

# Media Pack 2021

1<sup>st</sup> EDITION

Local churches changing nations

**Our Vision** is to see local churches changing nations.

We want to encourage a **renewal of all things** by uniting church members and their leaders, to understand and agree their vision so that, together, all individuals can work towards **a new way of being God's people**.

We want to **provide an effective way** of engaging with God and his kingdom for every generation, acknowledging existing culture and evolving appropriately.

We want to **empower and equip leaders** to live out and grow God's kingdom by teaching Spirit and Kingdom principles that can be applied locally to meet the needs of their community and church family.

New Wine does not insist on or promote one way of doing things nor advise everyone to use the same materials. Instead, we acknowledge our similarities and teach principles, allowing others to decide the most appropriate way to apply them in their areas of mission.

# Introduction

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As we did last year along with many other charities, we have re-engineered how New Wine manages events in response to Covid-19. We are very thankful that we are supported by a country-wide network of leaders and that God has prepared and strengthened our foundations ahead of this unprecedented season. 2020 has been an intense time of learning but also experiencing God magnificently at work.

We are looking ahead to events in 2021 which will take a different shape and depending upon prevailing conditions may have to change again late in the day. The Leadership Conference will be digital in March and the Summer gathering will be a hybrid digital and physical meeting assuming all permissions are granted. We are continuing to explore how we ensure that the New Wine family are resourced and inspired for what lies ahead and as a follow-on from last year - we offer the 1st Edition of the 2021 Media Pack.

Despite all that's going on, we're choosing to see this as an exciting time; new possibilities, refreshed priorities and the precious gift of time to press into whatever God has for us next. The opportunities outlined in this pack will be available year-round. We look forward to joining with you to step into God's plans and purposes for the coming year.

**#alwaysunited**

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## Leadership Conference

We are running a digital conference for leaders in March of 2021. We'll be using a new online platform, Whova which offers a range of ways for Exhibitors and Sponsors to engage with delegates, please see details later in this pack.

For all LC21 exhibitors please contact:  
[becki.dulledge@new-wine.org](mailto:becki.dulledge@new-wine.org)



## Summer 2021

We will be running a digital conference in the summer off the back of the success of United Breaks Out in summer 2020.

Please refer to this web page for updated details for the hybrid event:  
<https://breaksout.new-wine.org/united-21/>

And we are hoping to hold a physical event alongside at Peterborough, pending COVID guidelines and restrictions. There will be opportunities for sponsorship and exhibitors, please see details later in this pack for Exhibitors.

For all exhibitors please contact:  
[becki.dulledge@new-wine.org](mailto:becki.dulledge@new-wine.org)

For all advertising & sponsorship opportunities please contact:  
[dave.hase@new-wine.org](mailto:dave.hase@new-wine.org)

# Who we are

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**New Wine has been established for over 30 years. We are a network of churches working together to change the nation through church leaders, events and resources.**

**With the change of circumstances in 2020 we weren't able to do the physical events that we have in the past, but the numbers represented here show the breadth of engagement that we have with churches and individuals.**

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**23,000+**

delegates & team  
attended United 19



**12**

New Wine regional and national  
events around the nation in 2019



**2,800**

members of the New Wine  
Leadership Network (of which  
1,000 are senior church leaders)



**300+**

free talks and podcasts, plus books,  
music and other resources from the  
New Wine family.



**23**

countries involved in New Wine  
International



**107**

Discipleship Year students in 15 hubs  
across the country in 2019/20



**120**

charities and like-minded  
organisations supported through  
New Wine events each year



**75**

Local Area Groups of  
Church Leaders



**1,100+**

local churches represented  
at United 19

# Join with us!

## One Kingdom, One Story

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**Over the years, New Wine has worked alongside hundreds of charities to inspire our family to what God might be calling them to during the other 50 weeks of the year when we're not gathered together for our United summer celebrations.**

**We are all part of one Kingdom and one story and we want to make sure that your story gets told online.**

£2,500

**If we are able to gather at Peterborough in 2021, then we'd like to find ways to extend the story-telling and can discuss with you options to add or amend to this package and tell the story on site as a living storyboard, banners, screen adverts – to provide a testimony of all that God has done through you and our relationships over the last 3 decades.**

£+TBD

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All content pointing to the stories of what God has done and is doing in his Kingdom as we work together.

- › **one sponsored blog**
- › **one advert in our e-news**
- › **one social post**
- › **one podcast**



# Charity Partnership

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**This has worked well during 2020 and we want to make this work even better this year.**

**This is year-round visibility with a consistent and ongoing message to the New Wine family.**

**The charity partnership programme engages with the New Wine family at regular intervals with planned messages from each partner. It will run from October to September each year and will be open to a maximum of 3 charities per year, so as not to overwhelm communications to the New Wine family.**

**£14,800**

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## Sponsorship details:

October 2021 – September 2022 with potential reach: c.160,000 (figures based on average email opens, podcast listens, blog reads and social media followings) - Details (over the course of the year):

- › **2 sponsored blogs**
- › **2 podcasts**
- › **4 social media posts**
- › **3 months of inserts in the online prayer diary**
- › **Logo with link on a planned charity partner page of New Wine website**
- › **Advert banner with link in 3 e-news to whole New Wine database**
- › **One reciprocal mention about the New Wine Partnership to the partner's database**

# Leadership Conference

2021

**2021 will be a different year for the New Wine Leadership Conference as we'll be doing the whole event online using the "Whova" conferencing application.**

**We have two opportunities:**

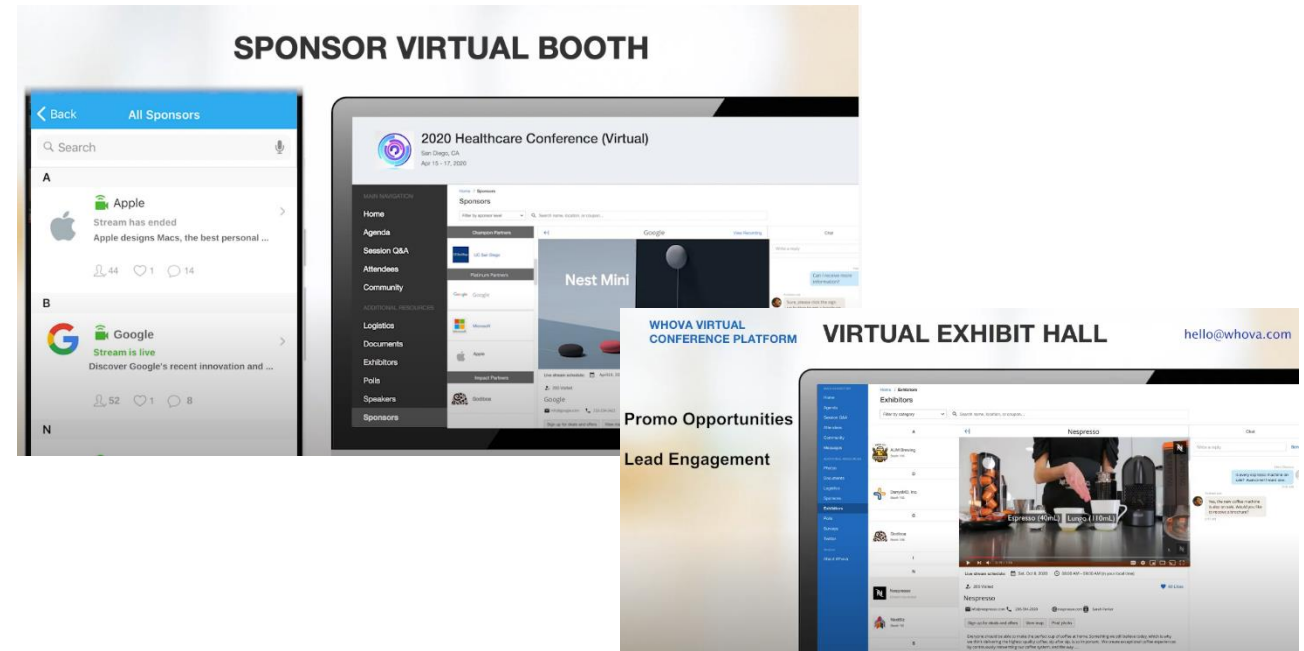
**Main Sponsorship:** This will be a package of benefits to enable a maximum of 4 specific organisations to engage with delegates, provide some content and enable brand exposure. To discuss further please email [dave.hase@new-wine.org](mailto:dave.hase@new-wine.org)

Cost: £3,000

**Exhibitor:** The Whova platform offers a curated space for organisations to share their vision and provide delegates access to your staff through a chat function.

To book a place please email before Feb 12<sup>th</sup> 2021 to [becki.dulledge@new-wine.org](mailto:becki.dulledge@new-wine.org)

Cost: £150



## Sponsorship details:

- › Leadership thanks at beginning of conference
- › Logo/Brand inclusion on the App/Platform
- › Space for video content online and pre-reel adverts before keynote speakers
- › A page inclusion in a digital journal for delegates
- › Chat/virtual gathering space to interact with delegates via the App
- › Exhibition space (as below)

## Exhibitor details:

- › Location in the Exhibitor area
- › Space for video and other digital content
- › Chat function to engage with delegates

# Peterborough Resource venue

Summer 2021

The Resource venue (previously Market Town) is always a thriving hub of our United site, with New Wine family catching up with their favourite charities, browse the bookshop or engage in the latest offerings from traders, colleges, mission teams or social action organisations.

Our proposed plans for a Resource venue this summer assume we will be using COVID secure guidelines for capacity and using half of the Arena. This means wider spaces and corridors and hence significantly reduces the number of stands available. If you'd like to be considered for this space please email by March 20<sup>th</sup> to [becki.dulledge@new-wine.org](mailto:becki.dulledge@new-wine.org)

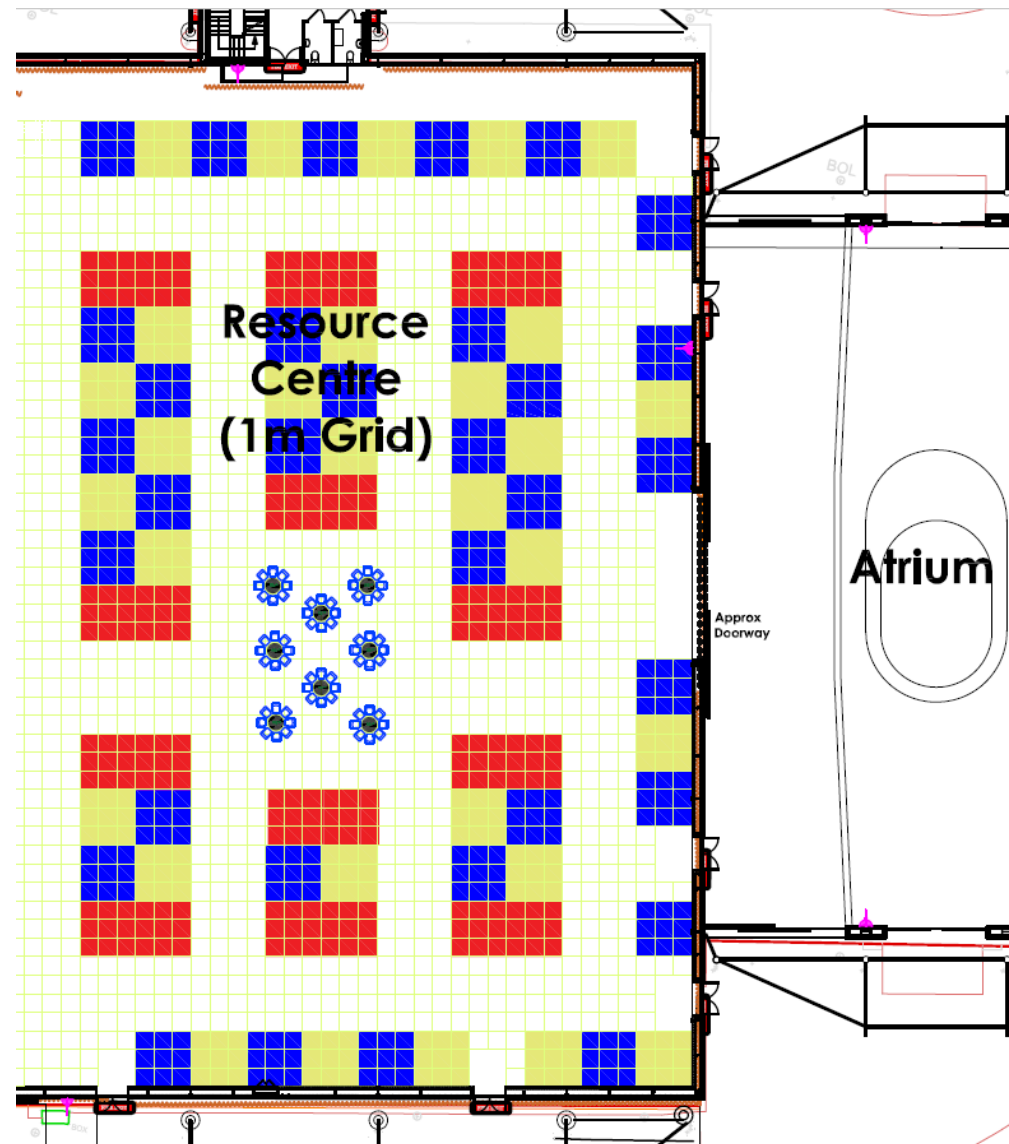
Prices below cover 2x5 day United "Elements", and include 2 exhibitor passes per 3x3 stand, max 6 passes per organisation.

There will be a max 63 square 3mx3m spaces which can be booked individually or in groups.

Cost: £700+VAT ea

And a maximum of 12 rectangular 6mx3m spaces which can be booked individually.

Cost: £1,800+VAT ea



# Digital advertising opportunities

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The below are individual one-off opportunities to advertise with us digitally. We are more than happy to use these as a starter for conversations for a larger package or to hear any suggestions you may have to resource and inspire the New Wine family online.

- › Sponsored blog - £600 (one blog) – our most popular option.
  - › Advert in e-news - £600 (one email to 31,000+ New Wine database, each e-news may contain upto 3 adverts) – prices also available for sole advert slots
  - › Advert in email to the Church Leaders Network - £1,200 (one email to c.3,000 church leaders)
  - › Sponsored social mention (main New Wine channels) - £1,600
  - › Sponsored Luminosity social mention - £500 per mention per channel
  - › Sponsored podcast – £400 – length of podcast is negotiable
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## Sponsored blog post

**Our blogs target a specific market of churches, church leaders and like-minded Christians and feature popular and relevant topics from a wide variety of contributors, including well known speakers and practitioners within this market. Blogs are also shared on our Facebook and Twitter.**

800+ reads per month \*

£600 (per blog)

 13.2K

 19.4K



# Brief overview of the terms & conditions

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Find full T&Cs online at  
[new-wine.org/terms-and-conditions](https://new-wine.org/terms-and-conditions)

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1. All New Wine advertisers/exhibitors/sponsors must be aligned to New Wine's vision and values. New Wine reserve the right to undertake all available checks to ensure that advertisers' religious doctrines and practices comply with the teaching of the Christian Church. Any advertising that does not align with New Wine's vision and values will be removed. The booking fee may not be returned.
2. Registered charities should be in good standing with the Charity Commission and the company cannot accept potential advertisers who may be in dispute with the Commission or under investigation until a positive outcome can be proven.
3. If advertisers are not affiliated with an established Christian denomination, they must be able to demonstrate a good understanding of the Christian faith.
4. VAT will be charged for exhibitors. VAT will also be charged for all advertisers/sponsors unless New Wine is in receipt of a duly authorised exemption request.
5. All adverts must comply with the British Code of Advertising Practise and not contravene any of the provisions of the Trade Descriptions Act 1968.
6. New Wine reserve the right to refuse or revoke exhibitor's rights to be on the website, at any time.
7. Cancellations must be received in writing and may incur a cancellation fee of 50% if received before 30 days in advance of the event going live.
8. No refund can be given if the exhibitor or sponsorship of the event is cancelled within 30 days prior to the planned go live date.
9. New Wine reserve the right to cancel an organisation's booking at any time, prior to and during the event, and is not responsible for any losses incurred.
10. For circumstances outside the control of New Wine, including but not limited to power outage and website failure, New Wine reserves the right to cancel the event. In such circumstances exhibitors, advertisers and sponsors must carry their own cancellation insurance.

# We can't wait to hear from you!

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For all exhibitors please contact  
**[becki.dulledge@new-wine.org](mailto:becki.dulledge@new-wine.org)**

For advertising & sponsorship  
opportunities please contact:  
**[dave.hase@new-wine.org](mailto:dave.hase@new-wine.org)**

Join our Advertising and Exhibitor mailing list, visit:  
**[www.new-wine.org/advertising](http://www.new-wine.org/advertising)**

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NewWine

[new-wine.org](http://new-wine.org)