



School of Religion



112th Hampton University Ministers Conference
92nd Choir Directors and Organists Guild Workshop

SPONSORSHIP PACKAGE

The Church, Commissioned to be Counter Cultural
(Romans 12:2)



MINISTERS CONFERENCE
CHOIR DIRECTORS & ORGANISTS GUILD WORKSHOP

June 7th-11th, 2026

minconf.hamptonu.edu



A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Esteemed Partner,

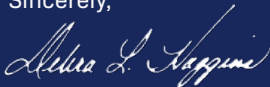
As Executive Director of the Hampton University Ministers' Conference and Dean of the School of Religion, I extend a warm invitation to join us for our 112th annual gathering. This conference is more than an event; it's a vibrant confluence of spiritual leadership, community impact, and unparalleled networking opportunities.

Each year, we welcome thousands of influential ministers and choir guild members, representing a vast network of congregations across the nation. Your sponsorship provides a unique platform to connect directly with these leaders, fostering meaningful relationships and expanding your reach.

This is your chance to align with a legacy of impact and support a conference that resonates deeply within the African American community. We are excited about creating partnerships that are mutually beneficial.

Join us in making the 112th Hampton University Ministers' Conference an extraordinary success. Please contact us today to explore the tailored sponsorship opportunities available. We look forward to partnering with you!

Sincerely,



Debra L. Haggins | PhD | DMin
University Chaplain
HUMC Executive Director & Treasurer
Founding Dean, Hampton University School of Religion

ABOUT SCHOOL OF RELIGION

Established in 2023, Hampton University School of Religion is committed to providing comprehensive opportunities in theological education, while preparing individuals in the vocations of teaching, research, and advocacy for the betterment of humanity. Critical to the formation of religious leaders, Hampton University School of Religion is committed to providing culturally relevant professional education in pastoral leadership, scholarship, and congregational development for clergy as well as emerging and experienced researchers in the disciplines of religion and theology.

Our programs of study, and subsequent course offerings are relevant, applicable, and practical in design. Students who will enroll in any one of our programs will experience the relevancy of the course offerings to their spiritual and academic goals, while enhancing their commitment to religious and faith communities of context. In addition, our offerings in religion and theology seek to further prepare leaders for church and society through undergraduate, graduate, and doctoral degrees. Furthermore, in-depth engagement and theological immersion in myriad area of study address current research and innovative thinking about the needs of today's churches, communities of faith, and other religious organizations considering rapid and seemingly permanent changes in church and congregational habits of being.





Hampton University School of Religion endeavors to provide a nurturing and holistic environment, both online and in-person, in which learning is relevant and personalized to meet the needs of the theological pastoral scholar. Internally, leaders will be afforded opportunities to immerse themselves in a technological resource-enriched facility and engage in theological research methods to master their discipline and expand their knowledge base. Externally, these adult learners of theology, religion, and leadership will participate in real-world concepts on a doctoral level through interactive hands-on projects, rich in-class discussions and intensive student-faculty-staff experiences.

Committed to providing comprehensive educational opportunities of the highest quality our school is fully accredited by the Southern Association of Colleges and Schools Commission on Colleges and is consistent with the University's mission of preparing clergy to attain the highest levels of academic achievement and to be pastoral scholars in their chosen profession.





ABOUT THE HAMPTON UNIVERSITY MINISTERS' CONFERENCE:

A LEGACY OF IMPACT

The Hampton University Ministers Conference stands as the largest interdenominational ministerial alliance in the United States, drawing over 4,000 attendees annually. This dynamic five-day event unites ministers and choir guild members from congregations large and small, representing over 1,400,000+ African American congregants nationwide. More than a gathering, it's a powerful nexus of influence and community.

Beyond spiritual enrichment, the conference generates a significant economic impact, injecting an estimated \$4.3 million into the Hampton Roads area each year. This includes substantial spending on lodging, registration, and meals, highlighting the conference's vital role in the regional economy.

The event also serves as a prime marketplace, attracting dozens of exhibitors and vendors. This creates a unique opportunity for businesses—including banks, financial services firms, publishing houses, hoteliers, software companies, and denominational mission groups—to directly engage with influential Black Christian leaders. This concentration of decision-makers and community influencers presents unparalleled marketing potential.

OPPORTUNITY AWAITS:

PARTNER WITH INFLUENCE

Become a sponsor of the 112th Hampton University Ministers Conference and gain direct access to the largest university-based interdenominational ministerial alliance of African American clergy of its kind in the United States.



DEMOGRAPHICS

ABOUT OUR CONFERENCE ATTENDEES

The Hampton University Ministers Conference draws a dedicated group of religious leaders who are deeply influential in their congregations and communities. These attendees are not only spiritual guides but also often lead music ministries within churches across the United States, shaping the worship experience and community engagement.



DEMOGRAPHIC HIGHLIGHTS

GENDER DIVERSITY

The conference attracts a diverse audience, with a gender ratio of **65% male** and **35% female**, reflecting the evolving landscape of religious leadership.

AGE AND EXPERIENCE

Attendees typically range in age from **40 to 65 years old**, representing a wealth of experience and wisdom.

VOCATIONAL BACKGROUND

A significant majority (**approximately 70%**) of attendees are bi-vocational pastors, balancing their ministry with other professions. This highlights their dedication and commitment to service, often while managing other career responsibilities. In contrast, approximately 30% serve as full-time pastors.

INCOME LEVELS

Many attendees serve in churches where financial resources are limited, with most pastors earning less than **\$100,000** annually from their pastoral duties.

CONGREGATION SIZE

The average congregation size represented by our attendees is approximately **350 members**. This indicates that attendees are primarily leaders within community-focused churches.

GEOGRAPHIC REACH

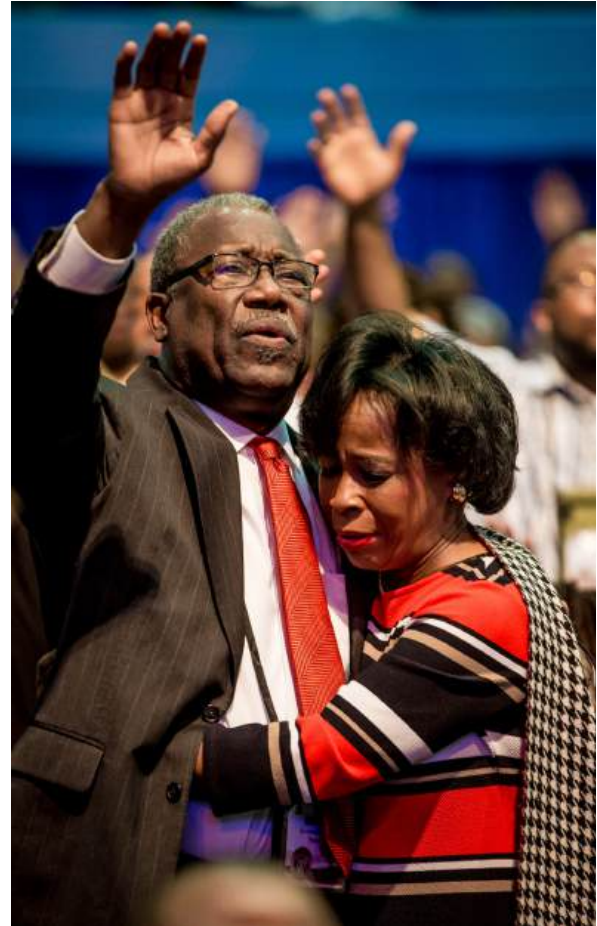
While the conference has a strong presence among leaders from the Eastern Seaboard and the Central and Midwestern states, it also attracts a growing delegation from California, demonstrating its expanding national influence.

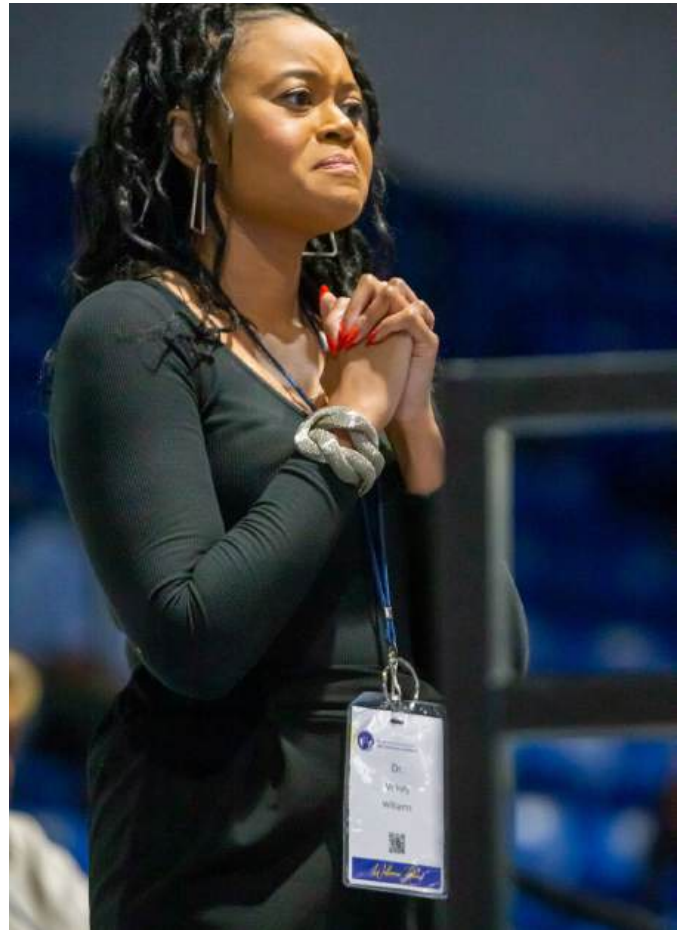
WHY CONNECT WITH THIS DEMOGRAPHIC?

Sponsoring the Hampton University Ministers Conference provides a unique opportunity to connect with a highly influential and community-driven demographic. These attendees are:

- **Community Leaders:** They shape opinions, guide decisions, and influence purchasing within their congregations and communities.
- **Faith-Focused:** They are deeply committed to their beliefs and values, creating a strong sense of loyalty and trust.
- **Dedicated and Resilient:** Many are bi-vocational, demonstrating their commitment and ability to overcome challenges.
- **Networked:** They are part of a close-knit community, fostering word-of-mouth influence and peer recommendations.

By engaging with this audience, sponsors can build brand loyalty, increase visibility, and demonstrate their support for the faith community.





THE POWER OF PARTNERSHIP: **SPONSORSHIP DETAILS**

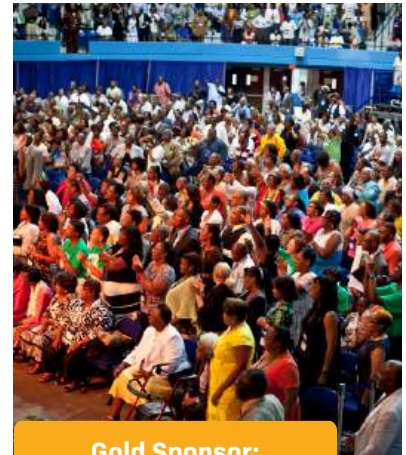
We are honored to invite returning and potential sponsors, exhibitors, and vendors to participate in the 112th Hampton University Ministers Conference and the 92nd Choir Directors & Organists Guild Workshop held yearly on the beautiful campus of Hampton University. This year, the conference gathers under the theme, "The Church, Comissioned to Be Counter Cultural". It resonates with elements of social justice, human dignity, and the church's role in it all.

Hampton University is committed to providing our partners with exclusive sponsorship opportunities to amplify brand awareness and forge meaningful connections with loyal conference attendees. We invite you to join faithful organizations like Black Church Life, Judson Press, Urban Ministries, the Embassy Suites and other faithful contributing organizations who have recognized the parallel value of partnering with us to become an enduring and essential part of the Hampton University Ministers Conference-Choir Directors and Organists Guild legacy over the years. Together, let us collaborate to build a powerful and impactful conference experience for ministers and other faith leaders across the nation.



Platinum Sponsor:
The Visionary Partner
\$30,000

As our Visionary Partner, you will stand at the cutting edge of the conference, aligning your brand with the core mission of empowering spiritual leaders for greater service to the communities they serve. This premier sponsorship offers unparalleled visibility and exclusive access, ensuring your unique message resonates deeply with our audience of influential clergy and religious leaders. Your support will bring fresh and innovative programming to this year's agenda.



Gold Sponsor:
The Pillar of Support
\$15,000

Become a Pillar of Support and play a crucial role in the conference's success. This sponsorship level provides significant recognition and engagement opportunities, allowing you to connect directly with attendees and demonstrate your commitment to community engagement and empowerment. Your support greatly contributes to vital yearly conference activities.



Silver Sponsor:
The Bridge Builder
\$10,000

As a Bridge Builder, you will connect your organization with a diverse network of ministers and community leaders. This sponsorship emphasizes building relationships and fostering meaningful connections. Enjoy prominent brand placement and targeted engagement opportunities while creating pathways to lasting partnerships.



Bronze Sponsor:
The Community Catalyst
\$5,000

Become a Community Catalyst and contribute to the vibrant exchange of ideas and resources at the conference. This sponsorship level offers valuable brand visibility and access to networking opportunities, enabling you to engage with attendees and support the conference's impact on the community.



Exhibitor:
The Marketplace Partner
\$3,000

As a Marketplace Partner, you will have a dedicated space to showcase your products and services to a targeted audience of influential leaders. This level provides direct access to attendees, allowing you to build relationships and generate valuable leads within a dynamic marketplace environment.

SPONSORSHIP VALUE

- **Platinum Sponsor (\$30,000): \$75,000 - \$90,000 Value:** The Title level value is driven by premier visibility such as podium time and promotional footage, a large number of registrants, and a premier booth which provides access to attendees and significant brand association with the conference's vision and mission. This level of sponsorship offers the highest potential for lead generation, major brand enhancement, and long-term partnerships.
- **Gold Sponsor (\$15,000): \$30,000 - \$45,000 Value:** The Gold level provides a strong balance of visibility and engagement. Speaking time and a standard booth allows for direct interaction, while a solid number of registrants and logo placement ensure brand recognition. Value is derived from targeted networking and a notable presence.
- **Silver Sponsor (\$10,000): \$20,000 - \$30,000 Value:** The Silver level focuses on efficient brand exposure through the website and program inclusion, along with a standard booth. Registrations facilitate participation. The value is in cost-effective access to the conference audience and brand reinforcement.
- **Bronze Sponsor (\$5,000): \$10,000 - \$15,000 Value:** The Bronze level provides a basic platform for engagement, primarily through a discounted booth and limited registrations. Value is in direct sales opportunities and introducing your organization to attendees.
- **Exhibitor (\$3,000): \$6,000 - \$9,000 Value:** Exhibitor level is about direct interaction and sales. The standard booth offers a marketplace to showcase products and services. Value is measured by leads and immediate revenue potential.

We invite you to partner with us for the Hampton University Ministers Conference. To secure your sponsorship or discuss a customized package that aligns with your specific objectives and maximizes your return on investment, please contact Dr. Katrina Wilson at katrina.wilson@hamptonu.edu. We look forward to collaborating with you!

Partnership Benefits

	Platinum Sponsor \$30,000	Gold Sponsor \$15,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000	Exhibitor Sponsor \$3,000
Value Proposition (ROI)	\$75,000 - \$90,000	\$30,000 - \$45,000	\$20,000 - \$30,000	\$10,000 - \$15,000	\$6,000 - \$9,000
Conference Access					
Conference Registrations	10	6	4	2	1
Preferred Seating	10	4	2	—	—
Conference Bags	10	6	4	2	1
Speaking Opportunities					
Podium Time	2 minutes (General Session)	1 minute (General Session)	—	—	—
Promotional Material					
Promotional Footage	30 seconds (Gen. Session)	—	—	—	—
Exhibitor/Vendor Space					
Exhibitor Booth Space	Premier	Standard	Standard	Standard	Standard
Signage/Recognition					
Logo on Conference Website	✓	✓	✓	✓	✓
Logo in Conference Program	✓	✓	✓	✓	✓
Social Media					
Social Media Posts	8	5	3	1	—
E-blasts					
E-blast Recognition	Yes	Yes	—	—	—
Additional Benefits					
Giveaways	Yes	Yes	Opportunity To	Opportunity To	—

ELEVATE YOUR BRAND THROUGH FOCUSED ENGAGEMENT: EVENT SPONSORSHIP OPPORTUNITIES

We are honored to invite returning and potential sponsors, exhibitors, and vendors to participate in the historic 112th Ministers Conference and 92nd Choir Directors and Organists Guild Workshop, held on the value campus of Hampton University. Under the theme “The Church, Comissioned to Be Counter Cultural” this event presents a unique platform to connect with influential leaders and a vast network of congregations.

Hampton University is committed to providing our partners with exclusive sponsorship opportunities to amplify brand awareness and forge meaningful connections with conference attendees. Join the ranks of esteemed organizations like Urban Ministries, Inc., Black Church Life, Judson Press, and Marriott, who have recognized the unparalleled value of partnering with our enduring legacy. Together, let us collaborate to create a powerful and impactful experience.

Sponsoring a meal function, session, or workshop at the Hampton University Ministers Conference provides a valuable opportunity to connect with a targeted audience, build relationships, and enhance your brand’s visibility. We invite you to explore these unique sponsorship options and select the opportunity that best aligns with your goals.

To discuss specific sponsorship opportunities and customize a package that meets your needs, please contact Dr. Katrina Wilson at katrina.wilson@hamptonu.edu. We look forward to partnering with you to create a successful and impactful experience.



GENERAL SESSION SPONSORSHIP

Overview: General Sessions are a cornerstone of the conference, featuring prominent preachers, speakers, and presentations that draw large audiences. These sessions are high-profile and provide sponsors with significant visibility.

ROI: Sponsoring a General Session places your brand front and center before a substantial portion of conference attendees, offering unparalleled exposure and the opportunity to align with powerful messages.

Sponsorship Benefits:

- Verbal recognition from the podium during the sponsored session.
- Prominent logo placement on session signage and presentation slides.
- Opportunity to display a banner in the session venue.
- Inclusion in the conference program and mobile app as a session sponsor.
- Two (2) complimentary conference registrations.

\$7,500



PRESIDENT’S RECEPTION

Overview: The President’s Reception, hosted by the Hampton University President and the HU Minister’s Conference President, is a VIP exclusive event. This reception gathers key leaders, speakers, and special guests, providing a high-level networking environment. (Approximately 300 attendees)

ROI: Sponsoring the President’s Reception aligns your brand with prestige and exclusivity, offering access to a select group of influential attendees and creating a premium brand association.

Sponsorship Benefits:

- Logo placement on reception invitations and signage.
- Opportunity for a banner display at the reception venue.
- Recognition in any press releases or media coverage of the reception.
- Two (2) invitations to the President’s Reception.

\$5,000



WOMEN IN MINISTRY HOUR

Overview: The Women in Ministry Hour is a dedicated session that draws a significant audience, focusing on the unique experiences and contributions of women in ministry. (Approximately 900 attendees)

ROI: Sponsoring this session allows your brand to demonstrate support for women in leadership roles within the church, gaining visibility and positive association with a large and engaged segment of attendees.

Sponsorship Benefits:

- Verbal recognition from the podium during the sponsored session.
- Logo placement on session signage and presentation slides.
- Opportunity to display a banner in the session venue.
- Inclusion in the conference program and mobile app as a session sponsor.

\$5,000



CHOIR GUILD LUNCHEON

Overview: The Choir Guild Luncheon brings together choir directors, musicians, and guild members for a focused event celebrating music ministry. This luncheon offers a targeted audience for sponsors interested in reaching those involved in church music programs.

ROI: Sponsoring the Choir Guild Luncheon provides a concentrated opportunity to connect with a niche audience of influential music leaders within the church, fostering strong relationships and targeted marketing.

Sponsorship Benefits:

- Opportunity for a representative to give brief remarks (2 minutes) during the luncheon.
- Logo placement on luncheon signage and table centerpieces.
- Inclusion in the conference program and mobile app as the luncheon sponsor.
- Opportunity to provide branded materials or gifts to attendees.

\$2,500



WORKSHOPS

Overview: Workshops cover a variety of topics relevant to ministry and church leadership. These sessions provide in-depth learning experiences for attendees. Sponsorship opportunities vary depending on the specific workshop. (Attendance varies by workshop)

ROI: Sponsoring a workshop allows for targeted engagement with attendees interested in a specific area of ministry, providing a platform for in-depth interaction and knowledge sharing.

Sponsorship Benefits:

- Opportunity to introduce the workshop speaker.
- Logo placement on workshop materials.
- Opportunity to provide relevant resources to attendees.

\$1,500



VIP LUNCHEON

Overview: The VIP Luncheon is an intimate gathering of high-level conference attendees, speakers, and special guests. This luncheon offers a focused environment for networking and relationship building. (Approximately 50 attendees)

ROI: Sponsoring the VIP Luncheon provides a unique opportunity for close interaction with a select group of key influencers, allowing for meaningful conversations and targeted brand exposure.

Sponsorship Benefits:

- Logo placement on luncheon signage.
- Opportunity to provide branded materials to attendees.
- Verbal recognition during the luncheon.

\$1,500



NU VOICES

Overview: The Late-Night Preaching Event at the Hampton University Ministers Conference is a vibrant and spiritually enriching gathering designed to offer a platform for emerging seminary-trained clergy to share the preached Word with passion, purpose, and prophetic insight.

ROI: Sponsoring the event allows for targeted engagement with attendees interested in a specific area of ministry, providing a platform for in-depth interaction and knowledge sharing.

Sponsorship Benefits:

- Logo Placement on Digital Signage during Nu Voices worship experiences.
- Opportunity to provide relevant resources to Nu Voices Attendees.
- Inclusion in Digital Signage and Mobile App for the Conference.

\$1,000

PRODUCTION REQUIREMENTS

FOR SPONSORS

To ensure a successful and productive experience at the Hampton University Ministers Conference, we kindly ask all sponsors to adhere to the following production requirements and deadlines.

Logo Submission

- **High-Resolution Logo:** Please provide your high-resolution logo as soon as your sponsorship contract is signed. This will allow us to include your logo on the Ministers' Conference website and other promotional materials.
- **Clarity:** To ensure optimal clarity, logos should be submitted at a size of 300 DPI RGB.

Promotional Footage Guidelines

- **Video Length:** All promotional video footage should have a maximum duration of 30 seconds.
- **Delivery Format:** Please submit your promotional footage on a DVD.
- **Usage:** The footage will be played on the Jumbotron during the General Sessions.
- **Submission:** Send all DVDs to the Office of Development (see contact information below).

Exhibit Booths

- **Booth Dimensions:** Each exhibit booth space measures 6 feet by 8 feet.
- **Included Amenities:** Each booth includes one 6-foot table and two chairs.
- **Restrictions:** Exhibitors are not permitted to sell books or other printed materials outside of the Conference Bookstore.
- **Permitted Activities:** Exhibitors may display and distribute free marketing and informational resources, generate leads, gather research data, and network with attendees.





Deadlines

- All Materials: The deadline for submitting all journal advertisements, high-resolution logos with links, and promotional footage is **May 16, 2026**.

Journal Advertisement Specifications

- Full-Page Dimensions: Full-page journal advertisements should be 8.5 inches by 11 inches.
- Bleed: If your ad has a bleed, please allow 1/8 inch on all sides.
- Color: Ads can be submitted in either four-color or black and white.
- File Format: All artwork should be submitted as a high-resolution PDF file

Sponsor Contact Information

For all sponsor-related inquiries and material submissions, please contact us:

Email: advancement@hamptonu.edu

Main: (757) 727-5356

For Sponsorship Contact and Send all materials to:

Office of Advancement and External Engagement

200 William R. Harvey Way

Wigwam Building, Suite 101

Hampton, VA 23668-0099

FREQUENTLY ASKED QUESTIONS FOR SPONSORS

This document provides answers to common questions from sponsors to ensure a smooth and successful conference experience.

Conference Logistics

Q: Where do I retrieve my conference bags and conference registration tickets?

A: At the Hampton University Convocation Center.

Q: What are the hours and days for exhibit booth setup in the Hampton University Convocation Center?

A: Operational hours are to be determined. Setup and move-in can begin on Saturday, June 6th.

Q: If this amenity is included in my sponsorship, where is the reserved seating in the Convocation Center?

A: A special section will be reserved with signage posted for corporate sponsors.

Q: Where do I retrieve any remaining items/materials that I provided for distribution in the conference bag?

A: Please see Ms. Sheila Taylor, Director of Special Projects, at the Special Projects table located in Holland Hall.

Sponsorship Amenities

Q: At what sponsorship level am I eligible to include items in the conference bags?

A: All amenities for each sponsorship level are listed in the sponsorship brochure.

Q: If this amenity is included in my sponsorship, where are the details regarding my opportunity to speak at the General Session or selected conference events?

A: To be determined. Please contact Dr. Katrina Wilson at katrina.wilson@hamptonu.edu for additional details.

Q: How many tickets for the conference are included with my sponsorship?

A: Please reference the sponsorship brochure for specific details on sponsorship tickets at each level.

Q: If I need more conference tickets, do I purchase them?





Shipping and Deadlines

Q: Where do I mail items for inclusion in the conference bag?

A:

Hampton University Ministers' Conference
Attention: Rev. Dr. Debra Haggins
Shipping and Receiving
3 Shore Drive
Hampton, Virginia 23668

Q: What is the timeline for the final shipment of items to Hampton University for the conference bags?

A: All materials must be received in our shipping and receiving department no later than two weeks prior to the beginning of the conference, on Sunday, June 1st.

Sponsorship Agreements and Payments

Q: What are the next steps once I decide on my level of sponsorship?

A: Complete the sponsorship agreement form, contact Dr. Katrina Wilson in the Office of Development, and mail, email, or fax the agreement form along with submission of your payment.

Q: Where do I mail my payment?

A: Payments may be mailed to the attention of:

Office of Advancement and External Engagement
200 William R. Harvey Way
Wigwam Building, Suite 101
Hampton, VA 23668-0099
Main: (757) 727-5356

BECOME A SPONSOR

Scan To Fill Out Form



minconf.fillout.com/sponsor

Sponsor Contact Information

For all sponsor-related inquiries and material submissions, please contact:

Office of Advancement and External Engagement
200 William R. Harvey Way
Wigwam Building, Suite 101
Hampton, VA 23668-0099

Email: advancement@hamptonu.edu
Main: (757) 727-5356







MINISTERS CONFERENCE

CHOIR DIRECTORS & ORGANISTS GUILD WORKSHOP

Learn More At:

minconf.hamptonu.edu

