

THE NINTH ANNUAL PENNSYLVANIA UNITED NATIONS CONFERENCE
HOSTED AT THE PENNSYLVANIA STATE UNIVERSITY

PUNC IX

THE PENNSYLVANIA UNITED NATIONS CONFERENCE



RISE FROM THE ASHES

MARCH 17-20

SPONSORSHIP INFORMATION



PENN STATE INTERNATIONAL AFFAIRS AND DEBATE ASSOCIATION

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Greetings from the Penn State International Affairs and Debate Association!

On March 17, 2016, three hundred of the brightest university students will assemble in one room for the opening of the ninth edition of the Pennsylvania United Nations Conference (PUNC) hosted by Penn State International Affairs and Debate Association (PSIADA). Coming from all walks of life and corners of the globe, these students demonstrate passion, dedication, and innovation that extend beyond the classroom. Each student enters the conference with a sense of purpose and a plan to be the best; none are comfortable with simply maintaining the status quo.

At PUNC IX, we understand this vision. That's why we have worked carefully to craft a complete conference experience that stretches over four days and three nights for both our staffers and our delegates. PUNC IX – Rise from the Ashes - challenges its participants to forego the archaic and forge new paths. Through their conference experience, delegates and staffers will grow as leaders and communicators, learning both how to command the room and collaborate effectively in complicated, fast-paced situations that demand quality work in the face of crisis. They will set goals, think critically, act boldly, and form alliances in pursuit of entirely new visions. While the laws they write and the borders they set will not last beyond the weekend, the connections they establish and skills they cultivate will serve them in the future -- a future for which they have already begun to plan.

The diligent planning of the delegates who attend PUNC IX unquestionably expands beyond this conference. As they confront the world's most challenging issues -- global terrorism, ethnic and religious conflict, controversial borders -- their knowledge and beliefs concerning these topics certainly extend beyond the committee room, along with their visionary solutions. By investing their passion and energy in PUNC IX, they demonstrate their commitment to working with others around the world to eventually solve these issues. When you invest in PUNC IX, you, too, invest in your future. You ensure exposure and found connections with talented young people who couple research skills, critical thinking, and diplomacy with a desire to conquer the world's toughest problems. Through our well-placed ads or sponsorship opportunities, you can position yourself in the forefront of their minds for months leading up to PUNC IX, as well as during the conference. You can leave a lasting impression by placing your name on the conference merchandise. Please take time to peruse the packet and envision your insignia in the delegate guide, on our website, app, or listed as a special event sponsor. You can market yourself to the best and the brightest -- the world's next generation of leaders as they plan their next steps to making an impact through their own investments in higher education or real-world action. Capturing their interest and passion secures your own future. So on March 17, whether they're flipping through the delegate guide or watching the slideshow at the opening ceremonies, these students will be looking towards the future -- will you be in that vision?

On behalf of the PUNC IX Secretariat, I thank you in advance for your time and consideration. If, after reviewing this sponsorship packet, you still have questions, please do not hesitate to contact me.

Sincerely,

Marta Millar
Director of Marketing



WHY PUNC?

Currently entering its ninth year, the Pennsylvania United Nations Conference (PUNC) has grown to be one of the premier conferences on the East Coast circuit, receiving the highest ratings in its feedback. It continues to draw new delegations each year. PUNC provides four days and three nights of fast-paced, crisis-style Model United Nations simulation across eight committees. PUNC attracts an international array of schools, with all 140 guests from last year planning to return. Promoting your brand at PUNC IX guarantees constant access to a wide range of talent, uninhibited by geographical barriers. Additionally, with events taking place in key venues across campus all weekend, you can attract the attention of the 40,000 Penn State students who call University Park home.

WHY PSIADA?

The Penn State International Affairs and Debate Association constitutes a collection of students from a wide range of majors, backgrounds, and countries, collaborating together to facilitate debate and foster understanding of international issues through Model United Nations. PSIADA's own delegates have successfully competed across the continent. At home, we strive to create quality conferences of the highest caliber through our organization of the Pennsylvania United Nations Conference and Pennsylvania High School United Nations Conference. We are one of only nineteen universities in the world to host both a high school and a college conference.

In summary, partnering with PUNC IX provides:

- access to a diverse, talented, and driven audience from across the continent
- association with a prestigious and popular conference bearing a high standard of excellence
- long-lasting connections with our loyal customer base
- targeted advertising opportunities at affordable prices both before and after PUNC weekend



SPONSORSHIP PACKAGES

Five tiers of sponsorship exist for PUNC IX: Rise from the Ashes, providing a flexible range of opportunities for you to partner with PSIADA. Additionally, several items are available on a per-item basis, allowing us to accommodate an assortment of budgets. Of course, if you have questions or requests which are not addressed below, please do not hesitate to contact us as we will be glad to negotiate regarding specific inquiries.

Sponsorship Package	Platinum	Gold	Silver	Bronze	Blue
Minimum Contribution	\$750	\$600	\$300	\$200	\$100
Conference Naming Rights	◆				
Committee Naming Rights	◆	◆			
Advertisement in all Official PUNC IX Communication	◆	◆			
Advertisement in Official PUNC IX Promo Video	◆	◆			
Social Media Exposure	◆	◆	◆		
Advertisement on Conference App	◆	◆	◆		
Website Advertisement	◆	◆	◆	◆	
Full-Page Delegate Guide Advertisement	◆	◆	◆		
Half-Page Delegate Guide Advertisement	n/a	n/a	n/a	◆	◆
Verbal and Visual Mention at Ceremonies	◆	◆	◆	◆	◆

Per Item Options:

- Full-Page Delegate Guide Advertisement: \$80
- Half-Page Delegate Guide Advertisement: \$50
- Quarter-Page Delegate Guide Advertisement: \$30
- Website Advertisement: \$60
- Conference App Advertisement: \$40



SPONSORSHIP PACKAGES – SELECT ITEMS

- **Conference Naming Rights** - One platinum sponsor has the opportunity to become the official sponsor of PUNC IX. Benefits of this prestigious position include naming rights to the conference, which ensures your name appears on all conference-related communication and merchandise. All of the prime advertising opportunities above are included in this package, and additional opportunities for exposure, such as the presence of a representative at opening ceremonies, are certainly negotiable.
- **Committee Naming Rights** - Making a gold level contribution allows you to sponsor a specific committee within PUNC IX, which includes name placement on all placards and in the corresponding delegate guide, as well as an opportunity for specific promotional material to be distributed to this committee. Great for targeting students with a more specialized interest! Please see our website at <http://punc.psiada.org/> for a list of committees and descriptions.



CONTACT US

Thank you for your interest in partnering with PUNC IX: Rise from the Ashes. We look forward to working with you in the future. If you have any questions or concerns regarding any of the material above, please do not hesitate to contact us.

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