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.
Who we are

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.

- **23,000+** delegates & team attended United 19
- **300+** free talks and podcasts, plus books, music and other resources from the New Wine family.
- **120** charities and like-minded organisations supported through New Wine events each year
- **12** New Wine regional and national events around the nation in 2019
- **23** countries involved in New Wine International
- **107** Discipleship Year students in 15 hubs across the country in 2019/20
- **1,100+** local churches represented at United 19
- **3,550** members of the New Wine Leadership Network (of which 1,000 are active church leaders)
Digital Opportunities

Working alongside New Wine benefits charities or organisations with similar values seeking relationship with ministers, ministry leaders, church attendees, Christian thought leaders or active and involved Christians.

Please enquire about #other50weeks opportunities

Display advert on our website

New Wine’s website reaches a large audience included in this are over 550 new job adverts per year, reaching a large target market of church leaders and Christians, this is a powerful advertising space for related products and services.

6,300 unique page views per month*

£800 (for 3 months)

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)

*Average taken between March-August 2019

STORIES

Where you have testimonies and stories of local church engagement we’d love to hear them.

13.2K 19.4K

*Average taken between March-August 2019
Exhibiting at events throughout the year

We host a variety of events aimed at the local church, ranging from our kids’ leaders’ summit to leadership conferences to men’s and women’s days.

Join our mailing list to be notified of nationwide exhibition opportunities throughout the year. Visit new-wine.org/advertising

Prices range from £125-£250+VAT per day event.
(To be reviewed in 2020.)
Who attends?

Our summer events have been running for over 30 years and attract more than 20,000 people annually. Our delegates represent a large number of local churches across the UK and globally, from many different backgrounds and denominations.

*Taken from United 18 survey of around 2,000 respondents.*
Exhibiting at United

We aim to grow awareness of and engagement with the mission of God in the UK and globally through the charities and organisations represented at United and working through local churches.

NEW FOR 2020

A new space with integrated Bookshop, Cafe and exhibitor layout.

This venue will be part of a new central hub of venues, food court and delegate experience.

What are the benefits?

› Access to an engaged, motivated and captive audience of more than 20,000 people across two weeks in a dedicated new hall for 2020.
› Transferable tickets for your team including camping pitches*
› New Wine FM interview broadcast to the surrounding area and streamed globally online**
› A chance to enjoy the event with access to the entire United programme
› Exhibitor lounge for your team to relax when not on their stands

43% of our exhibitors have exhibited with us for over 6 years
96% of delegates at United visited the Market Town in 2019

Taken from United 19 survey of around 2,000 respondents.

Exhibition timeline

Applications open online | Applications close | Confirmation of space | 4 June Final payment due | 25-31 Jul United Week 1 | 2-8 August United Week 2

(if unsuccessful your deposit is returned)

*The number of tickets you receive depends on the size of your stand. **Subject to availability.
Exhibition opportunities

We love to welcome new exhibitors. If you have never exhibited with us before, you’ll receive a **10% discount** on your stand costs.

› Prices cover the 2 weeks of United 20.
› Multiples of the above spaces can be booked as per the exhibit plan on page 9.
› 2 exhibitor passes included. Larger Stands can apply for more transferable passes based upon multiples of 2x2 floor spaces, subject to a maximum of 6 transferrable passes per exhibitor.
› Single week stands can be requested; allocation will be subject to review of capacity once all bookings are received.
› All stands will be represented on the App. Additional advertising is possible via other onsite media, please enquire.
› Also some limited 1m deep wall based stands (50% of above prices) will be allocated on request (see the exhibit plan on page 9)

**Additional opportunities:**

- **Camping shop**
  - under negotiation

- **Phone charging**
  - additional advertising
  - £1,500 +VAT

- **Team Lounge advertising**
  - 1m x 2m(high) aimed at Team 18-30s seeking mission opportunities.
  - £1,000 +VAT

Please note that sizes are approximate and exact stand dimensions will be confirmed following booking. If your charity has an income of <£2m per year (charity commission verifiable income) contact us about delegate experience opportunities.
Café & seating

Resources

Bookshop

Merchandise

Camping shop

Shaded spots are pre-allocated to specific stands

Premium space

Standard+ space

Standard space

Resources
2020 Main venues
sponsorships are close to signing:

Impact café opportunity

Impact seats up to 1,500 people and is a venue dedicated to celebrating God’s work in our inner cities and estates, with fast-moving, creative, participatory, magazine-style celebrations and seminars, all with an urban, down-to-earth twist. We encourage sponsors who share in this vision.

What are the benefits?

› Impact café sponsorship (logo placement: Cafe backdrop banner, posters, display resources in café at your cost)
› Cafe team T-shirts provided
› Summary of your organisation on the United App
› Logo placement on café slide on the main screens in Impact
› Twelve team passes, this includes food and camping space
› On stage promotion by venue lead.

£14,000 +VAT

Viable as a split sponsorship between several complimentary charities. Please contact us to discuss.
Additional sponsorship opportunities

We are open to discussing any other innovative ways of promoting your charity or organisation. Please email us at marketing@new-wine.org.

- **Coffee cup sponsorship**  
  (170,000 sold in 2019)  
  £15,000 +VAT  
  Contracted

- **United App**  
  (15,225 downloads in 2019)  
  Contracted

- **United Programme advertising**  
  (~8,000 copies printed)  
  £1,000 +VAT (full page)

- **Main Team T-shirts sponsor**  
  (approx 4,400 volunteers over two weeks)  
  Contracted  
  (secondary sponsor available)

- **Toilet sponsorship**  
  Contracted

- **External screen**  
  (20 second impression, viewed c.5 times per hour)  
  £1,000 +VAT (per week)

- **Radio Sponsorship**  
  (please enquire for details)  
  £TBD

- **Entrance fence banners**  
  £1,000 +VAT (per fence panel)

- **Other external story telling opportunities**  
  £2,000 +VAT

- **Pocket Guide**  
  (6,000 sold in 2019)  
  £6,000 +VAT
Brief overview of the terms & conditions

Find full T&Cs online at new-wine.org/terms-and-conditions

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 Practice and not contravene any of the provisions of the Trade Descriptions Act 1968.

6. New Wine reserve the right to make further enquiries of any stand representative to deem suitability to exhibit.

7. Exhibitors may not sell, sublet, advertise or share space with any other organisation without prior written consent from New Wine.

8. New Wine reserve the right to refuse or revoke exhibitor’s rights to be on site, at any time.

9. No photography or filming of the delegates is allowed without prior permission from New Wine.

10. It is the exhibitor’s responsibility to ensure that their stand and anything related to it including all merchandise, meet with current Health and Safety legislation.

11. Cancellations must be received in writing and incur a cancellation fee of 50% if received 90 days before the event starts.

12. No refund can be given if the exhibitor or sponsorship of the event is cancelled within 90 days of the event start unless New Wine is able to source a replacement.

13. St Andrews Bookshop has the sole franchise for selling books, CDs and resources at all New Wine events. Any products that are being sold by St Andrews Bookshop cannot be sold on your stand.

14. It is the exhibitor’s responsibility to get in touch with New Wine before completing the application form if they are considering selling books/CDs at their stand.

15. For exhibiting at any of New Wine’s events, the stand cost does not include food passes.

16. Each exhibitor agrees not to have more people than passes on site at any one time at United.

17. If the exhibitor would like to have additional passes for United, a full delegate pass can be purchased from the New Wine website.

18. All stand representatives must be over 13 years of age; under 18s must be accompanied by an adult (over 21 years) while working on the stand. Those aged 13-16 years may only work for one week.

19. Children’s tickets are not included in exhibitor costs.

20. The New Wine staff and volunteers are within their rights to confiscate leaflets etc. if deemed to be inappropriately distributed.

21. Exhibitors are required to have their own public liability insurance.

22. For United, floor space will be provided as requested.

23. It is the exhibitor’s responsibility to ensure all staff have personal effects cover.

24. Exhibitors are not permitted to stick anything onto any of the walls.

25. To complete the United application, the deposit amount must be paid.

26. For United, once confirmed, the full payment of sponsorship/exhibiting/advertising costs must be paid before the deadline communicated.

27. The amount will be returned to the exhibitor if they are unsuccessful in their application for a stand at United.

28. If the exhibitor can only attend for one week at United, there may be some availability which is at 40% off the total cost.

29. For those trading directly at United, a 17.5% turnover rent will be applied in addition to stand rental. Invoices will be issued post event for the balance if 17.5% of sales are greater than the cost of the space. To aid verification and administration, retailers are expected to disclose weekly takings after United. Retailers are also required to record income in as much detail as possible and, ideally, to provide till receipts or similar records. Confirmed figures must be submitted post event before the end of November 2019.

30. New Wine reserve the right not to return any deposit paid, for cancellations received between 12 March 2019 and 4 June 2019.

31. For United cancellations received after 4 June 2019 will forfeit 100% of the cost of the stand space.

32. 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.

33. For United, each sponsored café needs a team leader from the sponsor’s organisation as well as a team of volunteers. If the sponsor is not able to recruit enough volunteers, sponsors must get in touch as New Wine might be able to assist with recruiting volunteers (this might not be the case for all cafés, sponsorship contacts will contain all the relevant information).

34. For circumstances outside the control of New Wine and the host venue, 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!

For all exhibitor, advertising & sponsorship opportunities please contact:
dave.hase@new-wine.org

Join our Advertising and Exhibitor mailing list, visit:
www.new-wine.org/advertising