



CONCORDIA  
UNIVERSITY IRVINE

17<sup>TH</sup> ANNUAL CONCORDIA UNIVERSITY IRVINE  
**FAITH & BUSINESS**  
**FORUM** MARCH 26<sup>TH</sup>, 2020  
HOTEL IRVINE

**Sponsorship Opportunities**



Concordia University is proud to present Southern California's 17<sup>TH</sup> Annual Faith & Business Forum. Each year, the Forum brings together hundreds of Christian business professionals to learn that our hands are not tied if we integrate our faith into our business. On the contrary, we have an extra set of hands to lead us and guide us.

As Christian business leaders the Forum challenges us to ask...

- Where does true success come from?
- How do I bring to my business life what I know to be right in my heart?
- Can you truly succeed only with worldly wisdom?
- Can your faith help with immediate business challenges?

The question is not whether our faith can help us with our immediate business challenges. The real question should be... can we truly succeed without our faith?

As business leaders, God expects a solid ROI on the investment he made in us. The Forum helps our audience understand that not only can we integrate our faith and our business, we can show our employees, clients and the world that as Christians we can capitalize on the investment Christ made for us over two thousand years ago.

As a sponsor of this year's Forum, you will not only be an integral part of the event... you will have the opportunity to showcase your support for Christian business principles & ethics here in Southern California. While the following pages will provide you with a snapshot of the benefits Forum sponsors receive, our goal is to work with each of our partners to develop a customized platform that addresses your specific objectives in partnering with Concordia University Irvine, our School of Business and Economics and the Faith & Business Forum.



# Forum Snapshot

**WHEN:** Thursday, March 26<sup>th</sup>, 2020  
VIP Reception 11:00 a.m.  
Forum & Lunch 11:30 p.m.



**WHERE:** Hotel Irvine  
17900 Jamboree Rd.  
Irvine, CA 92614



**WHO:** Hundreds of Christian business professionals as well as church and community leaders from across Southern California.





Mark Jansen  
President & CEO



Bonnie Wurzbacher  
Sr. Vice President



Steven Green  
President

For the past sixteen years, the Forum has partnered with C-Level executives from some of today's leading Fortune 500 companies to serve as our keynote speaker. Their stories of how faith has impacted their day to day business, leadership style and employees has been an inspiration for thousands of business professionals and community leaders since the launch of the Forum. This year, we are truly excited to present Jim Franklin, HARBRO CEO, as our keynote speaker.

When Jim Franklin joined HARBRO in 1981 as a project manager, he did so with the intention of helping others overcome their life's worst-case scenarios. Along with the majority of the HARBRO upper management team, Mr. Franklin has worked for decades providing specialized services for properties damaged due to fire, water, earthquake, and other catastrophes.

In his nearly 40 years with HARBRO, Mr. Franklin's dedication to developing outstanding construction expertise and his intentionality in driving customer satisfaction, Mr. Franklin has risen within the company, from a project manager up to CEO. His construction experience includes high-rise office, large-scale commercial, multi-family structures, condominiums, commercial/industrial tilt-ups, and high-end residential projects. He has worked with both private and public sector clients on their restoration, Cap-x, tenant improvement, and new construction projects.



Now, as a veteran in the Restoration Industry, over 300 employees in fourteen locations and five western states look to Mr. Franklin as a source of leadership, knowledge, and experience. With a hands-on approach and a team of outstanding professionals, Mr. Franklin leads by example, instilling his colleagues with passion, integrity, dedication to quality, and the desire for customer satisfaction.

Beyond Mr. Franklin's influential role at HARBRO, he is deeply involved in his community. He is currently serving, or has served, on several "for profit" Boards including El Dorado Bancshares, CIBA Insurance Services, Morris Contractors, and Caprock Partners. Current and past nonprofit/para-church ministry boards on which he has served include: The Free Wheelchair Mission, The Legacy Center of New York, The National Christian Foundation of California, Mariners Church and Trochia Ministries.

As a sponsor of this year's Forum, your brand will be featured across a wide array of promotional platforms for the event.

**CONCORDIA UNIVERSITY IRVINE**

Academics Admissions About CUI Athletics Student Life The Arts Giving

Welcome  
Why Give?  
Where to Give  
How to Give  
Events

Performing Arts Outreach  
Eagle Golf Classic  
Women's Faith & Friendship  
Faith & Business Forum  
Senior Fest  
Gala of Stars  
Concerts on the Green

Boards & Councils  
Students' Gratitude

**CONTACT US**  
**GIVE ONLINE**

**Related Links**  
Advancement on Facebook  
Planned Giving  
Church Relations

**FAITH & BUSINESS FORUM** Presented by... **BROADVIEW MORTGAGE**  
Mortgage Bankers Since 1988

The annual Faith and Business Forum supports Christian leaders of excellence and integrity, encouraging Christ-centered leadership.

**The 12th Annual Faith and Business Forum**  
Thursday, June 25, 2015 - 6:30pm  
Speaker: William Pollard  
Major Sponsor

**Allstate** You're in good hands.  
**ServiceMASTER**

Bill Pollard is currently Chairman of Fairwyn Investment Company, a private investment firm. For over a twenty-five year period, from 1977 to 2002, Bill participated in the leadership of The ServiceMaster Company and served not once but twice as its Chief Executive Officer.

During his leadership of ServiceMaster, the Company was recognized by Fortune magazine as the #1 service company among the Fortune 500 and also was included as one of its most admired companies. During this period, ServiceMaster also was identified as a "star of the future" by The Wall Street Journal and recognized by the Financial Times as one of the most respected companies in the world. The Company also achieved market leadership in each of its markets and substantial growth in shareholder value.

Sponsors are prominently featured across the Faith & Business website

**Avg. time spent on the Forum landing page... 3.5 Minutes!**

**Sponsors featured in 60,000 invitations to prospective attendees!**

**CONCORDIA UNIVERSITY IRVINE**  
**15TH ANNUAL FAITH & BUSINESS FORUM**  
TUESDAY, FEB 27, 2018  
IRVINE MARRIOTT

**REGISTER ONLINE AT: WWW.CUI.EDU/FORUM**

**Dr. John Townsend**  
New York Times bestselling author, leadership consultant, psychologist and relationship expert

Concordia University Irvine is proud to present Southern California's 15th Annual Faith & Business Forum. The Forum brings together more than 500 Christian business professionals for inspiration on the intersection of faith in business.

**Boundaries for Leaders: Why Some People Get Results and Others Don't**  
Dr. John Townsend, co-host of the nationally-syndicated talk show "New Life Live" and founder of the Townsend Institute for Leadership and Counseling at Concordia University Irvine will offer insights on the tools and techniques leaders need to achieve the performance they desire. Dr. Townsend is a business consultant, New York Times bestselling author, psychologist and leadership coach. He has written or co-written 30 books, including the bestselling Boundaries series and The Entitlement Cure.

**TUESDAY, FEB 27, 2018**  
**IRVINE MARRIOTT**

Registration and Networking:  
11:00 a.m.

Luncheon and Program:  
12:00 - 1:30 p.m.

Individuals: \$65  
Table of 10 (preferred seating): \$1,000

Sponsor a Student: \$50  
Concordia Alumni: \$50

PRESENTING SPONSOR:



**Alsop & Associates Insurance**





## ***Preparing a new generation of business leaders...***

Your sponsorship will help to support the next generation of young Christian business professionals. Each year, Concordia Business Majors as well as students from local high schools are invited to attend the Forum. For our college students, this is an opportunity for them to network and potentially find an internship or even their first full time job after graduation. For our high school students, it's an opportunity to strengthen their interest in going into business and define a path towards college.



As a sponsor, your support will help to underwrite their attendance to the Forum. Each sponsorship level provides attendance for a select number of students and you have the option to have them join you at your table if you so choose. Perhaps you will meet your next intern or employee!





# Sponsorships

In addition to your partnership with the Faith & Business Forum, we firmly believe in the value of creating an integrated partnership across the School of Business and Economics and the Concordia campus. To that end, sponsors of the Faith & Business Forum receive added value, access and visibility through the following programs and events.

## **Business Insights Series**

The Business Insights Series (BIS) is presented by the School of Business and Economics. Speakers address topics of interest and concern to business leaders in the Southern California region. The speaker series is held quarterly showcasing experts in their fields. This program provides strategic insights for growing businesses and developing high-performing leaders, contributing to one's professional and personal growth while adding to the economic vitality of the region.

The BIS provides

- Timely insights from leading business and academic experts
- Best business practices
- Continuing education for professional development and your personal leadership capabilities
- Specifically designed for business owners, senior executives and emerging leaders of growing enterprises

## **Business Partners**

The Business Partners Program brings together the business community and the University to foster mutually-beneficial educational and economic progress. As an annual member, you support scholarships for business students, executive sessions and workshops, and faculty research projects of interest to business leaders.

Business Partners have access to top undergraduate and graduate business students, access to Concordia's business faculty, networking opportunities through a variety of events, and other benefits. The overarching benefit is the satisfaction derived from helping today's students prepare to meet tomorrow's business challenges.

## **Pacesetters**

Pacesetter members have truly taken a leadership role in the University's development by making scholarship investments in the lives of deserving Concordia students.

Pacesetters enjoy regular invitations to Concordia events and activities throughout the year, including special receptions, ceremonies and performances.

***\* Some benefits only available at designated sponsorship levels.***



# Presenting Level Sponsor - \$10,000

*(This level reserved for one organization or individual)*

## **Benefits**

- Name in title rights (i.e., Concordia University's Faith & Business Forum Presented by Your Organization)
- Name and/or logo included in all available promotions for the event (Tier I) including but not limited to:
  - Purchased or partnered media, university website, direct mail, social media
- Inclusion in University press releases surrounding the event
- Name and/or logo inclusion on all onsite event signage and collateral, including but not limited to:
  - Signage, program book, banners and onstage elements
- One full-page / 4-color ad in the program book (Premium position)
- Opportunity for a company representative to make introductory remarks at the opening of the Forum
- A dedicated :30 second commercial spot to run at the beginning of the Forum
- Two VIP tables for 20 guests in the first row
- Sponsorship of 6 Business students (May be seated at your table or elsewhere)
- Literature or product placement in attendee registration packets
- One 6' display table
- Cross-campus and year-round benefits include:
  - Inclusion in the Concordia Pacesetters program
  - Invitation for two to the Annual Eagle Golf Classic
  - Opportunity for a company representative to serve as a speaker at the closing of the 2020 Concordia Teen Entrepreneur Academy
  - Associate level membership in the Concordia Business Partners Program
  - Table for 8 (priority seating) at any 2 upcoming School of Business and Economics Insight Breakfast Series

*\$7,950.00 is tax deductible*





# Gold Sponsor - \$5,000.00

## **Benefits**

- Name and/or logo included in all available promotions for the event (Tier II) including but not limited to:
  - Purchased or partnered media, university website, direct mail, social media
- Inclusion in University press releases surrounding the event
- One full-page / 4-color ad in the program book (Reserved position)
- VIP seating for 10 guests in the first row
- Sponsorship of 4 Business students (May be seated at your table or elsewhere)
- Literature or product placement in attendee registration packets
- Opportunity to co-present the Faithfulness and Excellence Award
- One 6' display table
- Cross-campus and year-round benefits include:
  - Inclusion in the Concordia Pacesetters program
  - One Invitation to the Annual Eagle Golf Classic
  - Table for 8 (priority seating) at 1 upcoming School of Business and Economics Insight Breakfast Series

*\$3,975.00 is tax deductible*



# Silver Sponsor - \$2,500

## Benefits

- Name and/or logo included in all available promotions for the event (Tier III) including but not limited to:
  - Purchased or partnered media, university website, direct mail, social media
- Inclusion in University press releases surrounding the event
- One half-page / 4-color ad in the program book (Reserved position)
- VIP seating for 6 guests in a priority 1 location
- Sponsorship of 2 Business students (May be seated at your table or elsewhere)
- Literature or product placement in attendee registration packets
- One 6' display table
- Cross-campus and year-round benefits include:
  - Inclusion in the Concordia Pacesetters program
  - Four invitations to any 2 upcoming School of Business and Economics Insight Breakfast Series
  - Opportunity for a company representative to serve as a judge at the 2020 Concordia Teen Entrepreneur Academy

*\$1,910.00 is tax deductible*

# Bronze Sponsor - \$1,500

## Benefits

- Name and/or logo included in all available promotions for the event (tier IV) including but not limited to:
  - Purchased or partnered media, university website, direct mail, social media
- Company name and/or logo listing in the Forum program book
- One half-page / 4-color ad in the program book (Reserved position)
- VIP seating for 4 guests in a priority 2 location
- Sponsorship of 1 Business student (May be seated at your table or elsewhere)
- One 6' display table
- Cross-campus and year-round benefits include:
  - Inclusion in the Concordia Pacesetters
  - Two invitations to any upcoming School of Business and Economics Insight Breakfast Series

*\$1,190.00 is tax deductible*



# Order Form

## Sponsorship Selection

- Presenting Sponsor .....\$10,000
- Gold Sponsor.....\$5,000
- Silver Sponsor .....\$2,500
- Bronze Sponsor .....\$1,500

## Advertising

- Two page center spread.....\$2,000
- Full page.....\$1,000
- One-half page.....\$750
- One-quarter page.....\$300

See following page for Ad specs

All advertising levels include a minimum of one reserved seat.

## Underwriter

- Underwriter: Four VIP reserved seats and program recognition .....\$500
- Contributor: Two VIP reserved seats and program recognition.....\$300
- Cash donation to help underwrite the Forum.....\$\_\_\_\_\_

You may register on-line at [www.cui.edu/forum](http://www.cui.edu/forum)

Questions: Call Eron Jacobson at (949) 214-3177  
Email: [eron.jacobson@cui.edu](mailto:eron.jacobson@cui.edu)

**Event proceeds benefit Concordia's Student Scholarship Fund**

## Tickets & Tables

•\$65 per person.....#\_\_\_\_\_ \$\_\_\_\_\_

•\$1,000 preferred seating for 10.....

I/we are unable to be a sponsor or attend, but wish to make a gift so that business students can attend the event at \$55 each.

Number of students to sponsor \_\_\_\_\_

Total commitment \$\_\_\_\_\_

## Contact Information

Please complete this page, scan & email to [grace.saldana@cui.edu](mailto:grace.saldana@cui.edu)

Or mail it along with your payment to  
Concordia University Irvine  
Attn. Grace Saldaña  
1530 Concordia West, Irvine, CA 92612-3203  
by March 11<sup>th</sup>, 2020

Name \_\_\_\_\_

Title \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Check is enclosed made payable to:  
Concordia University Irvine

Charge a total of \$\_\_\_\_\_ to my

Visa  MasterCard  Amex  Discover

Card # \_\_\_\_\_

CVV# \_\_\_\_\_

Expiration date \_\_\_\_\_

Authorized signature \_\_\_\_\_



# Program Display Advertising Instructions

## Production Requirements

Display ad specifications:

### Display Ad Sizes:

Full page - 7 1/2"w x 10"h

1/2 page - 7 1/2"w x 4 3/4"h (horizontal only)

1/4 page - 3 1/2"w x 4 3/4"h (vertical only)

### File Format and Specifications:

Please submit AD (prepared to size) as hi-resolution (300 dpi) CMYK PDF, with fonts embedded.

### Submission Information:

Send camera ready artwork to [ann.ashmon@cui.edu](mailto:ann.ashmon@cui.edu)

### For production questions, contact:

Ann Ashmon

Concordia University Irvine

Ph: 949-214-3152

[ann.ashmon@cui.edu](mailto:ann.ashmon@cui.edu)

**ARTWORK SUBMISSION DEADLINE – March 8<sup>th</sup>, 2020**



For additional information please contact –

Eron Jacobson  
Executive Director of Development  
(949) 214-3177  
[eron.jacobson@cu.edu](mailto:eron.jacobson@cu.edu)