



## 2021 Guide to Sponsorship for Approved Exhibitors

Do you want to get the most exposure for your organization and get noticed by key decision-makers such as pastors, elders, church planters, chaplains, campus ministers, missionaries, seminary professors and more?

These decision-makers are looking for recognized resources to grow their churches and ministries. Be that recognized resource! Stand out to these decision-makers in a special way by becoming a sponsor of the 48th PCA General Assembly!

Becoming a sponsor is easy! There are opportunities at many price points, allowing your organization to choose the options that are best for you. With any option you choose, you receive brand-building recognition for your organization.

Enhance your visibility and increase your success through sponsorships at the PCA General Assembly!

# Sponsorship Packages

Our Gold, Silver and Bronze sponsorship packages show market leadership and elevate your organization and brand above the competition. Each level provides you the flexibility to choose the brand recognition options that best fit your organization.

## GOLD Level - \$3,500

Our most popular sponsorship level and the only way to receive a premium booth location!

- One Exhibit Booth, with **premium location**
- Enhanced Listing on the Mobile App
- Logo on Signage at the Assembly
- Logo on Commissioner Tote Bag
- Organization's name in the *Commissioner Handbook*
- Choose **two** of any brand recognition options (see below)

## SILVER Level - \$2,500

As a silver sponsor you achieve tremendous exposure, providing the recognition and visibility your organization seeks!

- One Exhibit Booth
- Enhanced Listing on the Mobile App
- Logo on Signage at the Assembly
- Logo on Commissioner Tote Bag
- Organization's name in the *Commissioner Handbook*
- Choose **two** of any brand recognition options (see below)

## BRONZE Level - \$1,500

As a bronze sponsor, you will receive greater brand exposure than is possible with an exhibit alone. Bronze is a great value!

- One Exhibit Booth
- Enhanced Listing on the Mobile App
- Logo on Signage at the Assembly
- Logo on Commissioner Tote Bag
- Organization's name in the *Commissioner Handbook*
- Choose **one** asterisk brand recognition option (see below)

### Brand Recognition Options:

For details see page four.

- One Large Screen Advertisement
- One Insert in the Commissioner Tote Bag
- One Fellowship Seating Area Sponsorship
- One Regular Seminar Sponsorship\*
- One Water Station Sponsorship\*
- One Power Station Sponsorship\*

\*Bronze Sponsor Package select option with an asterisk

**Don't see what you  
are looking for?  
Talk with our staff  
about creating a  
sponsorship that is  
uniquely yours.**



## Exclusive Limited Availability Options

### Convention Center Wi-Fi Sponsor - \$1,000

Sponsor the convention center Wi-Fi that will be accessed by attendees all week. Your organizations name or logo will appear on password cards, on large screen announcements for the Wi-Fi and in printed materials. (two sponsorships)

### Coffee Sleeve Sponsors - \$750

With your logo on each cup sleeve, your brand travels farther than ever! Prominent signage will be displayed. (two sponsorships)

### Assembly-wide Seminar Sponsors - \$1,250 - \$1,500

The Assembly-wide seminar addresses a key topic of our time and is always well attended. This is the only opportunity for you to address the Assembly. You will receive five minutes to promote your organization, products and services. (two sponsorships)

### Signage Sponsors - \$800

Attendees are constantly looking at directions and schedules during the week of GA. With your logo on these signs, they'll be reminded of your organization wherever they're headed! (two sponsorships)

### Dessert Social Sponsors - \$500

Bring attendees to you with desserts being served from, or nearby, your exhibit booth. The dessert social is always fun and builds booth traffic! Your sponsorship is promoted on large screen announcements, in printed materials, and at the dessert station. (no sponsorship limit)

**The Assembly-wide Seminar is the only opportunity for you to address the Assembly!**



## Brand Recognition Options

Available either a la carte or as part of a sponsorship package

### Large Screen Advertisement - \$800

Advertising on the large screen is one of our most popular options! Be in front of attendees - Your advertisement will be shown multiple times each day before and after the business sessions and worship services.

### Tote Bag Insert - \$500

Place your organization's information in the hands of each commissioner.

### Fellowship Seating Area Sponsor - \$500

Catch the attention of attendees as they gather to network and fellowship in comfy chairs and sofas. Prominent signage and your marketing materials placed at your seating area.

### Regular Seminar Sponsor - \$300

The seminars are a valuable resource for the Assembly attendees. Your organization, products, and services will be promoted to seminar attendees and a table for your materials will be inside the room. Your sponsorship will be noted in printed materials and onsite signage!

### Water Station Sponsor - \$300

Refresh attendees by sponsoring a water station in the convention center. Sponsor signage will be placed at each water station.

### Power Station Sponsor - \$300

Energy is at a premium at General Assembly! A power station, with your signage, will be placed in the convention center. Commissioners will look for your brand to recharge their computers and devices throughout the week.

**Combine a standard  
Sponsorship Package  
with additional  
Brand Recognition  
options to get  
maximum marketing  
and promotional  
exposure for your  
organization.**

# Sponsorship Details

## Sponsorship Packages (Gold, Silver and Bronze)

Print your organization's logo on the Commissioner Tote Bags, provide:

- Logo as .eps or .ai (illustrator) in **Vector format**
- Convert all graphics and fonts to outline
- Submit artwork before **April 9**

## Coffee Sleeve Sponsors

Provide cup sleeve artwork:

- Image print area is approximately 1.5" high x 2" wide
- File size must be 300 dpi or higher in either .eps, .jpg, or .pdf formats
- Submit artwork before **April 23**

## Large Screen Advertisement

**The Administrative Committee must approve the large screen ad artwork - email artwork for approval before May 14**

- Provide PowerPoint slide as:
  - Wide-screen format – 16:9 ratio
  - Text needs to be 28 point font or larger, include any special fonts
  - Slide remains on screen 8-10 seconds
- Any presentations with embedded special fonts should also have the fonts saved in a separate file in case there are any issues with the embedding
- Submit artwork before **May 28**

## Tote Bag Insert

**The Administrative Committee must approve the insert artwork - email or mail artwork for approval before May 14**

Provide Tote Bag inserts:

- 2,000 printed inserts
- We must receive inserts between June 11<sup>th</sup>-18<sup>th</sup>. Any inserts received after the 18<sup>th</sup> are not guaranteed to be stuffed in the Tote Bags

## Sponsors of Assembly-wide Seminar, Fellowship Seating Area, Signage, Dessert Social, Water Station, Regular Seminar, Power Station

Provide your organization's logo for signage:

- Submit in .eps or .ai (illustrator) formats
- Submit artwork before **May 14**

**Send logos, inserts and advertisement artwork to:**

**Summer Rojas**

Email: [events@pcanet.org](mailto:events@pcanet.org)

Mail:

1700 N Brown Rd, Suite 105  
Lawrenceville, GA 30043-8143

You will receive approval notification by email.

# Sponsorship Deadlines

Items must be received by Administrative Committee before the following dates

## April 9

- Submit logo for Commissioner **Tote Bag**  
(Gold, Silver and Bronze Sponsors only)

## April 23

- Submit cup sleeve artwork for **Coffee Sleeve Sponsorship**

## May 14

- Submit **Large Screen Advertisement** for approval
- Submit **Tote Bag Insert** artwork for approval
- Submit organization's logo for sponsors of **Assembly-wide Seminar, Fellowship Seating Area, Signage, Dessert Social, Water Station, Regular Seminar, Power Station**

## May 28

- Submit artwork for **Large Screen Advertisement**

## June 11<sup>th</sup>-18<sup>th</sup>

- Tote Bag Inserts** must be received by Administrative Committee