

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
Total of 3 ads to run on each program between 1/1/22- 6/30/22
 - Podcasts – Strong Women & Upstream
Total of 3 ads to run on each program between 1/1/22- 6/30/22
 - YouTube – BreakPoint podcast & BreakPoint This Week
Total of 3 ads to run on each program between 1/1/22- 6/30/22
 - Include three (3) advertisements on BreakPoint.org homepage that run for seven days each. To run between 1/1/22 and 6/30/22
 - 3 advertisements placed in BreakPoint emails. One ad per email. To run between 1/1/22 and 6/30/22
 - Your Clickable Logo featured prominently on official Wilberforce Weekend '21 website homepage, WFW event sponsorship page, and on their own landing page.
 - Partner link on ColsonCenter.org home page to run prior to 6/30/22.
 - Two (2) content related emails sent to full Colson Center email list on behalf of

Presenting Sponsor. Final email sent before 6/30/22.

- Note – for ad and email portions of sponsorship packages:
 - o The two email ads will run prior to 6/30/22
 - o Also, a 30-day notice in advance of scheduled email send date or ad placement is required.
 - One (1) Social media post each through FB and Twitter that include actual content, not just advertising from the sponsor. Final posts on or before 6/30/22.
 - o Conference (on-ground and virtual)
 - Included as a main conference speaker
 - Included as a Session speaker
 - Recognized as a premium sponsor from main event stage during their specific section of the program and multiple times throughout event via brand recognition on stage.
 - 5-minute on-stage spot during main event
 - Live or video presentation
 - Sole sponsor of a Q&A reception with WFW speakers -TBD
 - Prominent brand recognition and acknowledgment within event program
 - 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.
 - o Valued at \$3,000 (2 exhibit spaces at \$1,500/each)
 - Dinner table @ Wilberforce Award Gala
 - 10 seats @ Wilberforce Award dinner – Saturday evening, 5/14/22
 - o Valued at \$950 (10 seats at \$95/each)
 - Up to 20 complimentary all-inclusive Wilberforce Weekend registrations
 - Includes full weekend – all in-person, livestream, and virtual events
 - o Valued at \$10,400 (20 regs at \$520/each)
 - Up to 50 discount codes for all-inclusive Wilberforce Weekend registrations
 - Provides a 50% discount for all in-person, livestream, and virtual events
 - o Valued at \$13,000 (50 codes at \$260/each)
 - Up to 100 complimentary passes for Wilberforce Weekend '22 virtual event
 - Five-week virtual worldview sessions – to be held Summer 2022
 - o Valued at \$5,900 (100 passes at \$59/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
 - Total of 2 ads to run on each program between 1/1/22- 6/30/22
 - Podcasts – Strong Women & Upstream
 - Total of 2 ads to run on each program between 1/1/22- 6/30/22
 - YouTube – BreakPoint podcast & BreakPoint This Week
 - Total of 2 ads to run on each program between 1/1/22- 6/30/22
 - Include two (2) advertisements on BreakPoint.org homepage that run for five (5) days each. To run between 1/1/22 and 6/30/22
 - One (1) ad or “partner” link on ColsonCenter.org events landing page to run prior to 6/30/22.
 - 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. Final email sent before 6/30/22.
 - Note – for ad and email portions of sponsorship packages:
 - The two email ads will run prior to 6/30/22
 - Also, a 30-day notice in advance of scheduled email send date or ad placement is required.



- One (1) Social media post to coincide with sending of above emails through FB and Twitter that include actual content, not just advertising, from the sponsor. Final posts on or before 6/30/22.
- o 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
 - Prominent brand recognition and acknowledgement within event program
 - 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.
 - o Valued at \$1,500
 - Dinner table @ Wilberforce Award Gala
 - 10 seats @ Wilberforce Award dinner – Saturday evening, 5/14/22
 - o Valued at \$950 (10 seats at \$95/each)
 - Up to 10 complimentary all-inclusive Wilberforce Weekend registrations
 - Includes full weekend – all in-person, livestream, and virtual events
 - o Valued at \$5,200 (10 regs at \$520/each)
 - Up to 25 discount codes for all-inclusive Wilberforce Weekend registrations
 - Provides a 50% discount for all in-person, livestream, and virtual events
 - o Valued at \$6,500 (25 codes at \$260/each)
 - Up to 50 complimentary passes for Wilberforce Weekend '22 virtual event
 - Five-week virtual worldview sessions – to be held Summer 2022
 - o Valued at \$2,950 (50 passes at \$59/each)



Colson Fellows Sponsor

- EXCLUSIVITY
 - 1 available
- 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
 - Podcasts – Strong Women & Upstream
 - YouTube – BreakPoint podcast & BreakPoint This Week
 - Include two (2) advertisements on BreakPoint.org homepage that run for two (2) days each. Final ad to run prior to 6/30/22.
 - Include one (1) ad or “partner” link on ColsonCenter.org events landing page
 - Note – for ad and email portions of sponsorship packages:
 - 30-day notice in advance of 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, 5/14/22
 - Valued at \$950 (10 seats at \$95/each)
 - Up to 5 complimentary all-inclusive Wilberforce Weekend registrations
 - Includes full weekend – all in-person, livestream, and virtual events
 - Valued at \$2,600 (5 regs at \$520/each)



- Up to 15 discount codes for all-inclusive Wilberforce Weekend registrations
 - Provides a 50% discount for all in-person, livestream, and virtual events
 - o Valued at \$3,900 (15 codes at \$260/each)
- Up to 25 complimentary passes for Wilberforce Weekend '22 virtual event
 - Five-week virtual worldview sessions – to be held Summer 2022
 - o Valued at \$1,475 (25 passes at \$59/each)



Life Redeemed Module Sponsor

- CONFERENCE MODULE THEMES
- EXCLUSIVITY
 - 2-3 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. Final ad to run prior to 6/30/22.
 - Include one ad or “partner” link on ColsonCenter.org events landing page
 - Note – for ad portions of sponsorship packages:
 - 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 \$2,600 (5 regs at \$520/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 \$1,300 (5 codes at \$260/each)
 - Up to 10 complimentary passes for Wilberforce Weekend '22 virtual event
 - Five-week virtual worldview sessions – to be held Summer 2022
 - Valued at \$590 (10 passes at \$59/each)



Wilberforce Sponsor

- EXCLUSIVITY
 - 12 available
- COST
 - \$5,000 each
- BENEFITS
 - Online (social media, email, BreakPoint.org, ColsonCenter.org, WilberforceWeekend.org)
 - One (1) advertisement on BreakPoint.org homepage that runs for five (5) days. Final ad to run prior to 6/30/22.
 - Include one (1) ad or “partner” link on ColsonCenter.org events landing page
 - Note – for ad portions of sponsorship packages:
 - 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 \$1,040 (2 regs at \$520/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 \$1,300 (5 codes at \$260/each)
 - Up to 5 complimentary passes for Wilberforce Weekend '22 virtual event
 - Five-week virtual worldview sessions – to be held Summer 2022
 - Valued at \$295 (5 passes at \$59/each)



Colson Partner

- EXCLUSIVITY
 - 3 available
- COST
 - \$2,500 each
- BENEFITS
 - Online (social media, email, BreakPoint.org, ColsonCenter.org, WilberforceWeekend.org)
 - One (1) advertisement on BreakPoint.org homepage that runs for (3) three days.
Final ad to run prior to 6/30/22
 - Include one (1) web ad or “partner” link on ColsonCenter.org events landing page. Final ad to run prior to 6/30/22
 - Note—for ad portions of sponsorship packages, a 30-day notice in advance of scheduled ad placement.
 - 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 \$1,040 (2 regs at \$520/each)
 - Up to 2 complimentary passes for Wilberforce Weekend '22 virtual event
 - Five-week virtual worldview sessions – to be held Summer 2022
 - Valued at \$118 (2 passes at \$59/each)

