

SGF TAKEOVER

The SGF Takeover is designed to:

- 1) introduce local business's to our attendees
- 2) provide an incentive for visiting local businesses
- 3) encourage relational connection among attendees

The SGF Takeover is an opportunity for local business to create an *offer* which is an incentive for the attendees to visit your establishment during the three days of the conference. Each attendee receives a branded ID Badge (example to the right) which when presented at your establishment on the days of the conference would allow them to redeem your special offer.

Though the attendees could visit your establishment at any time during those three days, the Wednesday evening general session is intentionally designed to encourage participants to “takeover” Springfield for food and fun.

The following ideas may help you determine how your offer can be mutually beneficial to your business and our attendees.

- Buy 1, Get 1 Free/Discount
- Buy a large for a medium price
- Percentage off the individual order
- Purchase entree and drink, receive a free dessert
- Free drink with purchase of an hour of bowling
- Buy 9 holes of mini golf and bring a friend for free

If you or your organization feel this may be an opportunity for mutual benefit, please read the additional information below, the Policies and Procedures found at evangel.edu/yac24 or email yacon@evangel.edu.

How To Participate:

To request inclusion in the SGF Takeover, simply email the following information to yacon@evangel.edu before August 16, 2024.

- Name of Owner/Manager who authorizes the offer
- Contact information (email and phone)
- Name and address of the business where the offer can be redeemed
- Details of the offer
- Verify the following 1) The offer will only be available to guests who present their badge, 2) staff will be trained to honor the offer, 3) the offer will be valid during the three days of the conference (September 10-13, 2024).

Participation details must be submitted by August 20th, 2024 to be included in the print and digital promotions for the SGF Takeover.



SGF TAKEOVER

SEP 10-12 | EVANGEL UNIVERSITY

FORGED TO STAND

Increase Traffic Option: To increase the likelihood of a visit to your establishment beyond the dates of the conference, we are happy to distribute coupons you provide. Simply deliver these coupons by August 16th and they will be included in the registration resources provided to the attendees.

NOTE: Offers which promote alcohol consumption will not be included.

General Information:

Dates: September 10-12, 2024

Times: Services begin nightly at 7:00 p.m. Review the schedule for additional details.

Location: Spence Chapel, Evangel University, 1111 N Glenstone Ave, Springfield MO

Contacts:

- Mark Entzminger, Vice President for Student Development (entzminger@evangel.edu)
417-693-1367 (Cell/Text)
- Bretta Gonzalez, Executive Administrative Assistant to the VPSD (gonzalezb@evangel.edu)
417-865-2815 x7316

Attendees: Evangel University students, young adults from area churches, college students at MSU, Drury, OTC and others are all invited. High school juniors and seniors are welcome to join the event Wednesday. We anticipate 650 +/- attendees each evening.

Marketing: The SGF Takeover offers will be printed in the event materials given to each attendee, will be posted on Instagram (@evangel_university), and published in the event app. SGF Takeover participating business are encouraged to create original social media posts using official artwork, and like and share related posts on Instagram (@evangel_university).

