

Sponsorship Package

PARTNERS IN ACTION

PRESENTS

RISE UP

From Poverty

A Virtual Benefit Concert

A NIGHT TO REMEMBER

What

A fundraising event to support sustainable development in Sub-Saharan Africa, honoring the tireless work of Jerry Bowman in his role as Executive Director of Partners in Action.

When

6:00 PM (MST) | Thursday November 12th, 2020

Where

Streaming online:
www.partnersinaction.org/concert

Goal

Raise funds to launch a new sustainable agricultural project in Southern Africa.



Partners in Action

RISE UP FROM POVERTY

Benefit for African Families Facing Extreme Poverty

STREAMING | NOV 12 | 6pm MST

IN CONCERT:

MICHAEL MCDONALD CECE WINANS
MICHAEL W. SMITH ALAN PARSONS
RICHARD PAGE / MR. MISTER/RINGO
DAVID PACK / AMBROSIA DAVID BENOIT
JIM PETERIK / IDES OF MARCH & FORMERLY SURVIVOR

www.partnersinaction.org



MAIN TOPICS

Who We Are

What Your Investment Will Accomplish

About the Event

Sponsorship Opportunities

Media Packages

Sponsorship Benefits Explained

A Tribute to Jerry Bowman

Meet Joshua Ward

Why Your Support Matters More Now Than Ever Before

WHO WE ARE

For 32 years Partners in Action has played a vital role serving communities in need worldwide. Our mission is to move children and families out of extreme poverty by building sustainable communities that can support themselves economically. As a Christ-centered and purpose-driven organization, our goal is to spread the Gospel of Jesus Christ throughout the communities we serve.

Our focus projects span the continent of Africa and provide thousands with the tools and resources necessary to build a better life. With origins in providing shelter for the homeless and caring for the orphaned and widowed, we recognize the need to go beyond the bounds of Aid. We passionately restore God-given human dignity to people in underserved communities who have been crushed by their circumstances.

Today we are reaching the most vulnerable - people who would have otherwise gone hungry and been abandoned, people without hope. We are not only giving them a warm meal, a home to belong, and a place to seek refuge, but we are providing them with a launching pad for successful enterprises that will sustain them far beyond the investment we are able to make.





WHAT YOUR INVESTMENT WILL ACCOMPLISH

Funds raised by Partners in Action are used to establish what we call 'The Seven Pillars' that equip people, not just to survive, but to move out of poverty...FOR GOOD.

1 SUSTAINABLE ECONOMIC DEVELOPMENT

2 CLEAN WATER

3 FOOD SECURITY

4 ACCESS TO HEALTHCARE

5 EDUCATION

6 SPIRITUAL SUPPORT

7 RELIABLE POWER

ABOUT THE EVENT

Partners in Action presents RISE UP From Poverty, a virtual benefit concert featuring some of the biggest names in Rock music from the 70's and 80's, and also includes special appearances by recent artists. The concert will pay tribute to the work that Partners in Action is doing in Africa to give orphans a home and raise families from extreme poverty to a place of hope and human dignity. Join us as we celebrate the impact of Jerry Bowman's 8 years of service, and meet Joshua Ward, Partners in Action's incoming Executive Director.

We are pleased to have local star and auctiontainer Subyn Novelle as our M.C. Her showmanship and ability to deliver the message of our mission and to introduce our sponsors will guarantee a fun and informative event.



Musical Performances By

Michael McDonald
CeCe Winans
Michael W. Smith
Alan Parsons
Richard Page | Mr. Mister
David Pack | Ambrosia
David Benoit
Jim Pederik | Ides of March
and Survivor

Sponsorship Opportunities

PLATINUM \$50,000

- Private invitation for 6 individuals to join the PIA executive trip to Southern Africa
- Full dinner for 10 people
- Full Media Sponsorship Package
- Complimentary HDMI cord and in-person screen setup

GOLD \$25,000

- Private invitation for 2 individuals to join the PIA executive trip to Southern Africa
- Full dinner for 10 people
- Premium Media Sponsorship Package
- Complimentary HDMI cord and in-person screen setup

SILVER \$10,000

- Guided fishing trip with Bass Pro Shops professional or Spa Day for 2 individuals
- Full dinner for 6 people
- Base Media Sponsorship Package
- Complimentary HDMI cord and over-the-phone screen setup

BRONZE \$5,000

- Indoor skydiving (iFly) for 2 people
- Barbecue dinner for 5
- Large Logo on all marketing material and Sponsorship page
- Complimentary HDMI cord and over-the-phone screen setup

COPPER \$2,500

- Roses & Champaign
- Movie-Style snack package with your favorite treats
- Small Logo on all marketing material and Sponsorship page
- Complimentary HDMI cord and over-the-phone screen setup

Thanks to our generous event donors, no more than 20% of sponsored funds will be utilized for the cost of this event, administration fees, and sponsorship benefits. A minimum of 80% of sponsorship funds will directly support sustainable Poverty eradication programs.

MEDIA PACKAGES



FULL

- Title Sponsor space on Event sponsors webpage and all other Event Advertisement
- 2-minute company ad video that will be played in the build-up to the event and after the credits of the event
- Recognition & Appreciation from the M.C. as the title sponsor
- Individual Social Media post on PIA Facebook account tagging company as Title Sponsor
- Company logo placed on the bottom left of screen during musical performances for 25% of the event
- Full-Page ad and logo on the cover of the printed program mailed to all preregistered attendees



PREMIUM

- Premium Sponsor space on Event sponsors webpage and all other Event Advertisement
- 1-minute company ad video that will be played in the build-up to the event and after the credits of the event
- Recognition & Appreciation from the M.C. as a Premium sponsor
- Individual Social Media post on PIA Facebook account tagging company as Premium Sponsor
- Full-Page ad in printed program mailed to all preregistered attendees



BASE

- Base Sponsor space on Event sponsors webpage and all other Event Advertisement
- Full-Screen information/Ad displayed for 20 seconds in the build-up to the event, middle, and end of the event.
- Recognition & Appreciation from the M.C. as a Base sponsor
- Group Social Media post on PIA Facebook account
- Half-Page ad in printed program mailed to all preregistered attendees



LOGO

(LARGE & SMALL)

- Logo Sponsor space on Event sponsors webpage and all other Event Advertisement (small and large logo sizing)
- Group Screen - Logos displayed for 1 minute in the build-up to the event, middle, and end of the event.
- Group Social Media post on PIA Facebook account (small and large logo sizing)
- Logo recognition in printed program mailed to all preregistered attendees (small and large logo sizing)

SPONSORSHIP BENEFITS EXPLAINED

PIA Executive Trip to Southern Africa

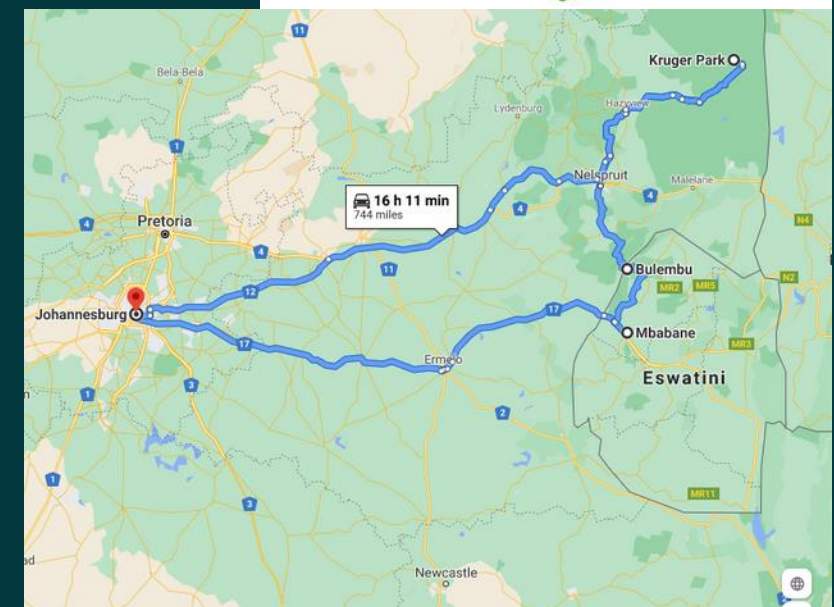
(Provided for 6 individuals on the Platinum Sponsorship and 2 on the Gold Sponsorship)

In 2021 members of the PIA board and executive team will travel to South Africa and the Kingdom of Eswatini.

The trip itinerary is as follows:

- Land in Johannesburg, South Africa
- Drive via private transportation to Mbabane, Eswatini
 - 1 night in the Capital City and experience the Swazi Cultural Village
- Drive via private transportation to Bulembu, Eswatini
 - Spend a minimum of 2 nights in Bulembu experiencing the town and seeing the ministry programs
- Drive via private transportation to the Kruger National Park
 - Spend a minimum of 1 night at a Safari Lodge
- Drive via private transportation to Johannesburg Airport

Partners in Action will cover all travel and in-country expenses (lodging, food, etc.), not including airfare and Safari Lodge expenses, and travel/medical insurance related to the trip, to those who receive a private invitation to this trip.



SPONSORSHIP BENEFITS EXPLAINED

Full Dinner

(Provided for 10 individuals on the Platinum and Gold Sponsorships, and 6 on the Silver)

Partners in Action will provide sponsors with a full dinner on the night of the event (with the relevant serving sizes per sponsorship category).

The dinner will consist of a catered 4 course meal, catered and delivered to locations within 25 miles of Phoenix.

Menu Includes:

- Appetizer
- Salad
- Entree & Sides
- Dessert
- 4 Bottles of Wine

SPONSORSHIP BENEFITS EXPLAINED

Barbecue Dinner

(Provided for 5 individuals on the Bronze Sponsorship)

Partners in Action will provide sponsors with a full dinner for 5 individuals on the night of the event.

The dinner will consist of a traditional BBQ meal, catered and delivered to locations within 25 miles of Phoenix.

Menu Includes:

- Rolls
- Coleslaw
- Pulled Pork
- BBQ Sauce
- Ice Cream

SPONSORSHIP BENEFITS EXPLAINED

Guided Fishing Trip OR Spa Day

Silver Package

Silver Sponsors will have a choice of a guided fishing trip with local Bass Professional Gary Senft or a Spa day at an exclusive Phoenix-area Resort.

Full Day of Fishing: 2 individuals OR

Relaxing Spa Day: 2 individuals

Indoor Skydiving (iFLY)

Bronze Package

A thrilling outing for 2 fortunate individuals, at iFLY's Phoenix location.

This experience includes Pre-Flight training, all the equipment needed, and 2 flights.

SPONSORSHIP BENEFITS EXPLAINED

Roses, Champaign & Movie-Style Snacks

Copper Package

A beautiful arrangement of 12 roses accompanied by a bottle of champaign and a large movie-style snack pack. What better way to enjoy a spectacular concert than with all the right treats. Select your favorite treats, and we will have them sent to you the night of the concert.

Complimentary HDMI Chord and Set-up

(All sponsors)

Sponsors will be sent a complimentary HDMI chord to assist in the set-up for the concert (linking your laptop to your TV).

For Platinum and Gold sponsors, we will send our support team to your house to ensure that your T.V. or other devises are connected to the event stream and ensure that all you need to do is sit back, relax, and enjoy the show.

For all other sponsors, over-the-phone support will be provided to ensure that the set-up process is seamless.

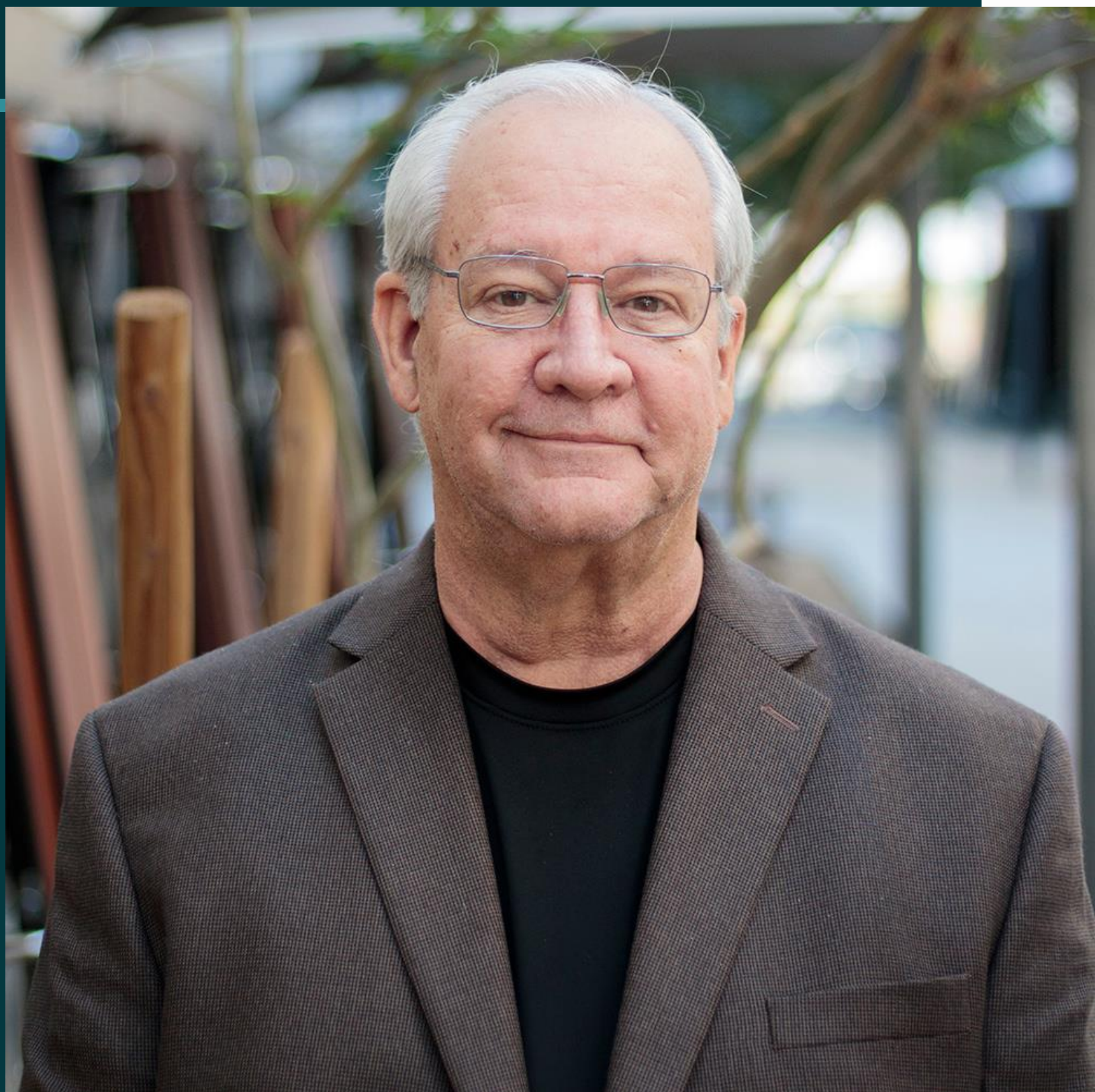


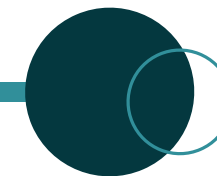
A Tribute to Jerry Bowman

Over the last 8 years, Jerry Bowman has tirelessly served Partners in Action as the Executive Director.

As a tenacious leader, Jerry has refused to allow the confines of traditional aid to shape his mark on the world. Instead, he founded *The Poverty Lab* by Partners in Action.

Invigorated with purpose and a model for true sustainable development, Partners in Action's future has never been so bright. As Jerry's health challenges have led him into retirement, we ask that you would help us to honor his years of work by furthering the impact The Poverty Lab is having on underserved communities in sub-Saharan Africa.





Meet Joshua Ward

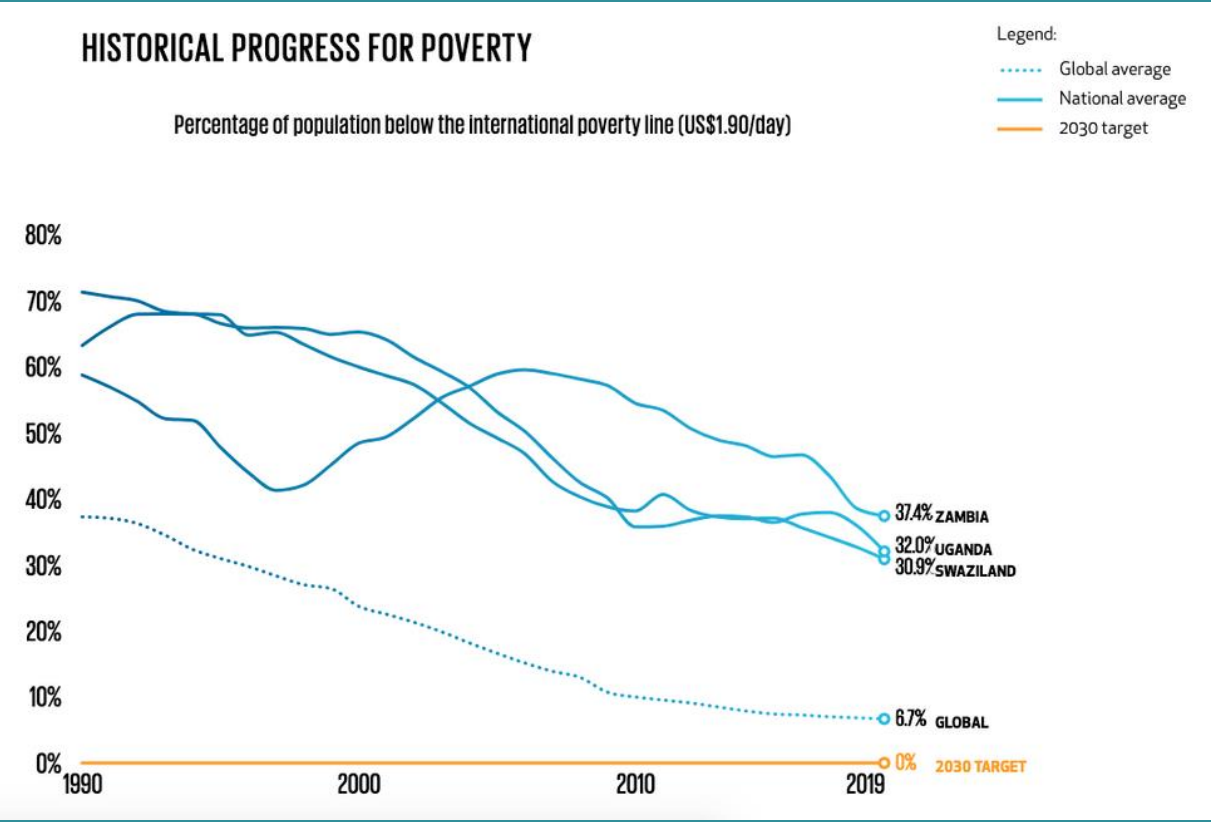
Incoming Executive Director, Joshua Ward, brings with him a unique take on sustainable development in Southern Africa.

Joshua is a third generation Swazi citizen and has grown up in one of Partner's in Action's largest projects.

After attending an American University, Joshua began his career in consulting for mid-to-large scale manufacturers. It did not take long for his ties to Africa to draw him back into developmental work.

Joshua's heart and experience of the African context and his knowledge of business principles will serve Partners in Action well as the organization continues to push the envelope with innovative mechanisms for raising people out of poverty for good.

WHY YOUR SUPPORT MATTERS MORE NOW THAN EVER BEFORE



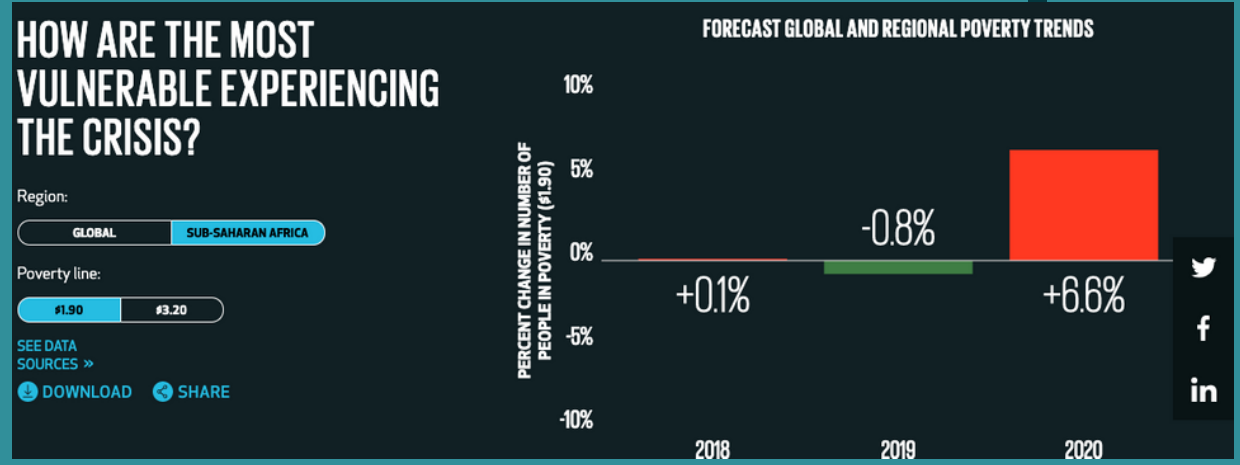
Over the past 20 years, sub-Saharan nations have successfully grown their economies, reducing the number of people in extreme poverty (defined as less than \$1.90/day). However, the last few months of COVID-19 have decimated the progress that had been achieved.

It is estimated that 37 million people have been forced back into extreme poverty in 2020 alone. Sub-Saharan Africa remains disproportionately effected by the pandemic, as countries are not able to borrow money to mitigate the economic damage done by COVID-19.

It is no secret that much of the general African economy revolves around the informal sector. Data now shows us that more than 80% of earnings of informal workers was lost in the first month of the pandemic alone.

For the last 33 years Partners in Action has cared for the most vulnerable people around the world. In 2006 we began the transformation of an abandoned mining town that now accommodates nearly 400 orphaned and vulnerable children. The town was well on its way to self-sustainability through enterprise, when the global lock-down hit. In 2019 we launched our first large-scale agricultural-based poverty alleviation program in Zambia, and are demonstrating that with minimal funds, we can effectively move families from a place of true hopelessness in extreme poverty to food security and full sustainability.

When we commit to change the lives of communities, we do it. And now there is more work to be done than ever before. Be a part of the work – be a Partner in Action.



Research taken from: <https://www.gatesfoundation.org/goalkeepers/report/2020-report/#GlobalPerspective>

Thank You For Your Interest In Our RISE UP FROM POVERTY
Virtual Benefit Concert



RISE UP FROM POVERTY
Benefit for African Families Facing Extreme Poverty

STREAMING | NOV 12 | 6pm_{MST}

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Thank You

E se
(Nigeria)

Asante
(Uganda)

Natotela
(Zambia)

Siyabonga
(Eswatini)