



**GOSPEL  
HERITAGE**

2ND GENERATION

INTERNATIONAL

*Worship*

& ARTISTS SUMMIT

*Columbia, South Carolina*

**SPONSORSHIP OPPORTUNITY**

# OUR HISTORY

The Gospel Heritage Foundation was founded in 1994 by *Dr. Teresa Hairston*. It is not affiliated with any denominational organization; it is open to the public and encourages diversity.

*"Faith lays the foundation, but education builds the house."*

We minister through our International and Regional worship Summit brands in order to educate current and future leaders. Creating a transformative experience while bridging the gap between vision and faith to the practical application of life skills. Through our sponsor/partners, we share products, services and information that contribute to excellence in faith, family, finance and fitness.



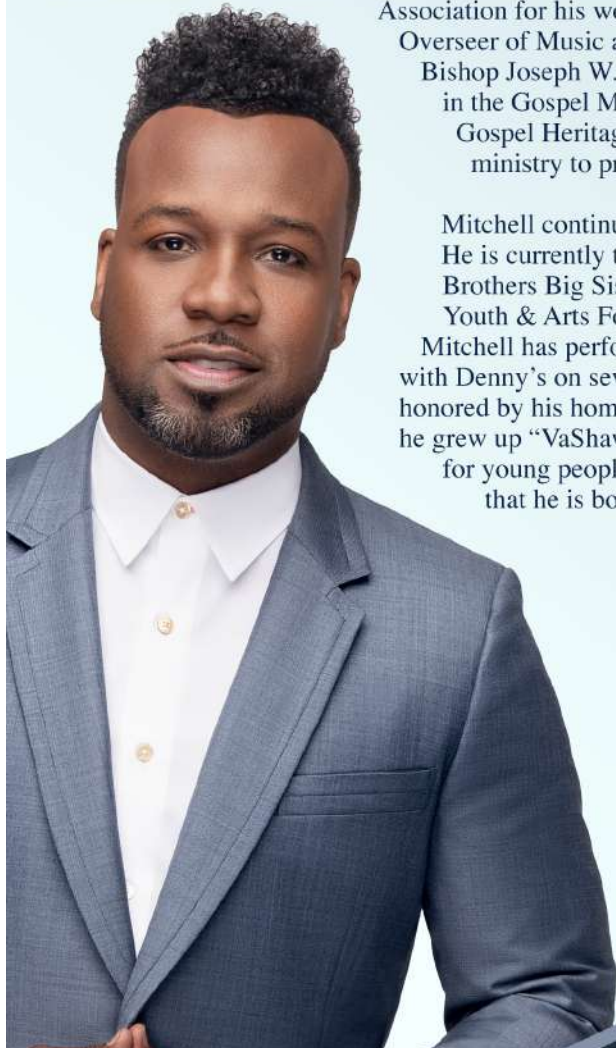
# VASHAWN MITCHELL

## PRESIDENT, GOSPEL HERITAGE

VaShawn Mitchell was born and raised in Chicago, IL, a city known as the birthplace of Gospel music, an art form that has been indelibly imprinted on his life. His love for Gospel music led him to spend many years in his youth as a Music Director and then Minister of Music in the city of Chicago.

Throughout the years, VaShawn's artistic vision has grown, shaping him into a mature worship leader and a recognized Gospel songwriter. In 2010, his passion and talent for songwriting, producing and singing led him to release *Triumphant* which became his best-selling album to date. Soaring to the top of the charts with his mega-hit single "Nobody Greater," Mitchell amassed numerous awards and nominations. In 2011, he received 11 Stellar Award nominations (the most received by any artist that year) and took home 6 trophies. He also earned two GRAMMY Award Nominations and two GMA Dove Award nominations for both the album and single. *Billboard* magazine declared "Nobody Greater" the #1 Most Played Gospel Song of 2011 and Mitchell was named *Billboard's* #1 Gospel Radio Artist of 2011 and *Triumphant* was among the Top 5 Gospel Albums of 2011. The single held the #1 position for nine consecutive weeks on *Billboard's* Hot Gospel Songs chart and crossed-over to the Urban Contemporary Adult charts. Building on the success of "Nobody Greater", VaShawn went on to release *Created 4 This* which generated the top 5 single "Turning Around for Me." Following this project VaShawn went on to record and release, *Unstoppable* (for which he received a Stellar Award nomination) and *Secret Place*, which was recorded live in South Africa. *Secret Place* was released in November 2016 and debuted at #1 on the *Billboard* charts. The first single from his latest project is an infectious song entitled "Joy" which held the #1 spot on radio charts for several weeks and earned VaShawn his first Dove Award as an Artist for Urban Worship Song of the Year.

Over the last several years Mitchell continued to stretch his creative talents beyond his own recording career. He has been instrumental in the career of many of today's popular artists and has received two Dove Awards from the Gospel Music Association for his work as a producer. In January 2017, Mitchell became the General Overseer of Music at Mt. Zion Baptist Church in Nashville, TN under the leadership of Bishop Joseph W. Walker, III. Always committed to the promotion of upcoming voices in the Gospel Music industry, VaShawn assumed the role of President & CEO of the Gospel Heritage Foundation in 2018 and has plans to expand the reach of this ministry to prepare the next generation for their own journey.



Mitchell continues to expand interests in community service and philanthropy. He is currently the National Faith Based Spokesperson for the Big Brothers Big Sister organization and recently started the Norman Youth & Arts Foundation, named in memory of his grandfather. Mitchell has performed for the NAACP as well as partnered corporately with Denny's on several health care initiatives. VaShawn was recently honored by his hometown of Harvey, IL when they named the street where he grew up "VaShawn Mitchell Street." He believes that he is a role model for young people, and that it is part of his calling. It's a role that he is both proud and happy to take on.

# LEAP SUMMIT

Gospel Heritage provides you the opportunity to connect with church and ministry workers and leaders. It's an experience like no other. The International Worship And Artists Summit is acknowledged by many as the premiere gathering for both education and inspiration. It is attended by pastors, worship and arts teams (directors, singers and musicians), Gospel recording artists, Record Industry professionals and Gospel Music fans. The Summit will feature both daytime classes and evening services along with other special presentations that should not be missed.



INTERNATIONAL  
*Worship*  
& ARTISTS SUMMIT  
*Columbia, South Carolina*



**VASHAWN MITCHELL**  
CONFERENCE HOST  
& PRESIDENT

**DR. TERESA HAIRSTON**  
FOUNDER



LEAP  
SUMMIT



BISHOP NOEL JONES // TODD DULANEY // TONYA BAKER  
EVANGELIST LATRICE RYAN // JEKALYN CARR // MYRON BUTLER

**FEB 26-29**

**COLUMBIA, SC**

**\$ 129** GENERAL ADMISSION **\$ 75** W/ STUDENT ID **\$ 350** PRESIDENT'S CIRCLE

*\* REGISTRATION INCREASES TO \$149 JAN 1*

REGISTER AT  
[WWW.GOSPELHERITAGE.ORG](http://WWW.GOSPELHERITAGE.ORG)

INTERNATIONAL  
*Worship*  
& ARTISTS SUMMIT  
*Columbia, South Carolina*

# PRIMARY TARGET AREAS OF CONSTITUENT NEEDS:

- EDUCATION
- MENTORSHIP
- LEADERSHIP DEVELOPMENT
- SOCIAL INTERVENTION
- ENHANCEMENT
- PHYSICAL & EMOTIONAL WELL-BEING



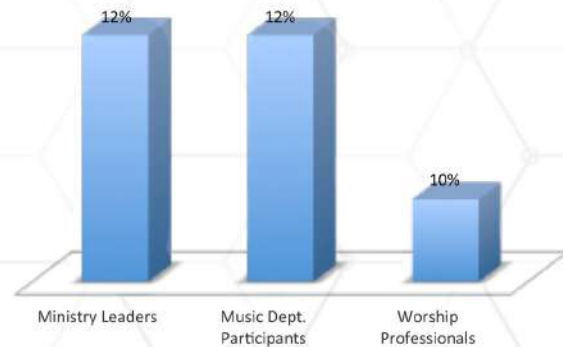
# GOSPEL HERITAGE WORSHIPPER DEMOGRAPHICS

## DEMOGRAPHICS

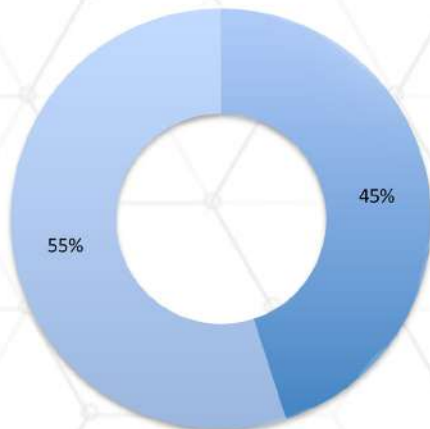
(Over 40% under 25 Years Old)



## CORE AUDIENCE



## GENDER



## RACE



**MEDIAN INCOME: \$60,000**

# INTERNATIONAL *Worship* & ARTISTS SUMMIT



## WHY PARTNER WITH US?

THIS ANNUAL SUMMIT DRAWS APPROXIMATELY 5,000 ATTENDEES ACROSS THREE (3) DAYS AND EIGHT REGIONS THROUGHOUT THE US REACHING OVER 80 MILLION HOUSEHOLDS WITH MORE THAN 40 MILLION MEDIA IMPRESSIONS THROUGH THE CONFERENCE EXPERIENCE AND LIVE BROADCAST ON THE WORD NETWORK (THE WORLD'S LARGEST AFRICAN AMERICAN OWNED RELIGIOUS TELEVISION NETWORK).

- ✓ CONNECT WITH AN AGGREGATE AUDIENCE CLOSE TO 2 MILLION ACROSS SOCIAL MEDIA PLATFORMS (VASHAWN MITCHELL AND GOSPEL HERITAGE COMBINED)
- ✓ ACCESS TO A CONSUMER MARKET WITH PROVEN SPENDING POWER (AFRICAN AMERICAN PROJECTED 2019 SPENDING POWER \$1.1 TRILLION)
- ✓ 40 MILLION+ MEDIA IMPRESSIONS (EMAIL MARKETING, SOCIAL MEDIA, PRESS KITS TV/RADIO ADVERTISING AND DRIVE BY TRAFFIC)
- ✓ THOUSANDS OF LEADERS AND COMMUNITY STAKEHOLDS FROM PRIMARY, SECONDARY, AND RURAL MARKETS
- ✓ SINGLE AND FAMILY CONSUMERS
- ✓ ARTS, LIFESTYLE, MEDIA, AND RELIGIOUS CONSUMERS ALIKE

COLUMBIA, SC  
FEBRUARY 26-29, 2020



# *Sponsorship Levels*

## **\$20,000 - Title Sponsor**

- Brand and Logo inclusion in the Gospel Heritage Title and all event creative
- Primary Logo and name inclusion in all on-site signage and mobile app
- Gospel Heritage Mobile app sponsorship video (15 seconds)
- Brand inclusion on the Gospel Heritage website
- Ten (10) VIP conference registrations & seating
- 10 x 10 Booth Space
- Official Social Media Partner
- Two (2) live main stage moments during Evening Sessions
- Logo on digital content
- Logo on promotional participant's bags
- 6 Sponsor Video Spots throughout General Sessions (30 sec)
- 2 Company promotional item feature in conference bags (provided by company)

## **\$15,000 - Platinum Sponsor**

- Live speaking opportunity at each morning session
- Logo and name inclusion in all on-site signage and mobile app
- Gospel Heritage Mobile app sponsorship video (15 seconds)
- 4 Sponsor Video Spots throughout General Sessions (30 sec)
- Brand inclusion on the Gospel Heritage website
- Six (6) VIP conference registrations & seating
- Booth Space
- Social media inclusion
- Logo on digital content
- 1 Company promotional item feature in conference bags

# *Sponsorship Levels*

## **\$10,000 - Silver Sponsor**

- Logo and name inclusion in all on-site signage and mobile app
- (5) VIP conference registrations & seating
- Booth Space
- Logo on digital content
- 1 Sponsor Video Spot throughout General Sessions (30 sec) on day of choosing
- 1 Company promotional item feature in conference bags
- First right of refusal for Gospel Heritage Sponsorship in future conferences

## **\$25,000 – Festival Title Sponsor**

- Festival Title Sponsor
- Live Speaking Opportunity
- Sponsor Video Spot throughout Festival (30 sec)- Logo and name inclusion in all on-site signage and mobile app
- (5) VIP conference registrations & seating
- 10x10 Booth Space
- Logo on digital content

# *Sponsorship Levels*

## **\$5,000 - VIP Reception Sponsor**

- (2) VIP conference registrations & seating
- Logo on digital content
- Booth Space
- 1 Company promotional item feature in conference bags

## **\$3,500 - Honoree Award Sponsor (2)**

- (2) General admission conference registrations & VIP seating
- Award branded with Sponsor's name
- Logo on digital content
- 1 Company promotional item feature in conference bags

## **\$2,500 - Bronze Sponsor – Corporate/Ministry Partners (Alacart) (4)**

- 10 Registrations
- Special seating and recognition
- Inclusion in sponsor video presentation played daily
- Web link on sponsor page of [www.gospelheritage.org](http://www.gospelheritage.org)

## **Video Ad Sponsorships**

- \$500/day – Video Ad Sponsor
  - 2 / 60 sec commercials provided by Sponsor
- \$1,000/ 2 days – Video Ad Sponsor
  - 5 / 60 sec commercials provided by Sponsor
- \$1,500/ all days – Video Ad Sponsor
  - 7 / 60 sec commercials provided by Sponsor



**GOSPEL HERITAGE  
BOARD OF DIRECTORS**

**VASHAWN MITCHELL  
PRESIDENT**

**DR. TERESA HAIRSTON  
VICE PRESIDENT**

**RUTH-ANN WYNTER  
SECRETARY**

**DEMAR ROBERTS  
TREASURER**

INTERNATIONAL  
*Worship*  
& ARTISTS SUMMIT



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