

The 225th General Assembly (2022)
Presbyterian Church (U.S.A.)

SPONSORSHIP OPPORTUNITIES



The 225th General Assembly (2022) offers a variety of opportunities to engage and inform GA participants and the viewing audience. Packages and á la carte options are available and are described below. Each is available on a first-come, first-served basis.

The Audience

Commissioners & Advisory Delegates	Online Audience
Over 700 commissioners and advisory delegates and meeting participants will be gathering in-person during committee meetings and via Zoom for plenary sessions.	All people interested in the General Assembly will access the event through one entry point – the GA website (https://ga-pcusa.org/) . All committee meetings and plenary sessions will be livestreamed to as many as 20,000 viewers.

General Assembly Schedule

The 225th General Assembly (2022) will be conducted in a hybrid format, with commissioners and advisory delegates gathering for committee sessions in Louisville, Kentucky, and plenary sessions taking place online. Some sponsorship opportunities provide options to support a group of commissioners and advisory delegates (1/4 of all commissioners) or all participants for airport transportation and meals. The complete docket is available for review at <https://pcusa.org/ga225-docket/>.

Committees A-D	Arrive June 17	In Session June 20-22	Depart June 23
Committees E-H	Arrive June 22	In Session June 23-25	Depart June 26
Committees I-L	Arrive June 26	In Session June 27-30	Depart June 30
Committees M-P	Arrive June 29	In Session June 30-July 2	Depart July 3

Important Dates/Deadlines

Sponsor Commitment Form Submitted	April 8, 2022
Required digital/media	April 30, 2022
Full Sponsorship Payment	June 1, 2022

*If you have questions about sponsorship,
please contact Jayne Culp (jayne.culp@pcusa.org) for assistance.*

SPONSOR PACKAGES

Premiere Digital Media Package - \$12,000

i *This sponsorship package includes all available online sponsorship opportunities presented in the á la carte menu.*

- Sponsor livestream broadcast - one day.
- Banner acknowledgement on the GA website main page – one day.
- GA News – sponsor one online story, one volume of the daily digest, and one live broadcast of the daily GA News Recap.
- Social media – Promote your organization across our social media channels – 1 post.

Meal and Snack Package 1 - \$15,000

i *This sponsorship package includes one meal and one snack break for each of the four groups of committee members while they are in session in Louisville, Kentucky.*

- One Meal Break for all committee members (once for each group).
- One Snack Break for all committee members (once for each group).

Meal and Snack Package 2 - \$3,700

i *This sponsorship package includes one meal and one snack break for the members of one of the groups of committees while in session in Louisville, Kentucky.*

- One Meal Break for a group of committee members (1/4 of all commissioners & advisory delegates).
- One Snack Break for a group of committee members (1/4 of all commissioners & advisory delegates).

Service Support Package - \$4,000

i *This sponsorship package supports services that make the General Assembly possible. Your organization will be displayed and/or announced as a sponsor for these vital services. Your organization's support will also be promoted on our social media channels.*

- GA Help Desk
- Airport Transportation – Round Trip
- Live Captioning – One Day

À La Carte Sponsor Opportunities – Prices listed below

Livestream broadcast	\$10,000/day	Commissioner/Advisory Delegate Group Meal (1 committee group/ ¼ of commissioners/advisory delegates)	\$3,000/meal
Banner on GA website	\$500/day	Commissioner/Advisory Delegate Group Meal (all 4 committee groups)	\$12,000/meal
Social Media Post	\$200/post	Commissioner/Advisory Delegate Snack Break (1 committee group/ ¼ of commissioners/advisory delegates)	\$1,000/snack break
GA News Sponsorship	\$300/story	Commissioner/Advisory Delegate Snack Break (all committee groups)	4,000/ snack break
GA News Daily Digest	\$600/day	GA Help Desk	\$1,000
GA Daily News Recap – Live Broadcast.	\$1,500/broadcast	Airport Transportation One-Way	\$1,600
Live Captioning	\$1,700/day	Airport Transportation Round Trip	\$3,200

Sponsorship Opportunity Details

i Specific information is provided for each sponsorship opportunity, including media requirements. All sponsors will be acknowledged on the GA225 website. Sponsorship opportunities involving “per day”, “per post”, “per broadcast”, or “per story” support will be notified in advance of the scheduled date for sponsor acknowledgement.

◆ Livestream Broadcast - \$10,000/day

All plenary sessions and committee meetings will be livestreamed on the [GA225 website](#) and the Office of the General Assembly’s Facebook page. Your support will be acknowledged with the logo placed on the upper right hand corner of the screen.

Media Requirements:

- Logo Thumbnail: Min. 600px x 600px | Transparent Background |.png
- Logo for website: 600px wide | .png or .jpg
- Sponsor description (250 words or less)
- URL for sponsor homepage

◇ **Banner on the GA225 Website - \$500 per day**

Banners are an excellent way for you to gain visibility on the official assembly website. The banners will be in a prominent location at the top of the GA225 main page.

Media Requirements:

- Sponsor logo: Minimum 300px x 300px | .png or .jpg
- Banner title/description (25 words or less)
- URL for sponsor homepage

◇ **Social Media Post - \$200/post**

Your organization's sponsorship will be acknowledged on the General Assembly Facebook page, [Spirit of GA](#). This sponsorship opportunity offers you a chance to connect with people tuning in to the General Assembly livestreamed on social media.

Media Requirements:

- Sponsor Logo: Minimum 300px x 300 px | .png or .jpg
- Logo/Image: 1200px wide x 628px high | .png or .jpg
- URL for sponsor homepage

◇ **GA News Story Sponsorship - \$300/story**

The General Assembly News is the official news publication for the General Assembly, produced by the Office of the General Assembly. It provides daily news and information about assembly-related business and events. Stories will post throughout the day during the General Assembly and will be listed in the news feeds on the assembly website (<https://ga-pcusa.org>) and PC(USA) website (<https://pcusa.org/>).

Your sponsored acknowledgement will be placed on a story posted by the GA News.

Media Requirements:

- Sponsor Logo: Minimum 300px x 300 px | .png or .jpg
- Image/Logo: 800px wide x 600px high (4:3) or 600px x 600px (1:1) | .png or .jpg
- URL for sponsor homepage

◇ **GA News Daily Digest Sponsor - \$600/day**

The General Assembly News is the official news publication for the General Assembly, produced by the Office of the General Assembly. It provides daily news and information about assembly-related business and events. The Daily Digest is a collection of GA News stories emailed directly to subscribers for GA News updates (approx. 4,000 subscribers). Your sponsorship acknowledgement will be placed within the news digest.

Media Requirements:

- Sponsor logo: Minimum 300px x 300px | .png or .jpg

- Image/Logo: 800px wide x 600px high (4:3) or 600px x 600px (1:1) | .png or .jpg
- URL for sponsor homepage

◆ **GA Daily News Recap – Live Broadcast - \$1,500/Broadcast**

General Assembly News is delighted to premiere a live daily broadcast highlighting business and events taking place at the 225th General Assembly (2022). Your sponsorship will be acknowledged during the broadcast by our news team and credits.

Media Requirements:

- Sponsor logo: Minimum 600px x 600px | Transparent Background | .png
- URL for sponsor homepage

◆ **Live Captioning - \$1,700/Day**

To make the assembly proceedings more accessible to all, captioning is available in English and Spanish during online sessions. Live captioners who have experience with PC(USA) meetings ensure accurate transcription of sometimes specialized language. Sponsors will be acknowledged at least once each session when the captioning feature is noted in verbal and written instructions to participants.

Media Requirements:

- Sponsor logo: Minimum 300px x 300px | .png or .jpg
- URL for sponsor homepage

◆ **Commissioner/Advisory Delegate Group Meal - \$3,000 or \$12,000/ meal**

Lunch will be catered at the Presbyterian Center each day that the assembly committees are meeting in person. Sponsors will be acknowledged on signage in the meal area and thanked in the committee meetings before the meal break.

Media Requirements:

- Sponsor Logo: Minimum 300px x 300 px | .png or .jpg
- Sponsor logo: High Resolution for Print | Minimum 600px x 600px | .png or .jpg
- URL for sponsor homepage

◆ **Commissioner/Advisory Delegate Group Snack - \$1,000 or \$4,000/ meal**

Snacks will be provided for these participants each day that the assembly committees are meeting in person. Sponsors will be acknowledged on signage in the break area.

Media Requirements:

- Sponsor Logo: Minimum 300px x 300 px | .png or .jpg
- Sponsor logo: High Resolution for Print | Minimum 600px x 600px | .png or .jpg
- URL for sponsor homepage

◇ **GA Help Desk - \$1,000**

Sponsors have a special opportunity to support the GA Help Desk, a team of staff and volunteers who assist General Assembly participants with technological and a variety of other support needs to assure everyone is equipped to serve at the General Assembly. Their work is vital to make GA possible, be it online or in person. Your sponsorship will be acknowledged in resources guiding GA participants on how to connect to the Help Desk.

Media Requirements:

- Sponsor logo: Minimum 600px x 600px | .png or .jpg
- URL for sponsor homepage

◇ **Airport Transportation - \$1,600 (one-way); \$3,200 (round trip)**

Shuttle service will be provided between the Louisville airport and the hotel for commissioners and advisory delegates when they arrive in Louisville for their committee sessions, and as they depart to return home. These sponsorship amounts cover one-way or round trip for one group of committees (1/4 of the participants). Sponsors will be acknowledged with signage on the coach and may also provide a video (up to 5 minutes) that will be shown on the vehicle as participants are boarding.

Media Requirements:

- Sponsor logo: Minimum 600px x 600px | .png or .jpg
- URL for sponsor homepage

Eligibility for Sponsorship



The following entities and organizations are eligible to participate as a sponsor of the General Assembly.

Entities and organizations that will be invited to be a General Assembly sponsor and to be included in the directory on the GA web site:

1. The agencies and entities which report directly to the General Assembly (Presbyterian Mission Agency, Board of Pensions, Presbyterian Foundation, Presbyterian Investment and Loan Program, Presbyterian Publishing Corporation, Administrative Services Group/PC(USA), A Corporation, Presbyterian Women and the Office of the General Assembly), and their ministries and projects.
2. Groups that have current covenants in place with one of the General Assembly agencies or entities, and the PC(USA) seminaries and the Caucuses Representing Communities of Color within the Presbyterian Church (U.S.A.).
3. Companies that have a vendor relationship with one of these agencies or entities.
4. PC(USA) synods and presbyteries, and their ministries.

5. National or international conciliar bodies to which the Presbyterian Church (U.S.A.) relates in ministry and mission.

Organizations that are eligible to be included in the directory, but may not be a sponsor:

1. Not-for-profit organizations consisting of members of the PC(USA) which have officers and a board accountable for their activities whose membership is not confined to a single synod, and which are organized to conduct special tasks of witness, service or nurture.
2. Organizations that sell Fair Trade items must go through the Presbyterian Hunger Program's Global Marketplace vetting process and will not be accepted as individual vendors

Sponsorship Terms and Conditions



The following Terms and Conditions apply to all sponsors of the 225th General Assembly (2022) of the Presbyterian Church (U.S.A.) All sponsorships will be awarded to eligible sponsors on a first-come, first-served basis.

1. **Sponsorship Commitment.** Sponsor has made a financial contribution (the "Payment") as a sponsor of the 225th General Assembly (2022) (the "Event") identified on a sponsor commitment form, sponsorship package, or similar agreement (each, a "Sponsorship Commitment"). Any goods or services contributed by Sponsor or promotional activities conducted by Sponsor in connection with Event are provided as a charitable contribution to the Event and the Office of the General Assembly, an agency of the Presbyterian Church (U.S.A.), A Corporation, (the "Event Organizer") and without consideration.
2. **Sponsorship Payment.** Sponsor agrees to submit contribution payment, as identified in the Sponsorship Commitment no later than June 1, 2022. Event Organizer will hold scheduled acknowledgements until contribution has been received.
3. **Sponsorship Media Requirements.** Sponsor will submit required media files and content to the Event Organizer no later than April 30, 2022 to ensure Event Organizer will have time to include Sponsor acknowledgements in the production schedule.
4. **Sponsorship Scope.** Unless otherwise expressly identified on the Sponsorship Commitment, Sponsor will be a non-exclusive sponsor of the Event and the Event Organizer, reserves the right to have other sponsors. Sponsor acknowledges that all Sponsorship Acknowledgements and Benefits provided by the Event Organizer relate only to the identified Event.
5. **Sponsorship Acknowledgements.** The Event Organizer will provide the public recognition and acknowledgment applicable to Sponsor's support level as set forth in the Sponsorship Commitment (the "Sponsorship Acknowledgments"). Acknowledgement of sponsorship, while identifying Sponsor, will not endorse Sponsor's products or services or contain any qualitative or comparative language or price information with respect to Sponsor's products or services. Sponsorship Acknowledgments are not being provided as consideration of the Payment and the value of such acknowledgments will not exceed 2% of the Payment value.
6. **Sponsorship Benefits.** The Event Organizer will not provide any additional sponsorship benefits to Sponsor other than the benefits specifically listed in this "SPONSORSHIP OPPORTUNITIES" document.

7. **Use of Names and Logos.** Sponsor grants to the Event Organizer the free, limited, non-exclusive, nontransferable, non-assignable, revocable right and license to use the Sponsor's name and logo provided by Sponsor solely for the purpose of providing the Sponsorship Acknowledgments and otherwise fulfilling its obligations under these Terms and Conditions. Sponsor grants the Event Organizer the right to modify and edit media, such as digital images and video files, provided by the Sponsor to meet the requirements to fulfill the terms of the Sponsorship Commitment. Sponsor has the right to publicly announce and promote its sponsorship of the Event as follows: "[Sponsor] is [or was] a proud Sponsor of the [Event]" or in similar language approved in advance by the Event Organizer. In any online announcement, a link to <https://ga-pcusa.org> will be provided. In no event shall Sponsor use of the Event name or logo in connection with the sale of a product or service. Both parties further agree not to use each other's intellectual property in any way that would imply endorsement of oneself or demean, defame, embarrass, diminish or cause any harm to the other.
8. **Force Majeure.** Neither Sponsor nor Event Organizer will be deemed to be in default of any provision of this Agreement, or for failures in performance, resulting from acts of God, fire, flood, communicable disease outbreak, epidemic, public health emergency, natural catastrophe, severe weather, war, terrorism, labor dispute, governmental regulation or act, or similar events beyond the party's reasonable control, including any quarantine, travel warning or restriction or other action of government agencies or commercial entities intended to control, mitigate or otherwise address the foregoing (a "Force Majeure Event").
9. **Discretionary Authority.** Sponsor understands that the Event is being conducted, and Sponsor's Payment will be utilized in support of the Event and Event Organizer. Sponsor acknowledges that the Event Organizer shall retain full discretion and control over the Event, including planning, schedule, and operations. The Event Organizer reserves the right to reschedule or cancel the Event for any Force Majeure Event or any other reason it deems necessary or advisable, including without limitation logistical complications, public health concerns, severe weather forecast or other circumstances potentially affecting Event operations, attendance, or success. In such cases, the Event Organizer will make reasonable efforts to provide Sponsorship Acknowledgements and Benefits at a rescheduled or comparable event within a reasonable time with Sponsor's approval.
10. **Tax Treatment.** The Presbyterian Church (U.S.A.), A Corporation ("PC(USA)") is a qualified public charity under Section 501(c)(3) of the Internal Revenue (The "Code"). Sponsor's Payment is a qualified sponsorship payment under Section 513(i) of the Code and nonrefundable. To the extent that Sponsor's Payment exceeds the fair market value of all goods, services and other return benefits received by Sponsor, it is considered a charitable donation to the PC(USA) and tax-deductible to the extent permitted by law. PC(USA) will provide Sponsor with documentation of the fair market value of all return benefits received in connection with the Event. In no event will the value of return benefits exceed the Payment. The return benefits are not intended to be available as a regularly occurring sale or an offer of advertising. Sponsor is responsible for consulting with its own tax advisor regarding the deductibility and treatment of its Payment, including contributed goods, for its own tax purposes. Contributed services are not tax-deductible.
11. **Applicable Law, Jurisdiction, and Special Damages.** These Terms and Conditions will be governed by the laws of the state of Kentucky. The state and federal courts located in Jefferson County, Kentucky will have exclusive jurisdiction over all claims brought under this Agreement. Neither party will be liable for any indirect, special or consequential damages. This limitation of liability will not limit either party's gross negligence or willful misconduct.
12. **Indemnity.** Sponsor will indemnify, defend, and hold harmless the Event Organizer from and against any claims relating directly or indirectly to, or arising out of, use of Sponsor's materials or use of Sponsor's logos and trademarks.

13. **Miscellaneous.** If any provision of these Terms and Conditions of Sponsorship are held invalid or unenforceable in any circumstances by a court of competent jurisdiction, the remainder of these Terms and Conditions, and the application of such provision in any other circumstances, will not be affected thereby. The remedies specified herein are cumulative and in addition to any remedies available at law or in equity. Waiver of a breach of any provision of these Terms and Conditions does not constitute a waiver of any other breach of the same provision or any other provision of these Terms and Conditions. All Sections of these Terms and Conditions that by their nature are intended to survive expiration or termination will so survive. These Terms and Conditions, together with the Sponsorship Commitment, constitutes the entire agreement between the parties with respect to its subject matter and supersedes all other communications between the parties with respect to such subject matter. In the event of a conflict between these Terms and Conditions and the Sponsorship Commitment, these Terms and Conditions will control. Nothing in this Agreement shall be construed to create a partnership or joint venture between the parties and neither party shall have the right to bind the other to any contracts, agreements, or other obligations without the express, written consent of an authorized representative of such party. These Terms and Conditions, and the rights granted hereunder, may not be assigned by either party without the prior written consent of the other party.