



# COGL

Network



## SPONSORSHIP

*JOIN THE MOVEMENT UNITING OUR  
COMMUNITY OF FAITH TO MEET NEEDS  
OF THE GREATER LANSING AREA*



[JOIN.COGLNETWORK.ORG](http://JOIN.COGLNETWORK.ORG)



Greetings,

What does it look like to be recognized by city leaders for connecting the faith community to ways to serve residents? Thanks to faithful supporters, COGL is locally and nationally recognized as one of the premiere Christian movements that is uniting churches and leaders to meet local needs for over 10 years. We are a connecting point for government entities, communities, and businesses to reach our highly passionate audience of 120,000 individuals and families in the heart of Michigan who are morally called to serve within cities.

Will you join us in uniting communities to be better equipped to serve locally? It's because of supporters like you, we are able to now offer two unique opportunities to join the movement through our **City Transformation Events** and **Community Faith Guide**. Our purpose extends beyond having highly attended events and widely read articles. Our events and publications uniquely partner our faith community with city departments to meet community needs. This movement helps over 210 of the most charitable ministries partner with cities to collectively identify and impact socioeconomic needs in the Greater Lansing Area.

May today be your best day yet,

A handwritten signature in black ink, appearing to read "Adam Williams". The signature is fluid and stylized, with a long horizontal stroke extending to the right.

Adam Williams  
Executive Director

# COMMUNITY FAITH GUIDE

Opportunity #1 *reach a potential of 120,000 readers*



The Community Faith Guide highlights services provided by the faith community and a directory of faith-friendly businesses. It is also a seven-section guide identifying community needs using city data and maps. Seven areas of focus are identified as pillars to sustain the health of a city's ecosystem. We engage our diverse readers based on their sphere of influence. We use the term "FREE GAS" to memorize the seven areas of influence that we mobilize our community in. The seven sections of the guide are:

- Families & Neighborhoods
- Religion & Faith
- Economy & Business
- Education & Youth
- Government & Law
- Arts & Media
- Science & Technology

**We are looking to highlight local ministry impact, city research, and sponsors in each of these sections. Our publication release date is in each winter.**

## A UNIQUE OPPORTUNITY

Your organization can now reach, inform, engage, and unite one of the most sought after markets in our nation - our faith-based communities!

**HIGH IMPACT** COGL's publication is a high quality annual guide and is distributed in over 210 churches throughout mid-Michigan and to over 120,000 Christians state-wide.

**PASSIONATE READERS** Did you know 85% of small business growth comes through referrals? Our readers actively engage in their community and avidly support locally.

**HIGH PASS-ALONG RATE** Esteemed and diverse writers provide an extremely high pass-along rate through our network of influential leaders and monthly events.

## DISTRIBUTED TO CHURCHES AND LEADERS:



\*Distribution is based on our subscribers' congregations and the US Census Data 2010



# PUBLICATION RATES FOR:

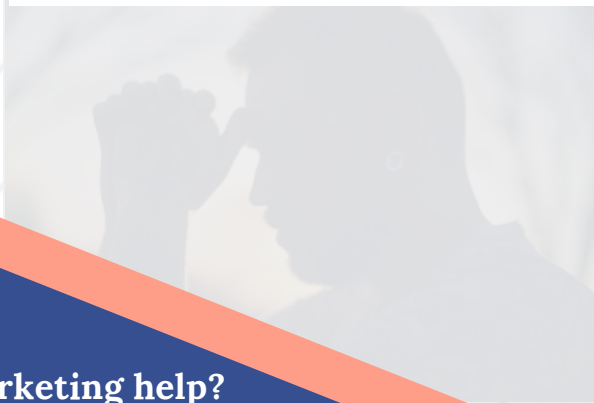
**Faith-Friendly  
Business Listing**  
(Contact Info or card)  
**\$50 or \$100**



**Faith Community  
Missions Report**  
(up to 80 words)  
**\$300**



**Faith Community  
Highlight of Faith**  
(Half Page)  
**\$1500**



**\*Sponsor Spotlight  
Interview**  
(Full Page + Logo)  
**\$2500**

*\*Available for all Sponsors*



**Need marketing help?**

## OPTIONAL SERVICES

Graphic Design     \$150 - \$200  
Technical Writing   \$40 - \$100

All submissions are **due by October 1st** of the publication release year.  
Inquiries please contact 517-325-3140 or email [info@coglnetwork.org](mailto:info@coglnetwork.org)

**COGL**  
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# City Transformation

Opportunity #2

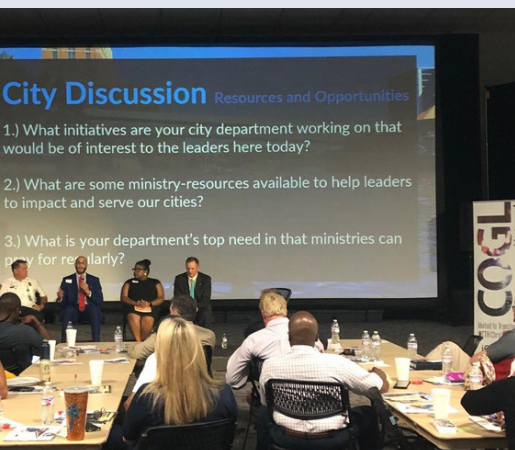
Events



Monthly, our City Transformation Events directly connect churches to local needs identified by city leadership and reach 210 congregations. Annually, we have an **SOTC (State of the City) Multiply Conference** in the winter, seven monthly **City Impact Forums** in spring through summer, and a **SOTC Community Faith Dinner** in the fall. These events allow city departments to honor and share ways the faith community can serve needs based on the Mayor's State of the City each year.

winter / spring / summer / fall

Our event platforms reach and highlight statewide leadership within the faith community. We use both a combination of print and digital marketing to reach our audiences, engaging over 210 churches in Michigan and surrounding areas. Our city departments leverage partnerships with us to engage our audiences who have a diversity of interests and influence to serve in each of their communities.



500

LEADERS OF A COMMUNITY, CHURCH, OR BUSINESS ATTEND OUR MONTHLY EVENTS EACH YEAR.

36.51%

OF CHURCHES IN THE TRI-COUNTY AREA ARE DIRECTLY REACHED THROUGH EVENT ADVERTISING.

3,100

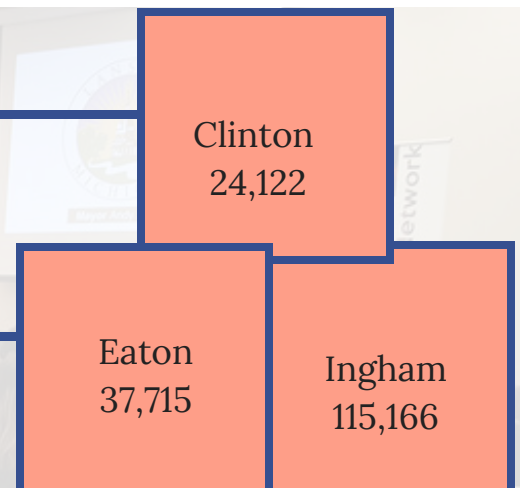
LEADERS ARE MONTHLY SUBSCRIBERS IN MARKETS OF FAMILIES, BUSINESS, GOVERNMENT, & NON-PROFIT

35%

ATTENDEES ARE NETWORK LEADERS IN NON-PROFITS, BUSINESSES, GOVERNMENT, & MINISTRY STATEWIDE

## TRI-COUNTY FAITH \*POPULATION

LET US HELP YOU REACH  
OVER 168,000 PASSIONATE PEOPLE



\*Population based on the US Census Data 2010

# Levels and Benefits

## YOUR REACH for 365 days & beyond

### Unity Ambassadors

\$10,000+

Full-page Sponsor Spotlight in SOTC Guide  
Title-sponsor presentation at City Impact Forums  
Table for 8 at SOTC Conference and SOTC Dinner  
Exhibitor Space at City Impact Forums  
Logo linked on web page and on COGL event slides

### Regional Champions

\$7,500 - \$9,999

Half-page Faith Highlight in SOTC Guide  
Event-sponsor presentation at one City Impact Forum  
6 Tickets to SOTC Conference and SOTC Dinner  
Exhibitor Space at City Impact Forums  
Logo linked on web page and on COGL event slides

### City Transformers

\$5,000 - \$7,499

Business Card Size Ad in the SOTC Guide  
Exhibitor Space at City Impact Forums  
4 Tickets to SOTC Conference and SOTC Dinner  
4 Access Passes to City Impact Forums  
Logo linked on web page and on COGL event slides

### Community Connectors

\$1,200 - \$4,999

Business Card Size Ad in the SOTC Guide  
Exhibitor Space at City Impact Forums  
2 Tickets to SOTC Conference and SOTC Dinner  
2 Access Passes to City Impact Forums  
Business listing and Impact report in SOTC Guide

### Friends of COGL

\$120 - \$1199

1 Access Pass to seven City Impact Forums  
Faith Social Network App access  
Business listing and Impact report in SOTC Guide  
1 ticket to SOTC Dinner

We welcome your support! Donations may be made personally, on behalf of a business or anonymously. Corporate and individual contributions made to COGL promote the vitality of relationships between communities through our monthly events and annual guide.

*Inquiries Please Contact*  
Project Coordinator (517) 325-3140

**COGL**  
Network





# Thank You!



Our community deeply values everyone that supports COGL in any way, shape or form!  
 Our city recognizes that no one congregation, organization, or agency will be able to transform Lansing and its surrounding communities alone.  
 Together we can make an indelible difference and bring about sustainable change.  
 Contributions at all levels provide vital support to help faith communities best allocate resources and charitable work for community service.

## THANK YOU FOR CONSIDERING TO BECOME A SPONSOR!



RASSEL-DAIGNEAULT  
FAMILY CHIROPRACTIC



Great Lakes  
Christian College



# WHAT OTHERS ARE SAYING



The network is doing an excellent job providing a **place for Christian leaders to unite** to see our city changed by Jesus. It's a great delight to be part of it! -  
*Church Leader*

The COGL Network is **changing our city** and surrounding neighborhoods by innovative groups of faith based volunteers reaching out to share their insight, expertise and time. We are very blessed to have such an initiative in Lansing!  
- *Non-Profit Program Director*

COGL is spirited in truth and kindness. The endeavors of the leadership to unite the body of Christ is strong and vibrant **on so many different fronts.**  
- *Business Lawyer*

We have had the privilege of watching COGL grow from an event to a strategic network of Christian Leaders United to Transform Cities WITH Christ! It is a rare thing to see so many Christians unite to **bless their community.** - *Local Ministry*

I have been connected with COGL since 2009. The community of people are amazing. Beyond just being connected, I have been able to partner through my business that has turned into a long-term relationship. I highly recommend if you are in the Greater Lansing Area to **get connected with COGL!** - *Small Business Owner*

[coglnetwork.org](http://coglnetwork.org)

