



SPONSOR MEDIA KIT

2017



Who We Are

Denver Institute for Faith & Work (DIFW) is a movement of professionals seeking to serve the world and influence culture through their daily work. We provide educational opportunities and host industry-specific gatherings for a rapidly growing network of nearly 2,000 professionals. Our reach extends broadly across sectors along the Front Range, with the highest engagement among senior business leaders and millennials.

Sponsorship

We are not in the business of billboards, bus shelters, or even digital ads on our website. Instead, we tell compelling stories about companies engaging the world with a deeply robust and beautiful theology of work. We work closely with each sponsor to craft a genuine and authentic narrative that is true to your brand and helps our audience think theologically, embrace relationships, create good work, seek spiritual health, and serve others sacrificially.

A DENSE NETWORK OF INFLUENCERS & LEADERS

Decision-makers at top companies regularly engage with us — including leaders from...



University
of Colorado



Our Audience

Working men and women have significant influence in their companies and communities. We take pride in knowing that many choose to deeply engage with us on a regular basis throughout the year, in person, and online.

- **78%** of attendees are under the age of 40
- **53%** of attendees are business owners, executives, or managers

Trusted Convener

We host **10 public events each year** with an average attendance of 100 professionals. In 2014, our largest event attracted more than 220 women on a snowy night.

We also curate invitation-only events that give influencers the opportunity to connect and hear from national thought leaders. In 2015, we hosted seven gatherings with an average attendance of 25 influencers.

- **74%** of attendees report being highly satisfied with the quality of Denver Institute events
- **97%** of attendees would recommend Denver Institute to a friend

Cross-Sector Reach & Influence

We organize small but active groups of professionals on a monthly basis in the following industries:

- Business
- Built environment / architecture
- Finance
- Health care
- Law
- Media and communications

Rapid Growth

In 2015, our industry-specific groups experienced **40% growth**. And, our staff team quadrupled, setting the stage for further rapid expansion.



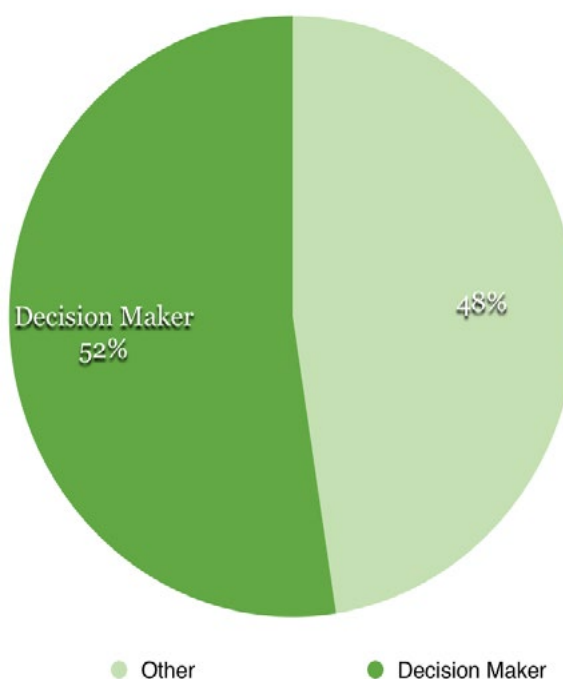
“Eventide is thrilled to partner with the Denver Institute for Faith and Work. They bring together incredible thinkers and a highly engaged Christian and business leadership community, and it is at that intersection where Eventide seeks to be.”

ROB MOLL

Director of Communications and Advocacy,
Eventide Asset Management



decision makers at difw events





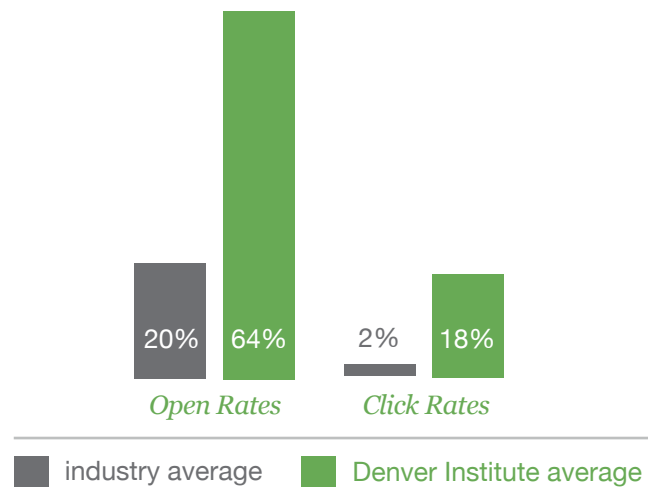
More than 200 women — and a few men — braved the winter weather to attend *Women, Work & Calling* on February 26, 2015, at Palazzo Verdi Event Center in Greenwood Village.

INFLUTENTIAL CONTENT CREATORS & CURATORS

Across the board, Denver Institute sees online reach and engagement rates that are significantly above average, indicating we are a valuable content source.

Email

- **1,800+ subscribers** to our monthly email newsletter
- Average open rate of **64%** — which is 44% *higher* than the nonprofit industry average
- Average click rate is **18%** — which is 16% *higher* than the nonprofit industry average



Website

- More than **1,500 unique visitors** to DenverInstitute.org each month, with an average time on site over 2 minutes
- **57%** of our online audience is under the age of 44
- **90%** of our online audience (website + social) is located in Colorado

Social Media

- Growing social media presence on Facebook, Twitter, LinkedIn & Instagram with **1,200+ subscribers**
- Highly engaged social network: Within the last month, **55%** of Facebook followers have engaged our content
- **35%** of our social media audience is under the age of 34



Gary Aronhalt, our communications manager, has cultivated a unique ability to listen intently to an organization's mission and vision, to then turn and tell that story in creative and compelling ways. Drawing on his diverse experiences, ranging from working for a Ritz-Carlton hotel, to launching churches, to being directing the sales and marketing for the exponential growth of an Inc. 5000 tech company, he will collaborate with each sponsor to develop a custom package suited to their goals.



GARY ARONHALT
Communications Manager
Denver Institute for Faith & Work



MARKET TRENDS

How marketing is changing, what it means for your business, and how Denver Institute can help

Has your company noticed that formerly tried and true marketing strategies are showing *diminishing returns*? For example, if you're spending on newspaper ads to reach more educated audiences with higher incomes — whether print or digital placements — you're communicating to a smaller audience every year as circulation continues to decline. Do you know you need to reach business and household decision makers but still feel uncertain about whether your current ads and sponsorships achieve that goal?

Consumer and B2B marketing is changing rapidly, driven in part by the surge of *millennials who now make up the*

majority of the U.S. workforce. Spending habits, brand preferences, values, personalities, and general outlook on life are all influencing how decision makers buy products and services. Today's influencers engage with brands far more extensively, personally, and emotionally.

Today, marketing is an ecosystem of engagement rather than a linear process that is controlled and pushed by a company or brand. **Contact us today to find out whether aligning your business with Denver Institute's network could be a smart investment for your marketing dollars.**



83%

of marketers are concerned with learning how to more directly target consumers



90%

of U.S. consumers are likely to switch to a cause branded product when quality and price are equivalent to other options



80%

of people appreciate learning about a company through custom content



62% less

Content marketing costs less than traditional marketing

CUSTOMIZED SPONSOR PACKAGES

Let us help you tell your story & find your ideal customer

All DIFW sponsorship packages are customized to fit your needs and maximize your marketing resources. We listen closely to understand your priorities, so we can design a compelling package engagements just for you.

Just as business leaders carefully consider the products and services they purchase for their companies, DIFW carefully considers the organizations we put in front of our audience. Successful partnerships that connect you with our audience are our top priority.

Big or small, we have a place for you. Let's work together to reach your future customers and prospects!

Seed Sponsor

Storytelling Platform

- Feature your organization in digital content at DenverInstitute.org and through our active social media networks of over 1,000 influencers
- Working closely with you, DIFW will develop story-driven content that draws out the moral aspects, dignity, and theology of work of your company

Sprout Sponsor

Event Platform

- Build on the *Seed Sponsor* digital engagement strategy by exhibiting at an upcoming Denver Institute event
- Connect directly with 70-100 highly-engaged influencers in our network

Flora Sponsor

Multi-Event Platform

- Everything in the *Seed* and *Sprout Sponsor* packages plus...
- Ensure broad awareness of your organization in our network by sponsoring a series of events; we host one about every 6-8 weeks
- DIFW can also curate an invitation-only experience that convenes your target audience from our network

Forest Sponsor

Multi-Media Platform

- Everything in the *Seed*, *Sprout*, and *Flora Sponsor* packages plus...
- Extend the impact of a multi-event sponsorship package by adding the production of a custom three-minute video about your faith and work story
- DIFW will use the video at future events and incorporate it into our digital library for long-term impact



Metrics

Denver Institute provides detailed metrics on the reach and impact of each of sponsor's engagements, illustrating the return on your investment with our audience.

ROI examples:

- DenverInstitute.org homepage clicks
- Blog post readers and clicks
- Social media reach and engagement (clicks, likes, shares, and comments)
- Event attendance
- Leads through web referrals
- Video views
- Demographics of online audience reached by your message

Contact Us

Denver Institute for Faith & Work

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