



Dear Friend of Protocol,

The 19th Annual International Protocol Education Forum will take place 20 – 23 July 2020 in Montréal, Quebec, Canada. Our Forum theme this year is *Protocol: A Need for our Time*. PDI-POA's mission is to provide the highest level of collective expertise, training, information, and advice regarding internationally and nationally accepted rules of protocol.

**We can't do it alone!** Our generous sponsors allow us to offset much of the cost of each Forum in order to keep registration rates low and accessible to as many global attendees as possible. Our 2019 Forum held in San Diego, California, USA was our largest to date and drew attendees from 18 nations.

**We offer a wide array of sponsorship opportunities that can be tailored to fit your marketing goals and budget.**

Your support of PDI-POA provides instant exposure to hundreds of potential new domestic and international customers. Or perhaps you share our continuing education mission and the importance of being the link between international and national officials in both public and private enterprises. Want to increase your exposure in the protocol community? The cross-marketing opportunity within PDI-POA strengthens your roots among professionals and increases mutual awareness of the leaders in the field.

**The Forum attracts attendees who support global leaders, international business professionals, academics, military personnel, and citizens from around the globe.**

We offer valuable opportunities for you to:

- Market your services to our global membership base
- Become actively involved in future education forums
- Promote your organization and your products to an audience of protocol professionals from around the globe.

Thank you for considering support of the 19th Annual International Protocol Education Forum. Sponsorship details follow on the next page, but we welcome any questions you may have as you consider your participation.

Thank you for your interest,

Louis Dussault and Marie-Claude Therrien

2020 Forum Co-Chairs

19th Annual International Protocol Education Forum, Montréal, 20-23 July 2020

#protocolforum #PDIPOA

<b>2020 Sponsorship Packages</b>	<b>Platinum</b> \$10,000 USD	<b>Gold</b> \$7500 USD	<b>Silver</b> \$3500 USD	<b>Bronze</b> \$1500 USD	<b>Patron</b> \$500 USD
Sponsorships Available	2	2	4	7	Unlimited
Prominent sponsor recognition on the PDI-POA website with Company logo and sponsor link for one year	✓	✓			
Acknowledgement on PDI-POA website with Company logo			✓	✓	
Company name and logo showcased during Forum and on Forum Agenda	✓	✓	✓	✓	✓
Complimentary registration for 2020 Montreal Forum	2	1	0	0	0
Reserved seating at Forum luncheons	2	1	1	0	0
Opportunity to sponsor a reception	1	1	0	0	0
Invitations (with a guest) to Forum Closing Reception	3	2	1	1	0
Opportunity to include corporate materials and branded items in welcome packets	✓	✓	✓	✓	✓

## **In-Kind Sponsorship Opportunities**

Many of our sponsors can provide us with great products and services in exchange for sponsorship recognition! Whether you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, we welcome you.

In-kind items received in the past include:

*Catering    Venue space    Ground transportation    Welcome bags    Name badges*

Are you interested in supporting the Forum with something that is not mentioned here? Do you have a unique idea of how you can partner your business with PDI-POA?

Sponsorship proposals can be customized to meet your business needs by contacting Steven Boley, Treasurer – 2020 Forum. [seboley@live.com](mailto:seboley@live.com) or (240) 320-3221

*All donations support the educational mission of PDI-POA and, in particular, our annual education forum. Donors may elect to contribute either 1) directly to Protocol & Diplomacy International - Protocol Officers Association, a 501(c)(6) educational organization under U.S. and California laws; or 2) our Foundation, a non-for-profit 501(c)(3) foundation that exists solely to support the Association's educational activities.*

# SPONSORSHIP FORM

Please fill-out this form to confirm your sponsorship level. Completed forms can be returned to Steven Boley, Treasurer at [seboley@live.com](mailto:seboley@live.com). Questions? Steve can be reached at (240) 320-3221.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

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Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

\_\_\_ \$10,000 [Platinum Level]

\_\_\_ \$7,500 [Gold Level]

\_\_\_ \$3,500 [Silver Level]

\_\_\_ \$1,500 [Bronze Level]

\_\_\_ \$500 [Patron]

## PAYMENT INFORMATION:

\_\_\_ Please send me an invoice

\_\_\_ I have enclosed a check made payable to: "PDI-POA"

\_\_\_ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover



Thank you for supporting the 19<sup>th</sup> Annual International Protocol Education Forum

Once we receive your completed sponsorship form, we will contact you to discuss arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to [seboley@live.com](mailto:seboley@live.com)

\_\_\_\_\_  
Card Number

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Security Code

\$

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Total Sponsorship Commitment

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Authorized Sponsor Signature