

**TEACH THEM**



*Diligently*®

**MEDIA KIT**

2023 - 2024

[www.teachthemdiligently.net/](http://www.teachthemdiligently.net/)



## Exhibit Hall Booths

Our Teach Them Diligently Convention exhibitors run the gamut! We are thrilled to be able to host a unique combination of curriculum providers, book publishers, colleges & universities, lifestyle services, family product providers and many more—all united by our dedication to the Gospel and to providing homeschoolers with the resources they need. Have questions? Email [GDobson@TeachThemDiligently.net](mailto:GDobson@TeachThemDiligently.net)

### EXHIBITOR BOOTHS

	Sept. 30 Pigeon Forge   Branson	Nov. 1 Pigeon Forge   Branson	Jan. 1 Pigeon Forge   Branson
INLINE	\$700	\$850	\$1,000
CORNER	\$750	\$900	\$1,050
END-CAP	\$1,600	\$1,850	\$2,100
HALF CURRICULUM	\$3,800	\$4,000	\$4,200
FULL CURRICULUM	\$5,500	\$5,800	\$6,200

- **FRONT ZONE** BOOTHS ARE AVAILABLE FOR A \$300 PREMIUM PER BOOTH
- **BACK ZONE** BOOTHS ARE AVAILABLE FOR A \$100 DISCOUNT
- **ELECTRICITY** CHARGES ARE HANDLED DIRECTLY BY THE VENUE
- **OPEN WIFI** IS COMPLIMENTARY AT EACH VENUE BUT WE OFFER A SECURE WIFI CONNECTION FOR \$50

Scan the QR Code to  
Register Today!





## Event Sponsorships

We would love to create a personalized sponsorship package for your company! For more information reach out to [lgunnery@TeachThemDiligently.net](mailto:lgunnery@TeachThemDiligently.net)

### SPONSORSHIP OPPORTUNITIES

FAMILIES ON MISSION	\$5,000	Promotion of Cause in Media for Month as a Promotional Campaign
NAMED ROOM	\$5,000	Opportunity to Decorate Room and Even Emcee Events in Room
HALL SIGNAGE	\$500	Signage is Produced by Client and Set up in High Traffic Locations in Venue
VIDEO ON KEYNOTE SCREEN	\$500	Videos are Run in Keynote Room on Big Screens in between Sessions on Rotation
STAGE TIME	\$25,000	Before the Keynote Stage Time to introduce Organization and Speaker
EVENT MOBILE APP SPONSOR	\$10,000	Sponsor will have Branding within Mobile App with Link. Custom Experience
EVENT MOBILE APP MESSAGE	\$200	Message Sent to Event Attendees during the Event

### PASSPORT PROGRAM ACTIVITY

Attendees can obtain stamps by visiting participating exhibitors in the Teach Them Diligently Passport Program. Those who complete their Passport will have an opportunity to win a prize package. Exhibitor participation requires offering three sets of products for the prize package valued at, or above, \$50 USD.

**\$200 PER EVENT**

### HOMESCHOOL FAMILY FAVORITES

Each year, Teach Them Diligently hosts a readers choice awards for curriculum. These awards are voted on by hundreds of people and then the full guide is viewed by hundreds more!

**\$2,000 PER PAGE**



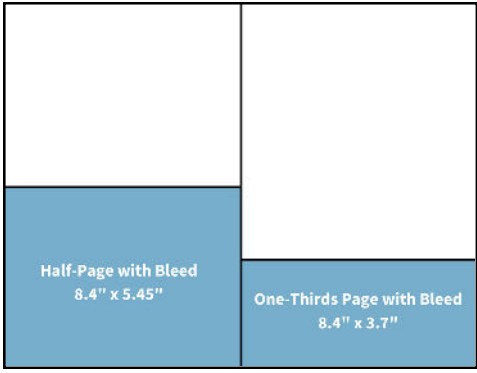
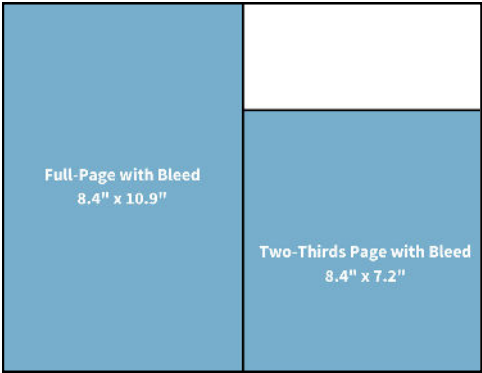
# PRINT COLLATERAL

Teach Them Diligently has a number of print sponsorship and advertising options. Several advertising options can be ordered and paid for with your booth registration. We do not provide design services unless specified.

## CONVENTION PROGRAM

The 2023 Convention Program will be between 48 and 64 pages. It will include information regarding exhibitors, speakers, speaking sessions, and session tracks. We will produce thousands for each location with an average readership of 4 readers per copy. All ads are 4-color. Pricing is per site.

AD SIZE	RATE
Full Page	\$1,000
2/3 Page	\$850
1/2 Page	\$600
1/3 Page	\$350
Back Cover	\$2,000
Inside Front/Back Cover	\$1,250



## BAG STUFFER

After the convention ends our mothers and fathers get home and excitedly search through their bags for the treasures they picked up from our exhibitors. It is important that your materials be among the treasures that they find! Sponsors provide the printed material or gift item and pay for shipping.

**\$250 PER EVENT**

**BAG STUFFER IDEAS:**

- Promotional Flyers
- Pens
- Notebooks
- Bookmarks
- Curriculum Samples



## PRINT COLLATERAL

Teach Them Diligently has a number of print sponsorship and advertising options. Several advertising options can be ordered and paid for with your booth registration. We do not provide design services unless specified.

## BAG SPONSOR

---

We distribute thousands of heavy-duty, reusable fabric tote bags at each location. These bags are long-lasting and end up being reused for years by our Homeschool families. Your logo and/or messaging will be imprinted on one side with our logo on the reverse side. A bag sponsorship is for an entire site. Partial site sponsorship is not available. Your logo on the bag is approximately 8.5" x 11". Bag sponsorship is around \$4.00 per bag per site.

## FLOOR DECALS

---

Floor Decals in the Exhibit Hall include booth numbers on that aisle for directions for shoppers. These floor decals are a great incredibly visible location to promote your brand

**\$1,000 PER ISLE**



## EVENT CEILING BANNERS

---

This is your opportunity to get your logo and brand the most visibility. In Pigeon Forge, we will be hanging the banners of our sponsors in the concourse so that our attendees have major visibility of your brand. Don't miss out on this exclusive Pigeon Forge advertising opportunity!

**\$1,000 PER BANNER**



## Digital Media

Making effective use of your online presence is crucial. This year we are offering some brand new ways to reach your audience through our platforms! Take a look at what marketing options we have for you through our social media accounts! We would love to create a personalized digital media sponsorship for your company! For more information reach out to [lgunnery@TeachThemDiligently.net](mailto:lgunnery@TeachThemDiligently.net)

### INSTAGRAM

---

*At the time of publication, the Teach Them Diligently Instagram account has over 26,000 followers.*

#### STATIC POST

\$500

#### STORIES

\$500

#### REELS

\$225

#### LINK IN BIO

\$400

### FACEBOOK

---

*At the time of publication, the Teach Them Diligently Facebook account has over 63,000 followers.*

#### SPONSORED POST

\$250

### PODCAST

---

*At the time of publication, the Teach Them Diligently Podcast has over 10,000 downloads and posts 3 times a week.*

#### LIVE READ

\$250

#### PRESENTING SPONSOR

\$250

#### INTERVIEW

\$1,500

### OTHER MEDIA

---

#### EBLAST

\$2,000

*HTML Eblast sent to 50,000  
homeschool households*

#### BLOG POST

\$500