

2024 UTCH CONVENTION  
MARKETING PACKAGES &  
SPONSORSHIP OPPORTUNITIES

MAKING AN IMPACT  
THAT MATTERS —  
*Together*

**UTAH CHRISTIAN HOMESCHOOL CONVENTION**  
**FRIDAY, APRIL 12 AND SATURDAY, APRIL 13**

CANYONS CHURCH  
1700 EAST 7000 SOUTH  
SALT LAKE CITY, UT 84121



UTAH CHRISTIAN  
HOMESCHOOL ASSOCIATION  
VENDORS@UTCH.ORG | 385-800-1738  
UTCH.ORG/SPONSORS



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# INTRODUCTION

**INCREASE REACH AMONG HOMESCHOOL FAMILIES | ACCESS NEW CUSTOMERS | GAIN PRIME BENEFITS**

With 32 years of service to Utah homeschoolers, Utah Christian Homeschool Association (UTCH) connects with and serves a large and growing community, estimated to be approximately 10% of students (or more) being educated from home in our state. The UTCH Convention is the largest gathering of homeschool families in the state of Utah, with attendance increasing once again as our event rebuilds following the COVID disruption.

We want you – trustworthy curriculum, resource, and service providers for homeschoolers – to have the opportunity to best showcase your products and services with your target market of families who are ready to purchase and build long-term loyalty with you!

The UTCH Convention Team works all year long preparing this special gathering, with the purpose of encouraging and equipping parent home educators for the endeavor of teaching their children at home, as we support and empower the thriving homeschool movement.

By working together with you, our desire is to enhance the experience of our attendees while effectively expanding your reach among Utah homeschoolers and fostering growth for your organization and ours. The UTCH team looks forward to discussing these goals with you in preparation for our Utah Homeschool Convention, April 12-13, 2024.

**The UTCH Convention offers your business an exceptional opportunity for exposure to new and experienced Utah homeschool families as you showcase your products and services at our convention, through our social media platforms and mobile app, and other advertising avenues.**

**8,000 SQ. FT. EXHIBIT HALL | APPROX. 75 BOOTHS | 50+ VENDORS  
HOPING FOR 500+ ATTENDANCE FROM 250+ FAMILIES**

UTCH is the statewide non-profit organization that has been serving the needs and protecting the rights of Utah’s homeschool families since 1991. UTCH encourages Christ-centered home education, helps connect the Utah Christian homeschooling community, and supports parental rights and homeschooling freedoms at the state and national level.

**WHEN YOU LINK ARMS WITH US, YOUR IMPACT EXTENDS BEYOND THE CONVENTION TO ALL HOMESCHOOL FAMILIES IN UTAH WHO DEPEND ON UTCH’S WORK OF STRENGTHENING AND PROTECTING HOMESCHOOL FREEDOM.**





# EXCLUSIVE PRODUCT SPONSORSHIPS

## Lanyards with Logo - \$500

Every convention attendee will be wearing your company logo around their necks throughout the convention for everyone to see. One of the best opportunities to increase your name recognition. Design must be preapproved. 500 lanyards must arrive to UTCH no later than March 1.



## Convention Tote Bags - \$750



The first experience of our attendees will be to receive your logo bag filled with items exclusively designed for our attendees. Bags should be sturdy with handles. Design must be preapproved. Sponsor may place UTCH-approved promotional item inside for no additional cost. 350 bags must arrive to UTCH no later than March 1st.

## Mobile App Sponsor - \$1000

Full Screen Advertisement Exclusive: every time the app is opened, your logo will be viewed, along with information about your products. This is a high profile sponsorship, with our app being the foundation of all convention information.



## Exhibit Hall Rest Table Sponsor - \$300



The place where attendees can go to rest, collect their thoughts, review information, and have some refreshments. Each table will have a sign placed with your logo and booth information for everyone to see. Remind attendees about your product and booth!



# GENERAL BENEFITS

The following benefits are included with each of the following 2024 UTCH Convention sponsorship packages. Please read the Terms & Conditions in the sponsorship agreement at the end of this packet.

## PRINT PROMOTIONS

### Convention Program Sponsor Thank-You Page

Sponsor's company logo to be included in a "Thank You to Our Sponsors" piece in the Convention Program.

Sponsor's name to be highlighted in booth listings in the Convention Program.

### UTCH Magazine Sponsor Thank-You

Sponsor's company logo to be included in a "Thank You to Our Sponsors" piece in *Homestyle News*.

## SPONSOR THANK-YOU DISPLAY

### Logo Board Sponsor Thank-You Display at Convention

Sponsor's logo will be included in a highly visible thank-you display.

### Sponsor Sign for Booth

Sponsors will have the option to display a UTCH-provided "UTCH Convention Sponsor" sign.

## UTCH WEBSITE

### Sponsor Logo on UTCH Website

Sponsor's logo will be displayed on the convention sponsors page, in a sponsor's section on the Convention home page, plus any specific pages that apply to selected package.

### Optional Video on Sponsor Page

If desired, a brief video about your company/organization can be shared on the sponsor page.

## SOCIAL MEDIA & MOBILE APP

### Facebook

One sponsor highlight post on the UTCH members Facebook page.

### Instagram

One sponsor highlight post on the UTCH Instagram feed.

### Mobile App

Sponsor's logo will appear on the UTCH mobile app, with hyperlink provided by Sponsor.

## CONVENTION SLIDESHOW

### Featured Sponsors Slide

Sponsor's logo and booth information will be featured on a rotating slide shown in the sanctuary before each keynote as well as on the slides rotating throughout the building during the event.



# HOMESCHOOL VISION SPONSOR

\$5,000

This sponsorship includes these premium benefits, in addition to those on page 5.

**MAXIMUM OF ONE SPONSOR FOR THIS LEVEL.**

## LIVE PRESENTATIONS

### 3 Minute Live or Video Presentation at Keynotes

Sponsor will have 3 minutes for a live or video presentation at the Friday and Saturday morning keynote sessions.

### 60-Minute Sponsor Workshop

Sponsor may present a 60-minute workshop session in a workshop room during convention.

**Webinar** - A webinar interview with a UTCH representative prior to convention, up to 60 minutes.

## EXHIBIT/DISPLAY SPACE

### Sponsor Board Display in Keynote Room

Sponsor's logo, website, and information will be displayed at the front of our keynote session room.

### Exhibit Hall Booths

Up to two premium booth spaces near the front of the exhibit hall. Electricity included.

## PRINT ADVERTISING

### Logo Featured on Convention Program Cover

Sponsor's logo & "Homeschool Vision Sponsor" title will be featured on program cover.

**Convention Program Ad** - Full page color ad on back cover of convention program.

**Homestyle News Ad** - Full page color ad in the convention edition of Homestyle News.

## WEB ADVERTISING & BANNER ADS

### Dedicated Sponsor E-blast Ads

Five stand-alone eblasts will reach the Utah homeschool community with information about your business. One per month in the five months leading up to convention.

**Banner Ad in Four E-Homestyle Newsletters** - 600x300 pixel banner ad.

**Logo or Banner Ad On Convention Webpages** - with clickable link if desired.

**Logo or Banner Ad In Emails to Convention Attendees**

Sponsor's logo or ad will be placed in 3 emails to attendees leading up to the event.

## MATERIALS DISTRIBUTION

### Fliers on Chairs Prior to Friday Afternoon Keynote

Sponsor may provide 300 fliers/brochures for UTCH volunteers to place on alternating chairs.

### Welcome Bag Insert

Sponsor may submit 350 copies of any item to be included in the Convention Welcome Bags.

## MEAL INVITATION

### Speaker Dinner

Up to two members of your team are invited to our Speaker Dinner on Thursday, April 11.

### Lunch on Friday and Saturday

Up to two members of your team are invited to enjoy lunch in our speakers lounge each day.



# UTAH FREEDOM SPONSORS

Varying  
Amounts

This sponsorship includes these premium benefits, in addition to those on page 5.

**MAXIMUM OF ONE SPONSOR PER DESIGNATED TRACK.**

**Step 1: Select a room/track from these options: [Homeschool Basics](#), [High School & Beyond](#), [Bible Focus](#)**

**Step 2: Select the level (Turquoise, Silver, Lime) that fits your budget and your marketing strategy.**

Sponsor a designated track at the 2024 UTCH Convention and gain additional exposure & interaction with attendees. Three sponsorship levels available. If you have questions to focus on your company's desired reach, contact us.

<i>Select the designated track with the audience you wish to reach, then select the level that matches your goals.</i>	<b>Turquoise \$2,500</b>	<b>Silver \$2,000</b>	<b>Lime \$1,500</b>
<b>Live Presentation</b> - 3-minute live or video presentation at the start of sessions for your chosen track.	✓ 6 sessions	✓ 3 sessions	✓ 3 sessions
<b>Exhibit Space</b> - Booth space in the exhibit hall in a prime location (selected at UTCH's discretion).	✓ 2 booths + electricity	✓ 2 booths	✓ 1 booth
<b>Display Space</b> - Skirted 6' table outside designated track room for literature, may also provide standing banner if desired.	✓	✓	✓
<b>Flier Distribution</b> - Sponsor flier placed on alternating chairs in sponsored track room before the first session each morning & after lunch each day.	✓	✓	✓
<b>Print Ad in Convention Program</b> - Color ad in convention program, distributed to all attendees.	✓ Full-page ad	✓ Half-page ad	✓ Quarter-page ad
<b>Welcome Bag Insert</b> - Sponsor may submit 350 copies of one item for the Convention Welcome Bag (flier, brochure, postcard, pens, etc.)	✓	✓	✓
<b>Sponsor Workshop</b> - Sponsor may present a 60-minute workshop during a regularly scheduled workshop time.	✓	✓	✗
<b>E-blast Ad</b> - Standalone email advertisement to UTCH's email list.	✓ Two eblasts	✓ Two eblasts	✓ One eblast
<b>E-newsletter Banner Ad</b> - 600x300 pixel banner ad with hyperlink in UTCH's e-newsletter.	✓ Two e-newsletters	✓ One e-newsletter	✓ One e-newsletter
<b>Instagram</b> - Instagram post during Convention thanking Sponsor, highlighting Sponsor's booth and location.	✓	✓	✓



# FAITH & FAMILY SPONSORS

\$2,000

This sponsorship includes these premium benefits, in addition to those on page 5.  
**MAXIMUM OF TWO SPONSORS FOR THIS LEVEL.**

## LIVE PRESENTATIONS

### 3 Minute Live or Video Presentation in Three Workshop Sessions

Sponsor will have 3 minutes for a live or video presentation in two sessions per day at sessions pertaining to faith & family.

### 60-Minute Sponsor Workshop

Sponsor may present a 60-minute workshop session in a workshop room during convention. UTCH volunteers will place fliers provided by sponsor on alternating chairs prior to session.

## EXHIBIT/DISPLAY SPACE

### Exhibit Hall Booths

Up to two premium booth spaces near the front of the exhibit hall. Electricity included.

## PUBLICATIONS ADVERTISING

### Convention Program Ad

Half page ad in full color.

### Homestyle News Ad

Half-page, full color ad in the convention edition of Homestyle News.

This sponsorship level is designed to highlight a company whose **mission and products** are focused on **building Christian faith and family.**

## WEB ADVERTISING & BANNER ADS

### Dedicated Sponsor E-blast Ads

Two stand-alone e-blasts will reach the Utah homeschool community with information about your business/service. E-blasts will go out in the months leading up to convention.

**Banner Ad in Two E-Homestyle Newsletters** - 600x300 pixel banner ad.

**Logo or Banner Ad On Convention Webpages** - with clickable link if desired.

## MATERIALS DISTRIBUTION

### Welcome Bag Insert

Sponsor may submit 350 copies of one item to be included in the Convention Welcome Bags.

### Fliers on Chairs in Bible Track Room

Sponsor may provide 100 fliers/brochures for UTCH volunteers to place on alternating chairs in the Bible track workshop room once per day.





# TEEN PROGRAM SPONSORS

\$1,500

This sponsorship includes these premium benefits, in addition to those on page 5.

**MAXIMUM OF TWO SPONSORS FOR THIS LEVEL.**

## EXHIBIT SPACE

### Exhibit Hall Booth

One exhibit hall booth space, with electricity if needed.

## LIVE PRESENTATION

### 5-Minute Presentation in Teen Session

Sponsor will have a 5-minute time slot for a live or video presentation to address the teens during one teen program session.



## EMAIL & BANNER ADS

### Targeted Sponsor E-blast

UTCH will send one e-blast to all pre-registered teen attendees and their parents by the end of March. This can be a video greeting, a special offer, an invitation to stop by your convention booth for a free gift, etc.

### Sponsor Information on Teen Program Web Page

Sponsor may provide a 3-5 minute video to be featured on the teen program webpage.

Sponsor's logo or a banner ad with a clickable link may also be featured.

## SPONSOR LOGO DISPLAY

### Display in Teen Program Rooms

Sponsor's logo, website, and information will be displayed on the presentation screen in the teen program room, and on a display board in the hallway.

## PUBLICATIONS ADVERTISING

### Convention Program Ad

Half page ad in full color.

## WELCOME BAG INSERT(S)

### Sponsor Flier/Swag in Teen Welcome Bags

Sponsor may provide 125 copies of a flier or brochure, plus a giveaway item, if desired, to be placed into the Teen Program Welcome Bags. Additionally, the teens will need pens for their program. If Sponsor has pens to give away, UTCH will distribute to teen participants at check-in.

Our teen program reaches homeschooled teens ages 12-18.

This **Christian** program allows our youth to **come together to build friendships, learn, and grow.**

Your sponsorship helps ensure a **high-quality, exciting** program for youth.



# FAMILY GRANT SPONSORS

\$1,000  
to  
\$2,000

This sponsorship includes these premium benefits, in addition to those on page 5.

We invite you to partner with us in providing scholarships for **Single-Parent Families**, **Disadvantaged Families**, and **Pastors' Families** to attend the UTCH Convention for free.

Sponsor may select the grant funding level and be designated as the Single-Parent Families Grant Sponsor, Disadvantaged Families Grant Sponsor, or Pastors' Families Grant Sponsor.

## EXHIBIT SPACE

### Exhibit Hall Booth

One exhibit hall booth space, with electricity if needed.

## PUBLICATIONS ADVERTISING

### Convention Program Ad

Quarter-page ad in full color. Sponsorships of \$1,500 or greater will have a half-page ad.

## FLIER DISTRIBUTION

### Welcome Bag Insert

Sponsor may submit 350 copies of one item to be included in Convention Welcome Bags.

Admission grant recipients will also receive a card with the Sponsor's logo and booth info, as well as a brief message provided by Sponsor if desired.





### Our Commitment to You

The 100% volunteer UTCH Convention team works hard to uplift our attendees; we also seek to bless our sponsors, exhibitors, and speakers! These sponsorship opportunities were created to help you successfully connect with Utah homeschoolers. UTCH commits to fulfill the benefits outlined in this sponsorship packet as agreed upon with the Sponsor, communicate in a timely manner, and work together with integrity.

### Terms of Agreement

- Sponsorship packages are sold as is. Should a Sponsor not want or need an item that is included in the package, the Sponsor understands that there will be no monetary compensation or reduction of sponsorship fee.
- Payment in full in a timely manner is due to secure the sponsorship package, reserve booth space, advertising space, etc.
- UTCH reserves the right to make reasonable changes to these rules, deadlines, and other details as needed with advance notice to the Sponsor.
- All sponsorship sales are final and non-refundable.
- Participation as a Sponsor (and as an exhibitor or advertiser with UTCH) is by invitation and subject to approval by the UTCH Board. UTCH reserves the right to determine whether a particular applicant fits UTCH's vision, mission, and objectives, and may decline a sponsorship application without further comment.
- Sponsor agrees to refrain from presenting material or making statements at the UTCH Convention that are in conflict with UTCH's mission of promoting parent-directed home-based education and preserving the freedom to homeschool, or any statements that conflict with the UTCH Statement of Faith (available at [utch.org/join](http://utch.org/join)).
- Sponsor agrees to refrain from making derogatory comments about other forms of education and/or other faiths.
- Sponsor agrees not to promote taxpayer-funded programs, tax credits, or vouchers for homeschoolers during the UTCH Convention.
- Sponsor understands that roaming distribution of literature or business promotion is not permitted.
- Sponsor agrees to indemnify and hold harmless Utah Christian Homeschool Association, its Board of Directors, Convention Committee members, officers, and agents against all claims, losses, and damages to persons or property, governmental charges, or fines and attorneys' fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of UTCH or Canyons Church. In addition, the Sponsor acknowledges that neither UTCH nor Canyons Church maintains insurance covering Sponsor's property and that it is the sole responsibility of the Sponsor to obtain business interruption and/or property damage insurance covering such losses.
- Sponsor agrees to cross-promote their participation in the UTCH Convention on their website, through social media, or via their subscriber list at least twice during the UTCH Convention pre-registration period using our convention hashtag and/or a link to our convention pages on the UTCH website.

### Exhibitor Booth Space

#### **EXHIBITOR APPLICATION DUE WITHIN 5 BUSINESS DAYS OF SPONSORSHIP APPROVAL**

A completed application must be on file for every vendor with space in the exhibit hall. For sponsorship packages that include booth space, the Sponsor must complete an exhibitor application within 5 business days of the sponsorship application's approval by UTCH. UTCH will provide the Sponsor with an invoice for the sponsorship amount owed plus any additional marketing items the Sponsor wishes to order from UTCH. Sponsors with booth space are responsible for following the guidelines and requirements as detailed in our Exhibitor Information Packet along with any additional instructions provided to exhibitors by UTCH prior to the Convention by email, or as directed by Canyons Church.



## SPONSOR APPLICATION PROCESS

- COMPLETE THE ONLINE SPONSORSHIP APPLICATION found at [utch.org/sponsors](https://utch.org/sponsors)
- PAYMENT IN FULL is due within 2 weeks after your application is approved by UTCH. An invoice will be sent to the email address you provide with notice of approval & a payment link. Please let us know if you need additional time to submit payment due to accounts payable procedures at your company.

## SPONSOR CHECKLIST PREVIEW

Customized checklist for selected sponsor package will be sent upon approval from UTCH.

### ALL SPONSORS

- LOGO - high resolution PNG file with transparent background, 300 DPI, minimum file size of 1MB.
- BANNER AD - 600 x 300 pixels.
- SOCIAL MEDIA GRAPHIC - 600x600 pixels.
- SOCIAL MEDIA HANDLES & TALKING POINTS - include any information you want in featured social post.
- VIDEO LINK - optional - If you have a video promotion for your organization posted online (on your own website, YouTube channel, or elsewhere), please provide the link for the UTCH Convention Sponsors page.

### IF EXHIBITOR SPACE IS INCLUDED

- Submit your exhibitor application once your sponsorship is approved: [utch.org/exhibitors](https://utch.org/exhibitors)

### IF WELCOME BAG INSERT IS INCLUDED

- Submit your welcome bag insert sample as soon as possible to [vendors@utch.org](mailto:vendors@utch.org).
- 350 copies of your insert must be sent to a UTCH representative between March 4 and April 5. Shipping instructions will be provided in March.

### IF E-BLAST OR NEWSLETTER ADVERTISING IS INCLUDED

- Contact [elyssa@utch.org](mailto:elyssa@utch.org) to provide ad content and schedule your ad.

### IF A VIDEO/LIVE PRESENTATION IS INCLUDED

- Submit your file if your presentation will be via video, or an approximate script and PowerPoint file (if applicable) if your presentation will be live. Please submit the file itself, not a web link. Please note: the time allotted in your selected package is the total amount of time you will have for the video and/or speaking.

### IF A SPONSOR/EXHIBITOR WORKSHOP IS INCLUDED

- Submit a workshop title and brief 50-word description.

### IF FLIERS ON WORKSHOP ROOM CHAIRS IS INCLUDED

- Your fliers must arrive to the Convention Coordinator by March 30. Address will be shared in February. We cannot guarantee distribution of fliers received after March 30.

## APPLY ONLINE: [UTCH.ORG/SPONSORS](https://utch.org/sponsors)

We use a two-step application process. Apply online, and we will invoice you upon approval. Applications are carefully considered by the Convention Coordinator and UTCH Board as we seek a good fit for each package offered. Please contact [vendors@utch.org](mailto:vendors@utch.org) with any questions.