The Orange Conference brings together nearly 8,000 church staff, nonprofit leaders, educators, and volunteers who actively serve in family ministry.

These leaders include influencers in NextGen, college, student, children’s and preschool ministries, as well as those leveraging senior leadership roles to benefit families.

Every April, thousands of family ministry teams gather to realign their focus, hear new ideas, discover resources, and find solutions for their specific needs. The Orange Conference is a great opportunity to network with other innovators, bond as a team, and have fun. With over 100 breakouts offered during the three-day event, attendees can learn from and collaborate with other practitioners ministering to their specific age-groups or demographics, while still attending and growing alongside their team.

By drawing together speakers, authors, and church leaders from around the world, Orange sets out to rethink the way the traditional church model approaches family ministry. The Orange Conference is structured around the Orange Strategy of partnering the church with families in order to have a greater impact on the faith of kids and students. “Thinking Orange” blends two vital, yet often unconnected, worlds to reshape the current ministry model, the church and the home.
An Invitation to Radical Change

You will be challenged by a diverse group of passionate believers of the Gospel and innovative thought leaders. Most of them are dissatisfied with the status quo. So if you are as well, we hope you will join us.

Kristen Ivy  Ryan Leak  Liz Forkin Bohannon  Dharius Daniels
Sam Collier  Toni Collier  Reggie Joiner  Albert Tate

and more...

theorangeconference.com
#OC22

**Dates:** April 27 - 29 2021  
**Location:** Infinite Energy Center  
**Attendance:** 7,500 expected (max)

**Demographics (approx. from OC 2019)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees</td>
<td>7,500+</td>
</tr>
<tr>
<td>Churches</td>
<td>2,015</td>
</tr>
<tr>
<td>Countries Represented</td>
<td>26</td>
</tr>
<tr>
<td>Kids Leaders</td>
<td>2,738</td>
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<tr>
<td>NextGen Leaders</td>
<td>969</td>
</tr>
<tr>
<td>Preschool Leaders</td>
<td>390</td>
</tr>
<tr>
<td>Senior Leaders</td>
<td>604</td>
</tr>
<tr>
<td>Special Needs Leaders</td>
<td>58</td>
</tr>
<tr>
<td>Volunteers</td>
<td>1,242</td>
</tr>
<tr>
<td>Youth Leaders</td>
<td>1,499</td>
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</tbody>
</table>

**Church Size**

<table>
<thead>
<tr>
<th>Size Range</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>1 - 499</td>
<td>34 percent</td>
</tr>
<tr>
<td>500 - 999</td>
<td>16 percent</td>
</tr>
<tr>
<td>1,000 - 2,999</td>
<td>33 percent</td>
</tr>
<tr>
<td>3,000+</td>
<td>17 percent</td>
</tr>
</tbody>
</table>

**Contact:**

The reThink Group  
5870 Charlotte Lane, Suite  
300 Cumming, GA 30040  
866.343.4874

theorangeconference.com
In 2001...

our team created a conference called Grow Up.

Hosted at North Point Community Church (NPCC) in Alpharetta, Georgia, our first Grow Up conference had 300 attendees. The final Grow Up conference, which was held in 2006, sold out with 2,500 attendees.

At the conclusion of that event, our team began making plans for the first Orange Conference, which launched in 2007.

### Event Growth

<table>
<thead>
<tr>
<th>Attendees</th>
<th>Year</th>
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<tbody>
<tr>
<td>5,400</td>
<td>2013</td>
</tr>
<tr>
<td>6,000</td>
<td>2014</td>
</tr>
<tr>
<td>6,600</td>
<td>2015</td>
</tr>
<tr>
<td>7,200</td>
<td>2016</td>
</tr>
<tr>
<td>7,500 (sold out)</td>
<td>2017</td>
</tr>
<tr>
<td>7,500 (sold out)</td>
<td>2018</td>
</tr>
<tr>
<td>7,500 (sold out)</td>
<td>2019</td>
</tr>
</tbody>
</table>

### About Orange

- Founded: 1996
- Founder: Reggie Joiner
- Tax Status: 501(c)(3)
- Employees: 126
- Church Affiliations: None

Mission

To develop strategies and create resources that help the church maximize their influence with the next generation.
OC 2022 Exhibitor Packages

Premium Concourse Level Exhibitor Package

Price: $5,500  (18 available)

Includes:
- One Booth Space (10’ W x 6’ D x 8’ H)
- Three Orange Conference Exhibitor Badges*
- Access to the Orange Conference Exhibitor App for automated lead capture
- Promotional Ad on OC Mobile App
- Add-on option for $250: Eighth page ad in Orange Conference guide (8 available)**

Concourse Level Exhibitor Package

Price: $4,000  (14 available)

Includes:
- One Booth Space (10’ W x 6’ D x 8’ H)
- Three Orange Conference Exhibitor Badges*
- Access to the Orange Conference Exhibitor App for automated lead capture

* Exhibitor badges are good for admission to main sessions only — no breakout or YouLead Labs admission. Exhibitor badges are intended for use by persons staffing booth space. Additional badges may be purchased for $100/person. Reselling or giving passes to others within or outside of exhibitor organization is prohibited, and will result in the forfeiture of exhibitor fee and booth.

** Must purchase the Premium Concourse Level Exhibitor Package to purchase the eighth page ad.

Contact: Nikki Sharrett | nsharrett@rethinkgroup.org
**OC 2022 Sponsor Packages**

**Presenting Sponsor Package**

**Price: $30,000** (1 available)

**Includes:**

**Main Stage**
- 60 - 90 second video to play from main stage prior to session beginning (Video must be approved by Orange staff.)
- Two graphic slides to be shown from main stage during breaks
- Mention of sponsor by host from stage during a main session

**Live Stream**
- 60 - 90 second video to play on Orange Conference live stream (Video must be approved by Orange staff.)
- Logo and hyperlink on live stream website
- One interview of sponsor representative during live stream broadcast

**Marketing Presence**
- Two premium booth spaces in exhibitor area on arena main concourse level
- One premium booth space in Forum exhibitor area for breakout sessions
- One full-page ad in Orange Conference guide
- Additional quarter-page ad in Orange Conference guide
- Promotional ad on Orange Conference mobile app
- Promotional insert in registration bag
- Access to Orange Conference exhibitor app for automated lead capture
- Access to VIP Hospitality Room during conference
- Twelve Orange Conference sponsor badges*
- One blog post on Orange Leaders website post-conference (written by sponsor, approved by Orange)

**Orange Conference Website**
- Logo placement and hyperlink on theorangeconference.com partners page

**Follow Up**
- Thank you mention and organization name/hyperlink included in post-event email to attendees**

* Exhibitor badges are good for admission to main sessions only — no breakout or YouLead Labs admission. Exhibitor badges are intended for use by persons staffing booth space. Additional badges may be purchased for $100/person. Reselling or giving passes to others within or outside of exhibitor organization is prohibited, and will result in the forfeiture of exhibitor fee and booth.

** All supporting efforts written & posted by Orange.

Contact: Nikki Sharrett | nsharrett@rethinkgroup.org
OC 2022 Sponsor Packages

Premium Orange Sponsor Package

Price: $25,000 (3 available)

Includes:

Main Stage
- 60 - 90 second video to play from main stage prior to session beginning (Video must be approved by Orange staff.)
- One graphic slide to be shown from main stage during breaks
- Mention of sponsor by host from stage during a main session

Live Stream
- 60 - 90 second video to play on Orange Conference live stream (Video must be approved by Orange staff.)
- One interview of sponsor representative during live stream broadcast

Marketing Presence
- Two premium booth spaces in exhibitor area on arena main concourse level
- One full-page ad in Orange Conference guide
- Promotional ad on Orange Conference mobile app
- Promotional insert in registration bag
- Access to Orange Conference exhibitor app for automated lead capture
- Access to VIP Hospitality Room during conference
- Eight Orange Conference sponsor badges*
- One blog post on Orange Leaders website post-conference (written by sponsor, approved by Orange)

Orange Conference Website
- Logo placement and hyperlink on theorangeconference.com partners page

Follow Up
- Thank you mention and organization name/hyperlink included in post-event email to attendees**

* Exhibitor badges are good for admission to main sessions only — no breakout or YouLead Labs admission. Exhibitor badges are intended for use by persons staffing booth space. Additional badges may be purchased for $100/person. Reselling or giving passes to others within or outside of exhibitor organization is prohibited, and will result in the forfeiture of exhibitor fee and booth.

** All supporting efforts written & posted by Orange.
OC 2022 Sponsor Packages

Orange Sponsor Package

Price: $20,000  (2 available)

Includes:

Main Stage
- 60 - 90 second video to play from main stage prior to session beginning (Video must be approved by Orange staff.)
- One graphic slide to be shown from main stage during breaks

Live Stream
- 60 - 90 second video to play on Orange Conference live stream (Video must be approved by Orange staff.)
- One interview of sponsor representative during live stream broadcast

Marketing Presence
- One premium booth space in exhibitor area on arena main concourse level
- One half-page ad in Orange Conference guide
- Promotional ad on Orange Conference mobile app
- Promotional insert in registration bag
- Access to Orange Conference exhibitor app for automated lead capture
- Access to VIP Hospitality Room during conference
- Eight Orange Conference sponsor badges*
- One blog post on Orange Leaders website post-conference (written by sponsor, approved by Orange)

Orange Conference Website
- Logo placement and hyperlink on theorangeconference.com partners page

Follow Up
- Thank you mention and organization name/hyperlink included in post-event email to attendees**

* Exhibitor badges are good for admission to main sessions only — no breakout or YouLead Labs admission. Exhibitor badges are intended for use by persons staffing booth space. Additional badges may be purchased for $100/person. Reselling or giving passes to others within or outside of exhibitor organization is prohibited, and will result in the forfeiture of exhibitor fee and booth.

** All supporting efforts written & posted by Orange.

Contact: Nikki Sharrett | nsharrett@rethinkgroup.org
OC 2022 Sponsor Packages

Orange Conference Digital Sponsor Package

Price: $20,000  (1 available)

Includes:

Main Stage
• One graphic slide to be shown from main stage during breaks

Live Stream
• 60 - 90 second video to play on Orange Conference live stream (Video must be approved by Orange staff.)
• Mention of sponsor during live stream
• Two interviews of sponsor representative during live stream broadcast
• Watermark logo on live stream

Marketing Presence
• One premium booth space in exhibitor area on arena main concourse level
• One half-page ad in Orange Conference guide
• Promotional ad on Orange Conference mobile app
• Promotional insert in registration bag
• Access to Orange Conference exhibitor app for automated lead capture
• Access to VIP Hospitality Room during conference
• Eight Orange Conference sponsor badges*
• One blog post on Orange Leaders website post-conference (written by sponsor, approved by Orange)

Orange Conference Website
• Logo placement and hyperlink on theorangeconference.com partners page

Follow Up
• Thank you mention and organization name/hyperlink included in post-event email to attendees**

* Exhibitor badges are good for admission to main sessions only — no breakout or YouLead Labs admission. Exhibitor badges are intended for use by persons staffing booth space. Additional badges may be purchased for $100/person. Reselling or giving passes to others within or outside of exhibitor organization is prohibited, and will result in the forfeiture of exhibitor fee and booth.

** All supporting efforts written & posted by Orange.

Contact: Nikki Sharrett  |  nsharrett@rethinkgroup.org
### OC 2022 Sponsor Packages

**Value Sponsor Package**

**Price:** $10,000  (4 available)

**Includes:**

- **Main Stage**
  - One graphic slide to be shown from main stage during breaks

- **Marketing Presence**
  - One premium booth space in exhibitor area on arena main concourse level
  - One half-page ad in Orange Conference guide
  - Promotional ad on Orange Conference mobile app
  - Promotional insert in registration bag
  - Access to Orange Conference exhibitor app for automated lead capture
  - Access to VIP Hospitality Room during conference
  - Four Orange Conference sponsor badges*

- **Orange Conference Website**
  - Logo placement and hyperlink on theorangeconference.com partners page

**Breakout Sponsor Package**

**Price:** $7,500  (3 available)

**Includes:**

- **Breakout Rooms**
  - One graphic slide to be shown on screens in all breakout rooms during breaks

- **Marketing Presence**
  - One premium booth space in exhibitor area located inside the breakout area
  - One quarter-page ad in Orange Conference guide
  - Promotional ad on Orange Conference mobile app
  - Promotional insert in registration bag
  - Access to Orange Conference exhibitor app for automated lead capture
  - Access to VIP Hospitality Room during conference
  - Three Orange Conference sponsor badges*

- **Orange Conference Website**
  - Logo placement and hyperlink on theorangeconference.com partners page

* Exhibitor badges are good for admission to main sessions only — no breakout or YouLead Labs admission. Exhibitor badges are intended for use by persons staffing booth space. Additional badges may be purchased for $100/person. Reselling or giving passes to others within or outside of exhibitor organization is prohibited, and will result in the forfeiture of exhibitor fee and booth.

** Contact: Nikki Sharrett  |  nsharrett@rethinkgroup.org **

** All supporting efforts written & posted by Orange. **