



Hello!

We're excited and grateful for your interest in sponsoring The Seattle School of Theology and Psychology. Our audiences include an interdisciplinary graduate school, two learning centers, and an academic journal.

During our 25 Year Anniversary, we are curating a year of engagements, initiatives, and events. Join us as a sponsor and celebrate with us through multiple events and channels! Sponsors will receive marketing and advertising opportunities, staff development resources, and access to our 25 Year events throughout the year of celebration.

We look forward to partnering together with you and sharing your products, services, and messages with our audiences.



Who will you reach through your sponsorship?

The Seattle School of Theology & Psychology reaches professionals, academics, and lifelong learners engaged in psychology, theology, culture, and social change through our graduate school, our two learning centers, and our journal.



The Seattle School of Theology & Psychology Graduate School

The Seattle School of Theology & Psychology trains people to be competent in the study of text, soul, and culture to serve God and neighbor through transforming relationships. The Seattle School engages internal and external audiences through online content and campus events featuring the intersection of theology, psychology, and culture.

Audience statistics:

Newsletter sent to over 23,000 subscribers
Instagram with ~5,000 followers
135,857 website users in the last year
36,743 pageviews in the past month



Allender Center
AT THE SEATTLE SCHOOL

Allender Center

The Allender Center is committed to boldly engaging the impact of trauma and abuse through storytelling.

The Allender Center provides opportunities for teaching and healing through a variety of online courses, conferences, workshops, and training certificates. The center also hosts a blog and podcast. The Allender Center audience is comprised of therapists, pastors, non-profit workers, and, passionate volunteers providing services to engage trauma and abuse as well as those seeking healing for themselves.

Audience Statistics:

Online course purchases: 5,180
Podcast Monthly Downloads Average: 73,512
Average monthly listeners per podcast episode: 10,000
Instagram followers: 11,300





CENTER FOR
**Transforming
Engagement**
AT THE SEATTLE SCHOOL

Center for Transforming Engagement

Center for Transforming Engagement goes beyond traditional leadership training to cultivate resilience in the midst of changing social and cultural contexts. Through change models and methods, they embolden organizational leaders, pastors, nonprofit workers, healing professionals and their teams to

transform their service of their communities – and in the process, to be transformed.

Audience Statistics:

12,780 pageviews since website launch (March 2022)

115% website user growth in the past 180 days

Nearly 500 new Instagram followers since launching of the center



The Other Journal

The Other Journal is a twice-yearly print and digital journal that aims to create space for Christian interdisciplinary reflection, exploration, and expression at the intersection of theology and culture.



Sponsorship Menu:

Title Sponsorship Level Exclusive Benefits

- **Promotional Table at Benefit Dinner in April 2023**

Your organization will have a promotional table at our 25 Year Anniversary Benefit Dinner in April 2023. Our guests include thought leaders, investors, and influencers in the fields of theology, psychology, and culture including speakers Dr. Curt Thompson and Dr. Dan Allender.

- **Speaker at the Allender Center Story Workshop in May 2023**

Your organization will have the opportunity to share directly with [Story Workshop](#) participants for three minutes and feature links to your organization's website, products, or services. After the workshop, a follow-up email sent to attendees will feature your organization. We expect over 100 attendees to this popular entry-level course.

Social Media & Newsletter: Feature Your Product and Organization

- **Social Media Product or Service Feature**

Your organization's product or service will be featured on a post with the social media account of your choice (The Seattle School, Allender Center, or Center for Transforming Engagement).

- **Newsletter Product or Service Feature**

Your organization's product or service will be featured in The Seattle School newsletter.

- **Social Media Tag**

Your organization will be tagged in posts featuring the 25 Year Anniversary and mentioned as a sponsor with the social media accounts of your choice (The Seattle School, Allender Center, or Center for Transforming Engagement). Depending on the number of tags in your package, your organization could be tagged in more than one account.

Podcasts: Promote Your Organization

- **Allender Center Podcast Ad**

Your organization will have a host-read 30 second ad featured on the [Allender Center Podcast](#) in 2023.

- **Interview on Transforming Engagement: The Podcast**

One member of your organization will be invited to share about your product or service during a 10-minute interview on [Transforming Engagement: The Podcast](#) with Director Kate Rae Davis.



Upcoming Events: Connect with Audiences

- **Recognition at The Seattle School 25 Year Anniversary Benefit Dinner**

Your organization will be recognized and thanked from the stage at our benefit dinner on April 21, 2023.

- **Allender Center Story Workshop May 2023 Promotional Slide**

Your organization will have a promotional slide playing during all breaks throughout the workshop weekend.

All Sponsors Receive

- **Benefit Dinner Tickets**

Members of your organization are invited to attend our 25 Year Anniversary Benefit Dinner on April 21, 2023.

- ***The Other Journal* Subscription**

Your organization will receive one-year digital subscription(s) to *The Other Journal*.

- **Center for Transforming Engagement: Online Course**

> By January 15, 2023: Your organization will receive free ticket(s) for the [Resilient Leaders: Practices for Life](#) online course offered by Center for Transforming Engagement.

> After January 15, 2023: Your organization will receive a free [online course](#) offered by Center for Transforming Engagement.

- **Logo Featured in The Seattle School Newsletter**

Your organization's logo and link will be featured with other sponsors in The Seattle School Newsletter.

- **Logo Featured on Website**

Your organization's logo and link will be featured on our 25 Year Anniversary webpage.



Sponsorship Tiers:

	Title Sponsor \$30,000+	Platinum Sponsor \$10,000	Gold Sponsor \$7,500	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Alumni Sponsor \$1,000
Title Sponsor Promo Table at Benefit Dinner	✓					
Allender Center Story Workshop: Opportunity to Speak	✓					
Newsletter Product or Service Feature	✓	✓				
Social Media: Product Feature	✓	✓				
Interview on Transforming Engagement: The Podcast	✓	✓				
Recognition from Stage at Benefit Dinner	✓	✓	✓			
Social Media Tag	6	6	4	2	1	
Allender Center Podcast Ad	3	3	2	1	1	
Allender Center Story Workshop Promo Slide	✓	✓	✓	✓	✓	
Benefit Dinner Tickets	20	10	10	10	4	2
<i>The Other Journal</i> Subscriptions	5	3	3	3	1	1
Center for Transforming Engagement Online Course Tickets	6	6	6	4	2	1
Name or Logo Feature in The Seattle School Newsletter	✓	✓	✓	✓	✓	✓
Logo Featured on Website	✓	✓	✓	✓	✓	✓

Add-On Opportunities:

Allender Center Podcast Ad

Your organization will be featured on the Allender Center Podcast. During the podcast episode, our podcast hosts will read copy sent by your organization. Choose one of the options below:

Podcast Monthly Downloads Average: 73,512

Average monthly listeners per podcast episode: 10,000

Location of Ad	Length of Ad	Add-On Price
Beginning	30 seconds	\$400
Middle	60 seconds	\$500
End	30 seconds	\$300

Ready for the Next Step?

Complete [this short form](#) to apply to be a sponsor for The Seattle School's 25 Year Anniversary.

Don't see exactly what you're looking for? All sponsorship packages are customizable. For questions or to ask about customization opportunities, please email Lauren Peiser at lpeiser@theseattleschool.edu.

All benefits that include videos, ads, social media, and text copy must be provided by the Sponsor for review and approval by The Seattle School.

