encouraging, and exhorting them to honor God daily by providing spiritual solutions to secular challenges and teaching the Automotive Church how to minister to their marketplace.





Jonathan Dawson, Founder of SOLDout Conference

The Lord grabbed a hold of Jonathan's heart at 12 years old. Raised in an atheist home, God brought his family to its knees through a traumatic and tragic accident. By God's grace, that tragedy turned into a season of mercy and the beginning of a life-long pursuit to know the Living God and to serve Him and His people!

Jonathan has an evangelist's heart, a desire to disciple, and a gift of teaching. He passionately uses his gifts in the automotive industry as a dealership consultant, industry speaker, sales & leadership trainer, and author. He has also been in youth ministry for the last 20+ years as an Assistant Youth Pastor, Sunday school teacher, small-group leader and camp counselor.

In 2000, Jonathan entered the automotive industry and for the last 15 years he has been travelling the US and the world on a mission – *"To save the world, one salesperson at a time!"*

Event Speakers

7 DYNAMIC KEYNOTES

BE ENCOURAGED AND EQUIPPED FROM INTERNATIONAL SPEAKERS, EVANGELISTS AND BEST SELLING AUTHORS:

- OS HILLMAN
- WILLIAM LANE CRAIG
- RAY JOHNSTON
- STUART McALLISTER
- MICHAEL PINK
- PATRICK KUCERA
- MARK MCGOLDRICK

Os Hillman

Os Hillman is president of Marketplace Leaders, an organization whose purpose is to help people discover and fulfill God's complete purposes through their work and to view their work as ministry.

He is the author of 14 books and a daily email devotional called Today God Is First (TGIF) which has over a quarter of a million daily subscribers worldwide. He developed and teaches the Change Agent Intensive weekend training sessions which is now available as a Video Course. Os also gives leadership to a new initiative called The Change Agent Network. Os has been featured on CNBC, NBC, LA Times, New York Times, and many other national media as a spokesperson on faith at work. He is a regular contributor to The Christian Post, Charisma News, and Crosswalk.





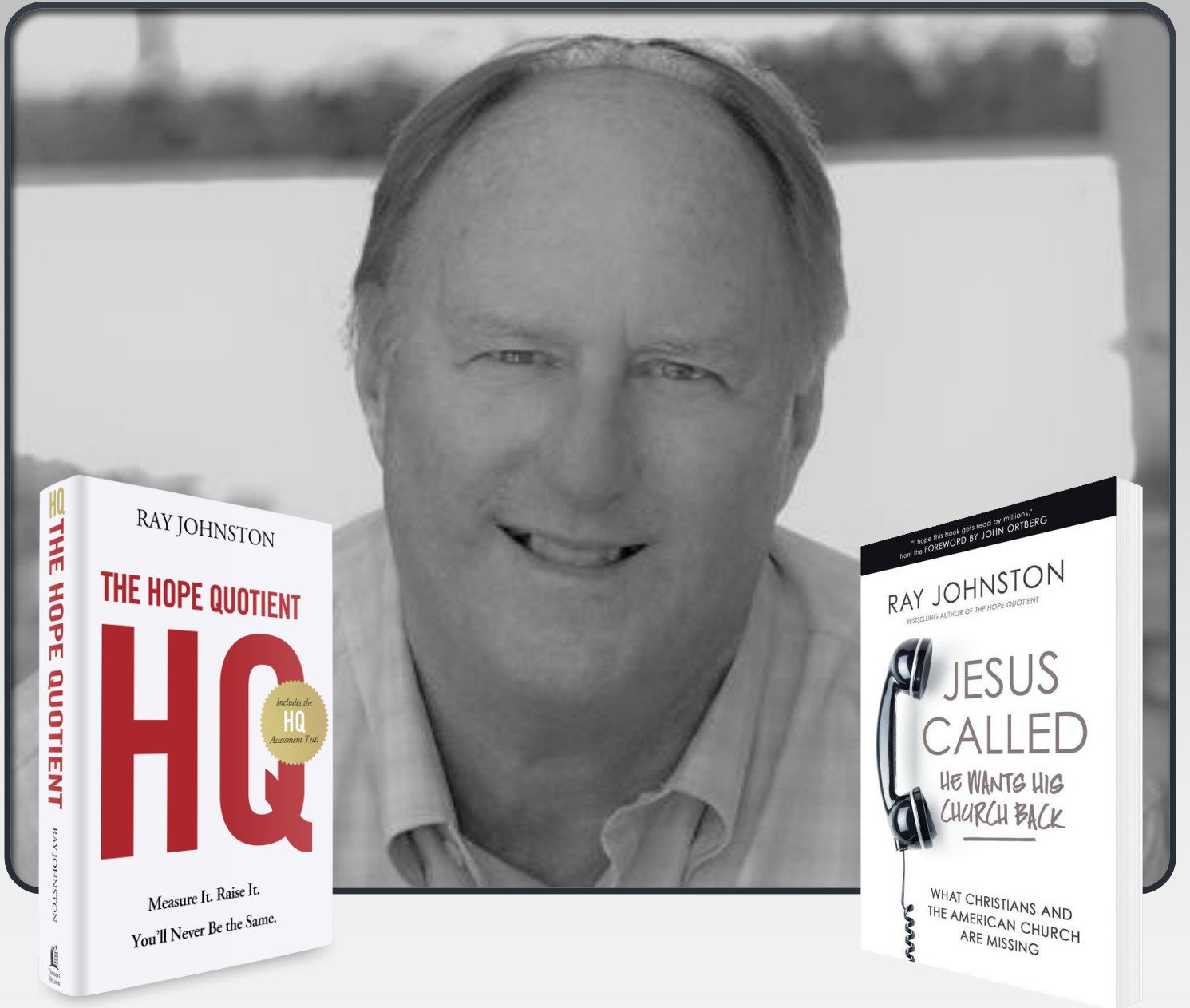
William Lane Craig

- World-renowned philosopher
 - *Resurrection of Jesus*
 - *God and time*
 - *God's divine nature*
- International apologist / debater
- Best-selling author of over a dozen books
- Evangelist & Biblical teacher

Ray Johnston

Ray has a rich and varied background as a university professor, speaker, writer, and founder of Thrive Communications.

He is also the founding pastor of Bayside Church in Sacramento, Ca. Bayside has grown into one of the largest churches in the nation with more than 12,000 people coming together every weekend.

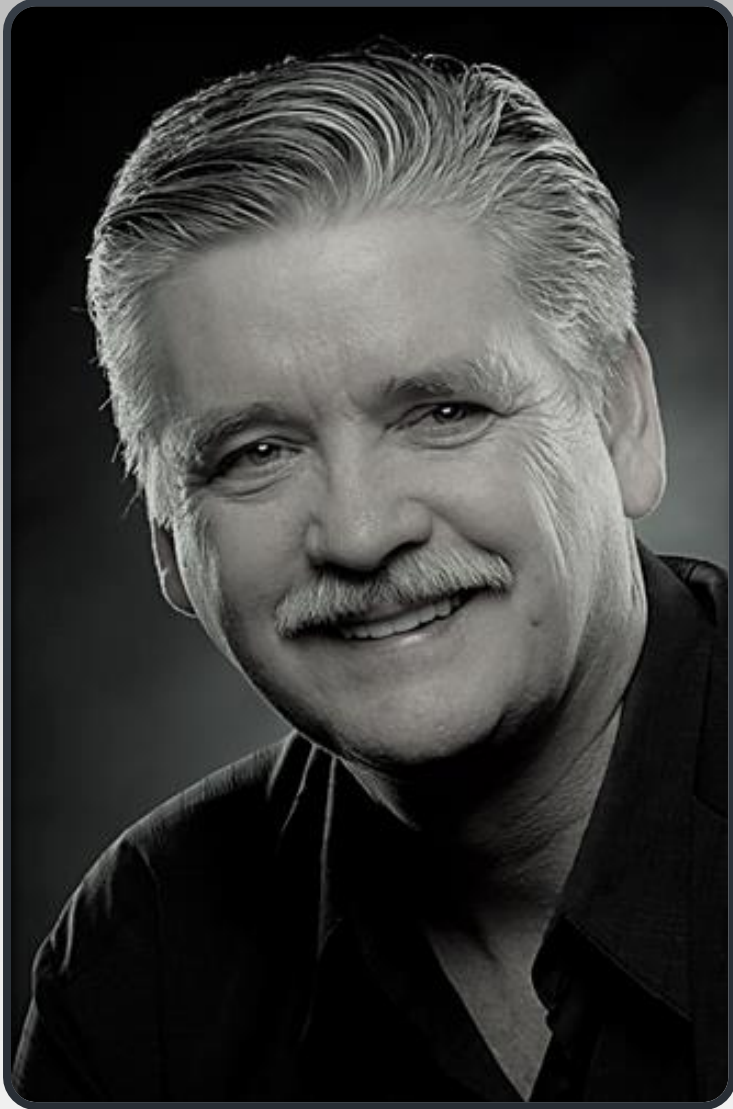




Dr. Stuart McAllister

Stuart joined Ravi Zacharias International Ministries in 1998 as the International Director and today serves as Regional Director for the Americas and Vice-President of Training.

With a heavy travel schedule that takes him all over the globe, Stuart speaks in churches and other forums. Stuart previously served with Operation Mobilization (OM). His service with OM took him to Yugoslavia, where he was imprisoned for forty days for distributing Christian literature.



Michael Q. Pink

Michael Q. Pink is a best selling author of over a dozen books including *The Bible Incorporated*, *Selling Among Wolves* and *Rainforest Strategy*.

He's been a featured speaker at multiple arena events for business leaders, and leader of countless sales and business seminars in the U.S. and abroad.

Michael has carved out a unique niche for applying Biblical principles and natural law to sales, marketing and business processes.



Patrick (PK) Kucera

Given the creativity of an entrepreneur and the charisma of an evangelist, PK is internationally recognized and a sought after speaker for the non-profit and for profit worlds.

His innovative ideas and intriguing concepts have captured the attention of professionals at the highest levels of business in over 100 cities across 5 continents.

Bringing “sacred solutions” to “secular problems” is the reason his "Revival of Revenue" concepts have been promoted and touted by authorities on Wall Street.

Mark & Deb McGoldrick

Mark and Debbie have been serving in ministry full-time since 1978. Mark specializes in personal evangelism and discipleship, and resourcing and training others in building discipleship multiplication movements.

In 2009 Debbie founded NBS2GO (Neighborhood Bible Study To GO). Over the years this simple strategy multiplied locally, within the US, and now around the world to hundreds of thousands of people.



Breakout Speakers

32 POWERFUL BREAKOUTS

HEAR DIRECTLY FROM INDUSTRY LEADERS, MANAGERS AND AUTOMOTIVE PROFESSIONALS!

FOCUS ON SPIRITUAL, RELATIONAL AND PERSONAL ASPECTS OF YOUR LIFE, AS WELL AS THE MARKETING, STRATEGY, AND LEADERSHIP SKILLS NECESSARY TO WIN IN BUSINESS. BREAKOUT TOPICS INCLUDE:

- Character & Protecting your testimony
- Ministry in the marketplace
- Workplace Discipline & Compassion
- Recruiting & Team building
- Community outreach & Campaigns
- Biblical-based Selling Strategies
- Marriage / Family / Relationships
- Leadership / Pastoring your people
- Christian Culture Vs. Secularism
- Branding / Public Witnessing
- Ethical Negotiating / Profitability
- Client Retention & Lead Conversion

Event Venue

With stylish rooms, great amenities and close proximity to Hartsfield-Jackson International Airport, the 4-star Atlanta Airport Marriott Gateway is perfect destination for the Christian Auto Conference.

Travelers will hop on the ATL SkyTrain and take a 2 minute ride from the airport to the hotel lobby. You'll relax in the comfort of modern conveniences, including an indoor saltwater pool and two onsite restaurants.





Event Venue

The anticipated attendance for the event is 500. The event is designed to accommodate the attendees comfortably for the main general sessions and the 6 breakout rooms will allow for between 40 – 150 attendees per session.

The Vendor Hall

The Vendor Hall will be directly in front of the ONLY entrances and exits for the Main Ballroom where all the general sessions will take place.

This open space will allow for a comfortable environment for you to feature your company and services!

Sponsors and Vendors with booths will be able to showcase their services to all attendees throughout the entire event.



SPONSORSHIP LEVELS

Diamond | \$12,500 | 2 AVAILABLE

Platinum | \$9,000 | 5 AVAILABLE

Gold | \$7,500 | 5 AVAILABLE

Silver | \$5,000 | 10 AVAILABLE

Bronze | \$3,000 | 10 AVAILABLE

Sponsor Package Overview

	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
	\$3,000	\$5,000	\$7,500	\$9,000	\$12,500
Ticket to Event	✓	✓	✓	✓	✓
Website Presence	✓	✓	✓	✓	✓
Social Media Posts	✓	✓	✓	✓	✓
Table Logo	✓	✓	✓	✓	✓
Sponsor Badge	✓	✓	✓	✓	✓
Logo in Workbook		✓	✓	✓	✓
Mention from Stage		✓	✓	✓	✓
Workbook Ad (full page)			✓	✓	✓
8 X 8 Booth Space			✓	✓	✓
90 Second Promo Video			1 video/day	2 videos/day	3 videos/day
Event Tickets			1 BONUS ticket	2 BONUS tickets	5 BONUS tickets
Logo on Photo Backdrop				✓	✓
Attendee List					✓

Estimated Expenses of the event

Sunday Evening Social mixer, Worship & Prayer	250 attendees X \$50	=	\$12,500
Monday morning Breakfast, coffee, etc	500 attendees X \$50	=	\$25,000
Monday afternoon Lunch, coffee, beverages	500 attendees X \$65	=	\$32,500
Monday evening dinner , beverages, etc	500 attendees X \$75	=	\$37,500
Sunday morning Breakfast, coffee, etc	500 attendees X \$50	=	\$25,000
Sunday afternoon Lunch, coffee, beverages	500 attendees X \$65	=	\$32,500
Hotel Room BLOCK for attendees	100 rooms X \$150	=	\$15,000
Audio & Visual support, Video/Audio recording	Crew, Equipment	=	\$30,000
Entertainment: comedian, Illusionist, band	Christian artist(s)	=	\$10,000
Swag gear for attendees and merchandise, etc	Event Gear	=	\$12,500
Signage, promotional material, workbooks	Printed materials	=	\$ 7,500
Event management & production cost	Personnel & time	=	\$15,000
Total estimated expense for Conference	Costs & Expenses	=	\$255,000

Estimated Revenue from the sponsors

Diamond level sponsors	\$12,500 X 2	= \$25,000
Platinum level sponsors	\$ 9,000 X 5	= \$45,000
Gold level sponsors	\$ 7,500 X 5	= \$37,500
Silver Level Sponsors	\$ 5,000 X 10	= \$50,000
Bronze Level Sponsors	\$ 3,000 X 10	= \$30,000
Total revenue raised through sponsorships		= \$187,500

Full transparency

\$255,000, is the
anticipated cost/expense
of the event

\$187,500, is generated by
assuming 100%
participation from the
sponsor packages

<\$67,500>, as the
remaining cost/expense of
the event

Carry the burden with us

Do you want to sow financially and support this event?

Some of you may feel the desire or burden to sow seeds of support into this event financially, without requiring the benefits of a sponsorship package.

This support would allow us to keep ticket prices down and provide added value to the attendees.

Opportunities to support the Event

\$1,990 = 10 tickets to be given to those who may be financially challenged

\$5,000 = Provide snacks for a day

\$10,000 = fund an evening of entertainment:

- Christian band, or maybe a
- Christian illusionist, or a
- Christian Comedian

\$12,500 = Provide Swag Bags for attendees



Join us! Here's how you can be a part...

Sponsor

- Choose a sponsorship package that will promote your company, product or service, and

Partner

- Partner with us through a “love offering” to sow into the event through a financial gift of support

Promote

- Get the word out by sharing the website, promoting it on social media and through your distribution lists



Contact us to get
involved

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