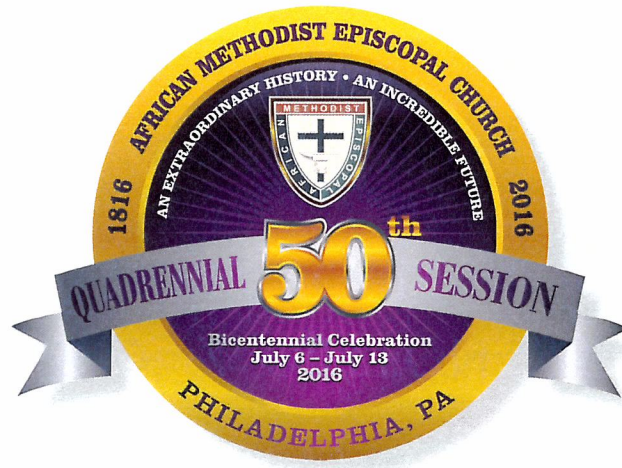


SPONSORSHIP OPPORTUNITIES

50th Quadrennial Session
of the
GENERAL CONFERENCE
for the
African Methodist Episcopal Church
A Bicentennial Celebration



Pennsylvania Convention Center
Philadelphia, Pennsylvania

July 6-13, 2016

Bishop Samuel Lawrence Green, Sr.
General Conference Commission Chairperson

Bishop Gregory G. M. Ingram
Host Presiding Bishop

Bishop John Richard Bryant
Senior Bishop

Dr. Richard Allen Lewis, Sr.
Treasurer/Chief Financial Officer



**50th Quadrennial Session of the
GENERAL CONFERENCE
AFRICAN METHODIST EPISCOPAL CHURCH
*July 6-13, 2016***

About the AME Church...

The African Methodist Episcopal Church is the oldest Black denomination in North America. It was founded in 1787, when a group of slaves and free persons—led by Richard Allen—walked out of St. George’s Methodist Church in Philadelphia, purchased an old blacksmith’s shop, and started worship there. They called this place Bethel (“House of God”). The first pulpit was an anvil. The first preacher and later first elected and consecrated bishop was Richard Allen. He taught himself to read and write and purchased his and his brother’s freedom from slavery. He later organized and incorporated several churches into the African Methodist Episcopal Church denomination.

About the Mission...

The mission of the African Methodist Episcopal Church is to minister to the spiritual, intellectual, physical, emotional, and environmental needs of all people by spreading Christ’s liberating Gospel through word and deed. Every level of the connection and each local church should seek out and save the lost and serve the needy through a continuing program of preaching the Gospel; feeding the hungry; clothing the naked; housing the homeless; cheering the fallen; providing jobs for the jobless; administering to the needs of those in prisons, hospitals, nursing homes, asylums and mental institutions, and senior citizen homes; caring for the sick, shut-in, and mentally and socially disturbed; and encouraging thrift and economic advancement.

About this Opportunity...

Your tax deductible contribution as a *corporate sponsor* to the Bicentennial Celebration and the 50th Quadrennial Session of the General Conference for the African Methodist Episcopal Church provides product and service exposure on an international level. The African Methodist Episcopal Church’s collective buying power represents diverse tastes. Take advantage of this marketing opportunity to maximize your product and service placement.



**50th Quadrennial Session of the
GENERAL CONFERENCE
AFRICAN METHODIST EPISCOPAL CHURCH**
July 6-13, 2016

About the General Conference...

The African Methodist Episcopal Church convenes on a quadrennial basis for the purpose of conducting the Church's legislative business and financial reporting. Additionally, there are economic/community development, financial literacy, and youth empowerment seminars. The Conference includes presentations from dynamic and nationally known preachers and gospel recording artists. Plans for the 50th Quadrennial Session include business sessions, a major gospel concert, and social activities commemorating its 200-year legacy. Estimated attendance for this two-week celebration is 30,000 and will include participants from all over the world.

**ESTIMATE OF GENERAL CONFERENCE
ATTENDEE DEMOGRAPHICS**

AGE

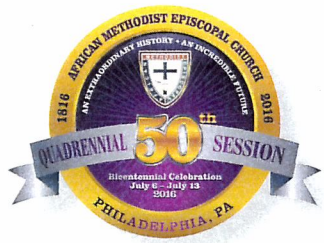
5-18	5%
19-30	4%
31-40	6%
41-50	13%
51-60	26%
61+	46%

INCOME BY HOUSEHOLD

Under \$35,000.....	27%
\$35,000 - \$54,999	29%
\$55,000 - \$74,999	20%
\$75,000 - \$99,999	12%
\$100,000+	12%

EDUCATION

High School	20%
Under Grad.....	26%
Graduate.....	48%
Doctorate.....	6%



ASSOCIATE Sponsorship

50TH QUADRENNIAL SESSION OF THE GENERAL CONFERENCE

AFRICAN METHODIST EPISCOPAL CHURCH

JULY 6-13, 2016

\$25,000

- ❖ 5 invitations to the Bishops' Reception
- ❖ Product placement in delegate kits
- ❖ Full page black and white ad in program booklet
- ❖ Corporate name listed in program booklet as *Associate Sponsor*
- ❖ Corporate logo displayed on Conference event web site

\$15,000

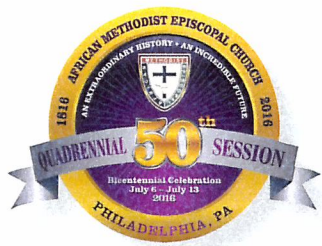
- ❖ Two invitations to Bishops' Breakfast
- ❖ Product placement in delegate kits
- ❖ One ½ page black and white ad in program booklet
- ❖ Corporate name listed in program booklet as *Associate Sponsor*
- ❖ Corporate logo displayed on Conference event web site

\$10,000

- ❖ Two invitations to Conference Breakfast
- ❖ Product placement in delegate kits
- ❖ One ¼ page black and white ad in program booklet
- ❖ Corporate name listed in program booklet as *Associate Sponsor*
- ❖ Corporate logo displayed on Conference event web site

\$15,000 Digital/Virtual

- ❖ Pre-recorded 30-second video advertisement/message aired at three events
- ❖ Corporate logo displayed on microsite webpage with hyperlink
- ❖ Listed as *Digital Sponsor* on e-mail communications to virtual/remote attendees
- ❖ Company digital product information/coupon placed in virtual attendee bag
- ❖ Corporate logo displayed on Conference event web site



SILVER *Sponsorship* **\$50,000**

50TH QUADRENNIAL SESSION OF THE GENERAL CONFERENCE **AFRICAN METHODIST EPISCOPAL CHURCH** *JULY 6-13, 2016*

As a sponsor of the General Conference, your corporation will be highlighted as a *Silver Sponsor* for the event.

Silver Sponsorship benefits include:

On-Site

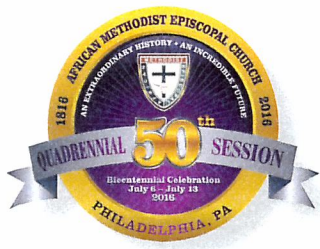
- ❖ Vendor display space for one day of the Conference
- ❖ Product placement in delegate kits
- ❖ 5 invitations to the Conference Dinner
- ❖ 5 tickets to the Bishops' Reception

Print Exposure

- ❖ Color ad in the program booklet
- ❖ Corporate name listed in the program booklet as *Silver Sponsor*

Digital/Virtual

- ❖ Corporate logo displayed on microsite webpage with hyperlink
- ❖ Listed as *Silver Sponsor* on e-mail communications to virtual/remote attendees
- ❖ Company digital product information/coupon placed in virtual attendee bag
- ❖ Corporate logo displayed on Conference event web site



GOLD Sponsorship **\$75,000**

50TH QUADRENNIAL SESSION OF THE GENERAL CONFERENCE **AFRICAN METHODIST EPISCOPAL CHURCH** *JULY 6-13, 2016*

As a sponsor of the General Conference, your corporation will be highlighted as a *Gold Sponsor* for the event.

Gold Sponsorship benefits include:

On-Site

- ❖ Corporate logo listed on Conference signage as *Gold Sponsor*
- ❖ Vendor display space for the duration of the Conference
- ❖ Banner displayed at entrance of the Conference
- ❖ Product placement in delegate kits
- ❖ 5 invitations to the Conference Dinner
- ❖ 5 tickets to the Gospel concert

Print Exposure

- ❖ Corporate logo listed on delegate kits
- ❖ Corporate logo listed on printed convention materials
- ❖ Color ad in the program booklet
- ❖ Corporate name listed in the program booklet as *Gold Sponsor*

Digital/Virtual

- ❖ Corporate logo displayed on microsite webpage with hyperlink
- ❖ Listed as *Gold Sponsor* on e-mail communications to virtual/remote attendees
- ❖ Company digital product information/coupon placed in virtual attendee bag
- ❖ Corporate logo displayed on Conference event web site



PLATINUM Sponsorship \$100,000

50TH QUADRENNIAL SESSION OF THE GENERAL CONFERENCE AFRICAN METHODIST EPISCOPAL CHURCH JULY 6-13, 2016

As a sponsor of the General Conference, your corporation will be highlighted as a *Platinum Sponsor* for the event.

Platinum Sponsorship benefits include:

On-Site

- ❖ Corporate logo listed on Conference signage as *Platinum Sponsor*
- ❖ Vendor display space for the duration of the Conference
- ❖ Banner displayed at entrance of the Conference
- ❖ Product placement in delegate kits
- ❖ 10 invitations to the Conference Dinner
- ❖ 10 invitations to the Bishops' Reception
- ❖ 10 invitations to the Bishops' Breakfast
- ❖ 10 tickets to the Gospel concert
- ❖ Presentation during a session and recognition throughout the Conference

Print Exposure

- ❖ Corporate logo listed on delegate kits
- ❖ Corporate logo listed on printed convention materials
- ❖ Color ad on inside front or back cover of program booklet
- ❖ Corporate name listed in the program booklet as *Platinum Sponsor*
- ❖ Corporate name listed in all press releases before and after Conference
- ❖ Corporate logo listed on delegate ID badges

Digital/Virtual

- ❖ Corporate logo displayed on microsite webpage with hyperlink
- ❖ Listed as *Platinum Sponsor* on e-mail communications to virtual/remote attendees
- ❖ Pre-recorded 30-second video advertisement/message aired at three events
- ❖ Company digital product information/coupon placed in virtual attendee bag
- ❖ Corporate logo displayed on Conference event web site