



2021 SPONSORSHIP PACKAGES

PRESENTING sponsor

- EXCLUSIVITY
 - 1 available
- COST
 - \$50,000
- BENEFITS
 - **Online** (social media, email, BreakPoint.org, ColsonCenter.org, WilberforceWeekend.org)
 - Recognized as a **premium sponsor** via online resources showcased on multiple Colson Center platforms – including BreakPoint.org, ColsonCenter.org, podcasts, and weekly video channel *What Would You Say?*
 - **Podcast spots** on *BreakPoint*, *BreakPoint This Week*, *BreakPoint Q&A*, *Strong Women* and/or *Upstream*. Analytics as follows:
 - *BreakPoint* (daily commentary, podcast) & *BreakPoint This Week*
 - 11,000 downloads during initial week of release
 - Podcasts – *Strong Women & Upstream*
 - 1,500 downloads during initial week of release
 - YouTube – *BreakPoint* podcast & *BreakPoint This Week*
 - 250 views per week
 - Include three (3) **advertisements on BreakPoint.org homepage** that run for seven days each.
 - **Logo** featured prominently on official Wilberforce Weekend '21 website homepage and on their own landing page.
 - **Video advertisement** on main Wilberforce Weekend '21 Sponsor landing page – with logo featured preeminently.
 - **Ad or partner link on ColsonCenter.org** landing page
 - **Four (4) emails sent** on behalf of Presenting Sponsor
 - Note – for ad and email portions of sponsorship packages:
 - Timing for email sends and ads placed (as described above) will be either pre-Wilberforce Weekend, or 1-3 months post-Wilberforce Weekend.
 - Also, a 30-day notice in advance of scheduled email send date or ad placement.
 - **Social media posts** to coincide with sending of above emails.

- **Conference** (on-ground and virtual)
 - **Recognized as a premium sponsor** from main event stage
 - **5-minute on-stage** spot during main event
 - Live or video presentation
 - Video
 - **Two-minute video** added to revolving loop on monitors in Exhibit Hall.
 - Exhibit space
 - **Two (2) exhibit spaces** – with table, chairs, electricity, and Wi-Fi.
 - Valued at \$2,500 (2 exhibit spaces @ \$1,500/each)
 - Dinner table @ Wilberforce Award Gala
 - **10 seats @ Wilberforce Award dinner** – Saturday evening, 5/22/21
 - Valued at \$1,250 (10 seats @ \$125/each)
 - Up to 20 **complimentary all-inclusive Wilberforce Weekend registrations**
 - Includes full weekend – all in-person, livestream, and virtual events
 - Valued at \$8,000 (20 tickets @ \$400 each)
 - Up to 50 **discount codes** for all-inclusive Wilberforce Weekend registrations
 - Provides a 50% discount for all in-person, livestream, and virtual events
 - Valued at \$10,000 (50 discount codes @ \$200/each)
 - Up to 100 **complimentary passes** for Wilberforce Weekend '21 virtual event
 - Five-week virtual worldview sessions – to be held Summer 2021
 - Valued at \$4,900 (100 tickets @ \$49/each)
 - Up to 25 **complimentary passes** for all 2021 **Colson Center Short Courses**
 - Valued at \$5,000 (25 tickets @ \$200/each)

KEYNOTE sponsor

- **EXCLUSIVITY**
 - 1 available
- **COST**
 - \$25,000
- **BENEFITS**
 - **Online** (social media, email, BreakPoint.org, ColsonCenter.org, WilberforceWeekend.org)
 - **Recognized as a premium sponsor** via online resources showcased on multiple Colson Center platforms – including BreakPoint.org, ColsonCenter.org, podcasts, and weekly video channel *What Would You Say?*
 - **Podcast spots** on *BreakPoint*, *BreakPoint This Week*, *BreakPoint Q&A*, *Strong Women* and/or *Upstream*. Analytics as follows:
 - *BreakPoint* (daily commentary, podcast) & *BreakPoint This Week*
 - 11,000 downloads during initial week of release
 - Podcasts – *Strong Women & Upstream*
 - 1,500 downloads during initial week of release
 - YouTube – *BreakPoint* podcast & *BreakPoint This Week*
 - 250 views per week
 - Include two (2) **advertisements on BreakPoint.org homepage** that run for five (5) days each.
 - Include an **ad or “partner” link on ColsonCenter.org** events landing page

- **Logo featured** on official Wilberforce Weekend '21 website homepage and on their own landing page.
 - **Prominent link on main Sponsor landing page** (of Wilberforce Weekend site) – including image and logo.
 - **Two (2) emails sent** on behalf of Keynote Sponsor
 - Note – for ad and email portions of sponsorship packages:
 - Timing for email sends and ads placed (as described above) will be either pre-Wilberforce Weekend, or 1-3 months post-Wilberforce Weekend.
 - Also, a 30-day notice in advance of scheduled email send date or ad placement.
 - **Social media posts** to coincide with sending of above emails.
- **Conference** (on-ground and virtual)
 - **Recognized as a premium sponsor** from the main event stage.
 - **5-minute on-stage spot** during main event
 - Live or video presentation
 - Video
 - **Two-minute video** added to revolving loop on video monitors in Exhibit Hall.
 - Exhibit space
 - **Exhibit space** – with table, chairs, electricity, and Wi-Fi.
 - Valued at \$1,500
 - Dinner table @ Wilberforce Award Gala
 - **10 seats @ Wilberforce Award dinner** – Saturday evening, 5/22/21
 - Valued at \$1,250 (10 seats @ \$125/each)
 - Up to 10 **complimentary all-inclusive Wilberforce Weekend registrations**
 - Includes full weekend – all in-person, livestream, and virtual events
 - Valued at \$4,000 (10 tickets @ \$400 each)
 - Up to 25 **discount codes** for all-inclusive Wilberforce Weekend registrations
 - Provides a 50% discount for all in-person, livestream, and virtual events
 - Valued at \$5,000 (25 discount codes @ \$200/each)
 - Up to 50 **complimentary passes** for Wilberforce Weekend '21 **virtual event**
 - Five-week virtual worldview sessions – to be held Summer 2021
 - Valued at \$2,450 (50 tickets @ \$49/each)
 - Up to 15 **complimentary passes** for all 2021 **Colson Center Short Courses**
 - Valued at \$3,000 (25 tickets @ \$200/each)

PRE-CONFERENCE sponsor & COLSON FELLOWS sponsor

- EXCLUSIVITY
 - 1 available (of each)
- COST
 - \$15,000 each
- BENEFITS
 - **Online** (social media, email, BreakPoint.org, ColsonCenter.org, WilberforceWeekend.org)
 - **Podcast spots** on *BreakPoint*, *BreakPoint This Week*, *BreakPoint Q&A*, *Strong Women* and/or *Upstream*. Analytics as follows:
 - *BreakPoint* (daily commentary, podcast) & *BreakPoint This Week*
 - 11,000 downloads during initial week of release
 - Podcasts – *Strong Women & Upstream*
 - 1,500 downloads during initial week of release
 - YouTube – *BreakPoint* podcast & *BreakPoint This Week*
 - 250 views per week
 - Include **two (2) advertisements on BreakPoint.org homepage** that run for two (2) days each.
 - Include an **ad or “partner” link on ColsonCenter.org** events landing page
 - **Two (2) emails sent** on behalf of Keynote Sponsor
 - Note – for ad and email portions of sponsorship packages:
 - Timing for email sends and ads placed (as described above) will be either pre-Wilberforce Weekend, or 1-3 months post-Wilberforce Weekend.
 - 30-day notice in advance of email send date or ad placement.
 - **Social media posts** to coincide with sending of above emails.
 - **Conference** (on-ground and virtual)
 - **Recognized as a premium sponsor** from the main event stage.
 - Video
 - **Two-minute video** added to revolving loop on video monitors in Exhibit Hall.
 - Exhibit space
 - **Exhibit space** – with table, chairs, electricity, and Wi-Fi.
 - Valued at \$1,500
 - Dinner table @ Wilberforce Award Gala
 - **10 seats @ Wilberforce Award dinner** – Saturday evening, 5/22/21
 - Valued at \$1,250 (10 seats @ \$125/each)
 - Up to 5 **complimentary all-inclusive Wilberforce Weekend registrations**
 - Includes full weekend – all in-person, livestream, and virtual events
 - Valued at \$2,000 (5 tickets @ \$400 each)
 - Up to 15 **discount codes** for all-inclusive Wilberforce Weekend registrations
 - Provides a 50% discount for all in-person, livestream, and virtual events
 - Valued at \$3,000 (15 discount codes @ \$200/each)
 - Up to 25 **complimentary passes** for Wilberforce Weekend '21 **virtual event**
 - Five-week virtual worldview sessions – to be held Summer 2021
 - Valued at \$1,225 (25 tickets @ \$49/each)
 - Up to 10 **complimentary passes** for all 2021 **Colson Center Short Courses**
 - Valued at \$2,000 (10 tickets @ \$200/each)

IMAGO DEI module sponsor

- CONFERENCE MODULE THEMES
 - *What's good that we can promote, celebrate, and preserve?*
 - *What's missing that we can contribute?*
 - *What's evil that we can stop?*
 - *What's broken that we can restore?*
- EXCLUSIVITY
 - 4 available
- COST
 - \$10,000 each
- BENEFITS
 - **Online** (social media, email, BreakPoint.org, ColsonCenter.org, WilberforceWeekend.org)
 - **Two (2) advertisements on BreakPoint.org homepage** that run for five (5) days.
 - Include an **ad or "partner" link on ColsonCenter.org** events landing page
 - Note – for ad portions of sponsorship packages:
 - Timing for ads placed (as described above) will be either pre-Wilberforce Weekend, or 1-3 months post-Wilberforce Weekend.
 - Also, a 30-day notice in advance of scheduled ad placement.
 - **Conference** (on-ground and virtual)
 - **Recognized as a premium sponsor** from the main event stage.
 - Video
 - **Two-minute video** added to revolving loop on video monitors in Exhibit Hall.
 - Exhibit space
 - **Exhibit space** – with table, chairs, electricity, and Wi-Fi.
 - Valued at \$1,500
 - Up to 5 **complimentary all-inclusive Wilberforce Weekend registrations**
 - Includes full weekend – all in-person, livestream, and virtual events
 - Valued at \$2,000 (5 tickets @ \$400 each)
 - Up to 5 **discount codes** for all-inclusive Wilberforce Weekend registrations
 - Provides a 50% discount for all in-person, livestream, and virtual events
 - Valued at \$1,000 (5 discount codes @ \$200/each)
 - Up to 10 **complimentary passes** for Wilberforce Weekend '21 **virtual event**
 - Five-week virtual worldview sessions – to be held Summer 2021
 - Valued at \$490 (10 tickets @ \$49/each)
 - Up to 10 **complimentary passes** for all 2021 **Colson Center Short Courses**
 - Valued at \$2,000 (10 tickets @ \$200/each)

WILBERFORCE sponsor

- EXCLUSIVITY
 - 12 available
 - Sponsor selects which Wilberforce guest breaktime(s) or guest reception(s) they'd like to secure.
- COST
 - \$5,000 each
- BENEFITS
 - **Online** (social media, email, BreakPoint.org, ColsonCenter.org, WilberforceWeekend.org)
 - Two (2) **advertisements on BreakPoint.org homepage** that run for five (5) days.
 - Include and **ad or "partner" link on ColsonCenter.org** events landing page
 - Note – for ad portions of sponsorship packages:
 - Timing for ads placed (as described above) will be either pre-Wilberforce Weekend, or 1-3 months post-Wilberforce Weekend.
 - Also, a 30-day notice in advance of scheduled ad placement.
 - **Conference** (on-ground and virtual)
 - **Recognized as a premium sponsor** from the main event stage.
 - Video
 - **Two-minute video** added to revolving loop on video monitors in Exhibit Hall.
 - Exhibit space
 - **Exhibit space** – with table, chairs, electricity, and Wi-Fi.
 - Valued at \$1,500
 - Up to 2 **complimentary all-inclusive Wilberforce Weekend registrations**
 - Includes full weekend – all in-person, livestream, and virtual events
 - Valued at \$800 (2 tickets @ \$400 each)
 - Up to 10 **discount codes** for all-inclusive Wilberforce Weekend registrations
 - Provides a 50% discount for all in-person, livestream, and virtual events
 - Valued at \$2,000 (10 discount codes @ \$200/each)
 - Up to 5 **complimentary passes** for Wilberforce Weekend '21 **virtual event**
 - Five-week virtual worldview sessions – to be held Summer 2021
 - Up to 5 **complimentary passes** for all 2021 **Colson Center Short Courses**
 - Valued at \$1,000 (5 tickets @ \$200/each)