

PUNC

February 23-26, 2012



2012

University Park, PA

PUNC 2012- Sponsorship Packet

Content:

Introduction- Our USG of Marketing & Brand Development invites you to consider sponsorship of our national conference.

Conference Information- Quick background information about past keynote speakers, attendees, and committee simulations.

Sponsorship Packages- Information on the marketing opportunities we are offering this year.



What is PUNC?

The **Pennsylvania United Nations Conference**, also known as PUNC is a small, crisis only conference held on Penn State's University Park campus in State College, Pennsylvania. PUNC is run by The Pennsylvania State International Affairs and Debate Association (PSIADA), a club comprised of undergraduate and graduate level Penn State students. In its fifth year, PUNC is quickly growing and has attracted delegates from schools across the nation, including the University of Maryland, St. Leo, Agnes Scott, Cornell and Brown University, and from across the world, such as Ghana.



This year PUNC will be taking place Feb. 23-26, 2012.

What is PSIADA?

The **Penn State International Affairs and Debate** Association is a student-run organization comprised of students pursuing a diverse array of academic and professional fields. We participate in Model United Nations style competitions across the United States and Canada and host our own conference every spring for college students in addition to a high school conference every fall. We are open to all students of any background or major. In addition to competing, we hold weekly discussions, coffee hours, and many social events throughout the year.



From the Undersecretary-General:



It's my pleasure to invite you to partner with PUNC 2012 and PSIADA as a corporate sponsor.

Thank you for taking the time to read through this guide, which contains background information about our conference as well as the opportunities available for you.

If you have any questions, or would like more information please do not hesitate to contact me.

Best,
Rory Spangler
USG for Marketing & Brand Development



Conference Information-

PUNC's participants come from a variety of prestigious universities to learn from our outstanding keynote speakers, and participate in a range of fantastic committees. Below is a sample of the PUNC experience.



Past Speakers:

Dennis Jett - Former Ambassador to
Mozambique
Charles Bierbauer – Former CNN chief
White House Correspondant

Sample Committees:

Break-up of Yugoslavia- *Historical*
Obama's National Security Council- *Present*
Day
A World at a Crossroads: UNSC 2061-
Future



Past Attendees:

Cornell University- Ithaca, NY
Brown University- Providence, RI
University of Maryland- College Park, MD
Agnes Scott- Atlanta, GA
St. Leo University- Tampa, FL



Sponsorship Packages-

At PUNC 2012 we are offering several options for our advertisers. If any of the below interest you feel free to contact us for more information.

Silver	Gold	Platinum
Full Page Color Ad in Delegate Handbook	Full Page Color Ad in Delegate Handbook	Full Page Color Ad in Delegate Handbook
Name and Logo on Website	Name and Logo on Website	Name and Logo on Website
	Access to Delegates with Table at Opening Ceremonies	Access to Delegates with Table at Opening Ceremonies
	Company representatives may interact with delegate	Company representatives may interact with delegate
	Information handout/products included in delegate guide packet	Information handout/products included in delegate guide packet
	Website Banner Advertisement	Website Banner Advertisement
		Company name and logo on large banner at opening and closing ceremonies
		Award given [Plaque & Gavel] in your company's name
		Distribution of promotional materials and sample during committees
Pricing		
\$300	\$500	\$975

Per Item:

Full Page Color: \$275

Logo on Website: \$50

Table at Opening: \$125

Info Handout/Samples in Delegate Guide: \$75

Website Banner Advertisement: \$100

Company name and logo on large banner at opening and closing ceremonies: \$300

Award Given in Companies Name: \$500

Distribution of promotional materials and sample during committees: \$275

Thank you:

On behalf of the Secretariat of PUNC 2012, thank you once again for taking the time to learn more about the opportunities available with PUNC. Please do not hesitate to let us know if you have any questions, or would like any additional information. We look forward to working with you.

-Rory Spangler