



Since 1907 the PAW has been a thriving force in the community. Our efforts to train, develop and empower communities have worked for over 110 years. With Headquarters in Indianapolis Indiana and branch conferences in all 50 states our community efforts resound throughout the US, Africa, Europe and the UK.

Thank you for giving us the opportunity to expose your company and its products to our emerging markets. The PAW has over one million members state side and over 2 million members worldwide. We are unique in our structure with entities that span the age spectrum. We will give a demographic breakdown further in the presentation. Our goal is to expand our member's ability to utilize the most progressive technologies and products; to do that we must partner and parley with entities that are on the cutting edge. As you peruse our proposal we hope you will see the advantage in collaboration with the PAW.

Our goal is to allow your company access to our constituents and allow our constituents access to cutting edge products and technologies. We believe that these opportunities will stimulate positive results for all involved. As a corporate partner you will have the opportunity to elevate your brand and customer base through exposure to over 10,000 attendees at our weeklong conference and hundreds of thousands who visit our website. Your opportunity to sample, play commercials or even have a workshop will be based upon your commitment. We understand the importance of our partners need to procure a return on your marketing investment and we will work with you to custom design a program that will excel your company to it maximum potential during our conference.

Again thank you for taking a look at the PAW sponsorship proposal and we look forward to dialoguing with you to embark on the journey to customize your sponsorship package.

**Sponsorship Packet**

**The Pentecostal  
Assemblies of the World  
Sponsor Package**

*Impacting communities and changing lives*



**2019**

## **To Our Prospective Sponsors:**

The Pentecostal Assemblies of the World is the oldest Pentecostal organization in the United States of America and one of the first to have expanded our mission work into the country of Africa. Our international headquarters is in Indianapolis, Indiana.

The Pentecostal Assemblies of the World host an annual convention which meets in a different major US city each year. As an organization we are devoted to diverse and inclusive family enrichment, economic empowerment and strategic planning for family and individual success.

**GOALS:** The Pentecostal Assemblies of the World strives to:

- Present the participants with information and opportunities that provide health awareness, economic empowerment, educational services and family enrichment.
- Offer local, regional and national for-profit businesses and non-profit organizations the opportunity to connect with consumers face-to-face, promote brand awareness, extend employment opportunities and offer PR/community service opportunities.
- Bring together city, state and federal agencies and provide the opportunity to connect personally with constituents.

This packet details the various levels of sponsorships available. At the Diamond level your organization will receive prominent recognition as one of our premier corporate sponsors. You will receive placement in all printed advertisements including magazine, newspaper and flyers.

Each year our convention attracts between 7,000 and 10,000 attendees. I hope that you will become a sponsor and let us expose your company and your products to our constituent's.

# Sponsorship Opportunity

---

## **Diamond (Title) Sponsorship**

The Title Sponsor is the most prominent and visible of all sponsorships available and is reserved for a specific number of organizations or companies.

The benefits of the Diamond Sponsorship are:

- Company Name in Title of Event
- Company Logo on Printed Advertisements
- Company Logo on Promotional items
- Company name mentioned in broadcast media
- Exhibit/Vendor Booth/Pavilion (custom sized)
- Advance Publicity on flyers and publications
- Public Acknowledgement on Day of the Event (print and broadcast)
- Acknowledgement in pre-& post press
- Participation Award
- VIP Event Passes for 40 guests for paid concert
- Company banner in vendors hall
- Facebook Ads on the PAW Page
- Eblast to our constituents
- Company info inserted into registration bags
- Seminar track for leaders
- Seminar track for young adults
- Company Greeting to the Executive Board
- Accommodations for Company Rep. (4 nights)
- 30-60 sec commercial played on civic center media
- Radio interview on local radio in host city
- The Diamond Sponsor Package cost is \$50,000.00

## **Platinum Sponsorship**

The benefits of the Platinum Sponsorship are:

- Company Logo on Printed Advertisements
- Company Logo on Promotional items
- Company name mentioned in broadcast media with
- Exhibit/Vendor Booth/Pavilion (custom sized)
- Advance Publicity in PAW publication
- Face Book ad placed on the PAW page
- Product or flyer information in registration bag
- Acknowledgement in Post Press
- Certificate of Participation
- Plaque for Participation
- Event Passes for 20 of guests for concert at the conference
- 1 seminar track developed for either young adults or leaders
- Company banners positioned throughout events (expo hall, hallways, etc.)
- The Platinum Sponsor package is \$25,000.00

## **Gold Sponsorship**

The benefits of the Gold Sponsorship are:

- Company Logo on Printed Advertisements
- Company Logo on Promotional items
- Exhibit/Vendor Booth 12x12
- Advance Publicity on PAW Face Book
- Advance Publicity PAW E-Blast
- Acknowledgement in Post Press
- Plaque of Participation
- Event Passes for 12 to concert at the conference
- Company banner positioned in area sponsored at the Expo
- The Gold sponsor package is \$15,000.00

## **Silver Sponsorship**

The benefits of the Silver Sponsorship are:

- Company Logo on Printed Advertisements
- Company Logo on Promotional items
- Exhibit/Vendor Booth 10x10
- Advance Publicity in PAW Publication
- Acknowledgement in Post Press
- Certificate of Participation
- Event Passes for 10 to the concert at the conference
- Company banners positioned in the expo center
- The Silver sponsor package is \$8,500.00

### **Bronze (Contributor) Sponsorship**

The benefits of this level Sponsorship are:

- Exhibit/Vendor Booth
- Public Acknowledgement on Day of the Event (print)
- Participation on Opening Ceremony with ribbon cutting
- Certificate of Participation
- Event Passes for 5 of guests of guests allowing complete access to the entire event, concerts, seminars, workshops, backstage and several event promotional items
- Company banners positioned throughout event
- The Bronze Sponsor package is \$5,000.00

### **Friends of the Expo Sponsorship**

The benefits of this level of Sponsorship are:

- All donations above \$250 are can be considered a tax deduction by the IRS
- Certificate of Participation
- Event Pass for 4 of guests to the conference concert
- Company banners positioned on table tents in the expo hall

### **IN-KIND SPONSORSHIPS**

In-Kind sponsorships consist of a donation of a certain products or services instead of direct financial contributions. For example, news organization may provide print advertising, a hotel

may provide rooms, a restaurant may provide food for event talent or dignitaries, etc., in exchange for being recognized. There are numerous possibilities. The “market value” of the contribution must meet or exceed the specified amount listed in the sponsorship levels described above in order to qualify for sponsorship status. There can also be a combination of monetary and in-kind contributions. In-Kind sponsor benefits will be based on the total “market value” of the donation and matched with the benefits at the sponsorship level described. Please contact:

**IMPORTANT**

**To ensure proper advertising exposure benefits, we must receive a camera ready copy of your company logo, your company on disk or electronically by**  
**Compliance with these deadlines ensures maximum exposure for your company**