

2007 CONFERENCE SPONSORSHIP, PARTNERSHIP & ADVERTISING PACKAGE

WE ARE FAMILY 2007: EMBRACE THE NEXT DIMENSION

PRESENTED BY

CHANGING A GENERATION IN ASSOCIATION WITH THE FULL GOSPEL BAPTIST
CHURCH FELLOWSHIP AND THE POINTS OF LIGHT FOUNDATION



POINTS
OF LIGHT
FOUNDATION
&
VOLUNTEER CENTER
NATIONAL NETWORK



EMBRACE

THE NEXT DIMENSION

JUNE 24-29, 2007 | ATLANTA, GA
 GEORGIA WORLD CONGRESS CENTER

CORPORATE SPONSORSHIP & PARTNERSHIP PACKAGE TABLE OF CONTENTS

I. Event Overview	Page 2
II. Value Added Programming	Page 3
III. Organizational Overview & Demographics	Page 4
IV. Audience Information	Page 5
V. Marketplace Overview	Page 6
VI. Preferred Business Partnership Program	Page 7
VII. Corporate Sponsorships	Page 8,9
VIII. Media Sponsorships	Page 10
IX. Exhibition Plaza Opportunities	Page 11
X. 2007 Conference <i>Notezine</i> & Directory	Page 12
XI. Corporate Sponsorship Registration/Selection Form	Page 13,14
XII. Special Event Sponsorship Registration/Selection Form	Page 15,16
XIII. Payment Options & Instructions	Page 17
XIV. Sponsorship Terms	Page 18
XV. Deadlines, Guidelines & Specs	Page 19
XVI. Marketing Plan – Attachment A	Page 20

EVENT OVERVIEW

The Full Gospel Baptist Church Fellowship International, Inc. is convening its annual conference in Atlanta, GA, USA. The formal dates are Sunday, June 24th to Friday, June 29th, 2007. The 2007 International Conference will connect your organization with the leadership of more than 4,000 church leaders, 30,000 families and thousands of businesses and community organizations – all connecting to change a generation – one life, one family, one business, one community, and one nation at a time.

The time and opportunity for value added companies to partner with The Full Gospel Baptist Church Fellowship in executing its mission and objectives in Atlanta, the United States and the world is now!

We are also excited about presenting this year's educational, empowering and entertainment based events in cooperation with Changing a Generation and The Points of Light Foundation. These non-profits gives many organizations that wish to partner with us the opportunity to do so. Changing a Generation, Inc. and The Points of Light are non-sectarian and focuses on education and empowerment.

As a 501-C3 organization, Changing a Generation relies on the support of its sponsors and donors to meet the objectives outlined in its mission and maintain its reputation as a premier cause-related organization in the world.

In an effort to initiate long-term, mutually win-win relationships beginning at the '07 conference, Full Gospel is pleased to introduce its **Preferred Business Partners Program** for companies that provide valued-added products and services to its members, leadership, and corporate bodies. In addition to this exciting partnership program, Full Gospel also offers **Corporate, Special Event and Media Sponsorships** that are activated before the conference, during the conference, and after the conference. We value our member churches and the millions of constituents they serve. Our desire is to enhance their lives through education, information and exposure; and we want you to help us do it.

We are pleased to offer great partnership and sponsorship opportunities for companies, organizations and agencies that add positive value through their products and services. There are packages designed for organizations of all sizes – large and small. Your partnership and sponsorship at any and every level is essential.

VALUE ADDED PROGRAMMING

The Full Gospel Baptist Church Fellowship understands the importance of educating, empowering and entertaining the communities that we influence. To that end, we are excited to offer some special events that will compliment our conference in 2007 in cooperation with Changing a Generation & The Points of Light. These events will provide key education in core areas such as financial literacy, health & wellness, home ownership, family values, and lifestyle enrichment. Partnership in this area is key to our event's success.

Special Event Overview

We Are Family Concert

Two years after Hurricane Katrina, New Orleans and The Gulf Coast Region is still standing. Yet, there is still so much work to do. Now, it is time to rebuild and reconstruct. The We're Still Standing Benefit Concert and Celebration will continue to encourage the victors of the Katrina and Rita Diaspora that are scattered throughout the United States. A portion of the proceeds will be donated towards rebuilding efforts in New Orleans and The Gulf Coast Region.

Entrepreneurial Growth Expo 2007: Make Money & Do Good

The Atlanta Journal & Constitution recently published an economic report that outlined the growing income gap between white and black Americans. Whereas, white income in America has increase by approximately \$25K/annum; black income has not shown any significant growth in the last 25 years. Our objective is to address this disparity in the communities of color. The Entrepreneurial Growth Expo will serve as a launch pad for an ongoing initiative to address this disparity in America.

Next Dimension Enrichment Breakfast / Corporate & Community

The African American person of faith has been branded as one of the most loyal and emerging producers on the planet. 53% of African Americans attend church each week. 46% of African Americans attribute their upward mobility to their faith. To that end, it is critical for the business and faith sectors to discuss more ways of partnering that will ultimately bring value to each body, respectively. Ultimately, through this partnership, the people who we serve will be enhanced in every area of their lives.

Diversity Media Breakfast Forum

Support of black media in America is on the decline. Companies are constantly shifting their advertising dollars to other efforts that project their reach into the African American and Hispanic community. It is critical to the survival of our voice in America to create a dialogue and partnership for the communities of faith to support diversity in media in the form of lobbying to corporate America, advertising & subscription support. In response, this media will create a balanced content matrix as it relates to family valued for our community and offering valued added discounts to the leadership of this partnership.

Youth and Young Adult Forum & Expo

Generation X, Y, and Z are being defined by popular culture. Hip-hop has advanced as the current model for popular culture. Even though there are definite negatives to the proliferation of this culture, one must acknowledge and explore the core competencies of this phenomenon's success. These core competencies include honesty, transparency, hard work & entrepreneurship. An honest conversation between youth and young adult culture and the leaders of this space must be facilitated in order to honestly discuss the negative and positive outcomes of this culture. It is the church's responsibility to facilitate the conversation about life or death for our future generations.

Enrichment Workshops

These practical workshops will provide tremendous empowerment and training aimed at transforming the complete person into a person of maximum capacity. We are focusing on issues and industries that are currently relevant in society and important to developing legacy and a maximized lifestyle.

ORGANIZATIONAL OVERVIEW & DEMOGRAPHICS

Founded in 1994, The Full Gospel Baptist Church Fellowship International, Inc. is one of the fastest growing multi-cultural and multi-denominational reformations representing more than 10,000 leaders of faith, 2,000+ churches and million of constituents, partners and associates in the United States and throughout the World. Along with its Founder and Presiding Bishop, Bishop Paul S. Morton, the fellowship is lead by its Executive Council which includes Bishop Darryl Brister, Executive Secretary; Bishop Neil Ellis, 2nd Presiding Bishop; Bishop Clarence MClendon; Third Presiding Bishop; Bishop JD Wiley, Executive Secretary; Bishop George Brooks, Administration; Bishop Gregory Davis, Field Operations; Bishop William Murphy, Jr. Intercession; Bishop Andy C. Lewter, Christian Education; Bishop Oscar Brown, 1st Assistant to Presiding Bishop; Bishop John Neal, Foreign Ministries; and Bishop Joseph Walker, Senior Pastors. Some of its key initiatives include church and community development, leadership & entrepreneurial growth, economic development, foreign missions and growth for generations X, Y and Z.

The Full Gospel Office of Public Affairs was launched as a catalyst for community, public and corporate change in the communities affected by The Full Gospel Baptist Church Fellowship International, Inc. under the leadership of Bishop Paul Sylvester Morton. Full Gospel has a target market of 4,000+ leaders of faith, 2,000+ churches and millions of constituents throughout the United States.

The Demographics and psychographics below reflect a target market that speaks to your particular company and brand.

- African Americans-90%
- General Market-10%
- Ages-24-65
- Urban dwellers-45%
- Suburban Dwellers-55%
- Household Income-\$60,000+
- Own an automobile-77%
- Homeowners-78.4%
- Professional workers-61%
- Regular Church Attendees-98.9%
- Will spend an average of \$500.00 at the convention-65%
- Will purchase from an exhibitor on site-77%
- Interested in health and a better way of living-88%

In addition, our Bishops, senior leadership, influencers and their spouses are high net worth citizens, entrepreneurs and producers.

We invite your company to tap into the sales and marketing power of this event by becoming a Sponsor and Partner with our organization. These fully integrated packages are designed to ensure you great awareness, visibility, networking and ultimately the return on investment your organization is pursuing.

AUDIENCE INFORMATION

Demographics:

Age:

%0-11	0
%12-17	15
%18-24	10
%25-34	20
%35-54	30
%55-65	20
% 66 ≤	5

Household Income:

%' \$0-\$50,000	25
%' \$51,000-\$74,000	45
%' \$75,000-\$124,000	20
%' \$125,000-\$199,000	5
%' \$200,000 and above	5

Education Level:

% Less than High School	20
% Some College	15
% College Graduate	50
% Graduate School	15

Gender:

% Male	45
%Female	55

How far the audience travels to visit/attend/participate in the opportunity:

%0-10 miles	10
% 11-25 miles	25
% 26-50 miles	25
% 51-100 miles	10
% 100 or more miles	30

Race:

% African-American	90
% Asian or Pacific Islander	0
% Hispanic	5
% Mixed Racial Background	0
% Native- American or Alaskan Native	0
%White	3
% Other	2

MARKETPLACE OPPORTUNITY

Companies and organizations that provide services and products to faith-based institutions have long recognized the “business” of faith as a multi-billion dollar industry. The relationship between an institution of faith and its loyal constituents has been found to be stronger than that enjoyed by some of America’s most powerful, successful brands. Today, more and more companies are experiencing the emergence of the Christian community as a viable purchasing force.

The Demand

Consumer demand for media and entertainment with strong moral and spiritual values has exploded in recent years. In 2001, the # 1 and 2 best-selling fiction books were faith-based stories – Left Behind and Prayer of Jabez – both written by church pastors.

Religion is listed #1 among the top 16 categories of consumer book market revenues. According to the Christian Booksellers Association (CBA), “Religious book sales are expected to grow by 15% per year, while consumer product sales in general are expected to grow by less than 9%. We see no cap to the religious category in the general market; our sales are only limited by our ability to execute.”

Meanwhile, inspirational or “Christian” radio has gone from a handful of stations 20 years ago to over 1,600 today. Inspirational, faith-based shows like Touched By An Angel are netting high TV ratings, and Movie Guide magazine reports that the number of films with strong biblical themes has skyrocketed over the past decade.

Moreover, Hollywood has a renewed interest in “family” films. “The family film genre is an area that has great intensity right now,” said Michael Nathanson, production president for MGM. “Recently the market has become much more recognized.” (Variety)

And for good reason, a 1999 study commissioned by the Dove Foundation showed that of the 2,380 films given a wide U.S. release during the decade ending in 1997, G-rated films yielded the highest gross profit—\$94 million on average—while R-rated films earned only \$11 million on average, and PG films earned about \$26 million on average.

G-rated family films generated eight times more gross profit than R-rated films. Not one of the 20 top-grossing feature films of all time carries an R or NC-17 rating. One industry analyst remarked, “A studio executive seeking to reduce ‘downside risk’ and increase ‘upside possibilities’ could do so just by shifting production dollars out of R-rated movies into G, PG, and PG-13 movies” (Los Angeles Daily News).

Indeed, films like Shrek, Monsters Inc., Ice Age, and The Rookie – which together earned over \$800 million in U.S. box office – are heralding a new trend. “The studios have ramped up their family film slates for what seems like an insatiable family audience.” (Variety)

The Opportunity

Our central business premise is that the same “faith and family market” that has been voraciously consuming faith-based and family-friendly books, music, TV and radio will likewise consume high quality services and products that drive everyday value. These services and products include any and everything related to the improving the value and quality of life. While still in various stages of implementation, corporate partnerships with institutions, companies, and publications of faith have and continue to emerge throughout the world – thus maximizing the core competencies and objectives of each respective organization.

PREFERRED PARTNERSHIP PROGRAM

Opportunity	Benefits Include:	Amount
<p>Preferred Business Partnership Program*</p> <p>Reach thousands at the conference & millions throughout the year.</p> <p><i>*Limited to 200 Companies</i></p>	<ul style="list-style-type: none"> ▪ Placement of Company Logo [with hyperlink] and Company Overview in the Preferred Business Partnership Section prominently located at www.fullgospelatl.com and www.fullgospelbaptist.org for 1 Year ▪ Full Page Ad in Annual Full Gospel 2007 Conference <i>Notezine & Directory</i> [Part Notebook/Part Magazine] which will be distributed to conference attendees and direct to fellowship churches throughout the year ▪ 8 x 10 booth in Preferred Business Partners Pavilion in Conference Exhibition Plaza ▪ Placement of your company's brochure/ branding piece in Conference Registration Bags ▪ 1 Table at Corporate Business Luncheon ▪ 10 VIP Tickets specified conference events. ▪ Inclusion in Letter from Presiding Bishop and Bishop's Council to Member Churches encouraging support of Preferred Business Partners ▪ Company endorsement on Full Gospel Leaders conference call ▪ Placement of your company's brochure at Full Gospel Churches Preferred Business Partners Kiosk [up to 100/location] - <i>*shrink wrapped in lots of 100; 1 distribution per year; shipping cost are responsibility of Preferred Business Partner</i> ▪ Access to Regional Bishops, State Bishops and District Overseers and Senior Pastors in the 50 US states and abroad to create workshop, empowerment and business development, presentation opportunities for your business organization. 	<p>\$25,000 US donation and (a) a negotiated discount to Full Gospel and its members on products/services and (b) a negotiated revenue stream back to the organization for products services sold.</p> <p>Partner will receive first right of refusal in year two and each subsequent year.</p> <p><i>Notes: Some limited In Kind sponsorships will be considered. For agreed In Kind sponsors, the full page ad and booth will be provided to your organization at a negotiated discount.</i></p>

CORPORATE SPONSORSHIPS

<p>Title Sponsor</p> <p>Limited to 3 companies (dependent on level of participation)</p>	<ul style="list-style-type: none"> ▪ Direct Media Tie In. Monies will be directly utilized in marketing the 2007 conference throughout the United States. It will compliment our already expansive media & outreach campaign in an effort to grow the conference from 30,000+ families to more than 100,000. This partnership would help us to help contribute to the economic and community impact a large event like ours has on a city like Atlanta, short-term and long-term. ▪ All Presenting Sponsorship Benefits as outlined below ▪ Industry Exclusivity ▪ Customized Partnership initiative with The Full Gospel Baptist Church Fellowship International (2 years) 	<p>\$1,000,000.00 US to \$2,500,000.00 US</p>
<p>Presenting Sponsor with Industry Exclusive Partnership and Sponsorship – 1 year</p> <p>Limited to 1 company per major industry</p>	<ul style="list-style-type: none"> ▪ All Presenting Sponsorship Benefits as outlined below ▪ Industry Exclusivity ▪ Customized Partnership initiative with The Full Gospel Baptist Church Fellowship International 	<p>\$250,000 US.</p> <p>Partner will receive first right of refusal in year 2 and each subsequent year; Subject to Full Gospel Sponsorship Terms.</p>
<p>Presenting Sponsor</p> <p>Associate your Company's brand with one of the fastest growing and largest faith and family cause related organizations on the planet, ultimately leveraging the loyal consumer affect of the faith and family markets</p>	<ul style="list-style-type: none"> ▪ <u>Pre Activation Advertising</u> <ul style="list-style-type: none"> - Company branding throughout all conference marketing and public relations campaign [Plan provided for serious sponsors] *Exclusive to Presenting Sponsor ▪ <u>Conference Activation</u> <ul style="list-style-type: none"> - Branding on all conference literature - Sampling opportunities throughout conference venue - Distribution of literature to conference attendees - 40 x 40 Pavilion Booth - Presentation to attendees from stage - Presentation to Board of Bishops and Executive Council of The Full Gospel Baptist Church Fellowship, Inc - Presentation to Senior Pastors of The Full Gospel Baptist Church Fellowship - Opportunity to facilitate workshop at the 2007 International Conferences - Placement of Company inserts in Conferences registration bags (inserts provided by Company) - Playback of 30 second spots shown on jumbo screens before and after sessions (spot provided by Company) 	<p>\$100,000 US.</p> <p>Partner will receive first right of refusal in year 2 and each subsequent year; Subject to Full Gospel Sponsorship Terms.</p>

	<ul style="list-style-type: none"> -Logo with link from the Non Profit's website for information and pre-application -10 VIP Passes to all 2007 Conference Events. -Stage Mentions and Photo Opportunities at Conferences -Brief presentation at evening sessions of Conferences. <ul style="list-style-type: none"> ▪ <u>Post Activation</u> - All Benefits of Preferred Business Partnership Program - Opportunity to Offer Full Gospel Member Churches Workshop/Seminars at the local level 	
<p>Official Sponsor</p> <p><i>* Limited to 10 Companies</i></p>	<ul style="list-style-type: none"> ▪ <u>Conference Activation</u> - Branding on all conference literature - Sampling opportunities throughout conference venue - Distribution of literature to conference attendees - 40 x 40 Pavilion Booth - Presentation to attendees from stage - Presentation to Board of Bishops and Executive Council of The Full Gospel Baptist Church Fellowship, Inc - Presentation to Senior Pastors of The Full Gospel Baptist Church Fellowship - Opportunity to facilitate workshop at the 2007 International Conferences - Placement of Company inserts in Conferences registration bags (inserts provided by Company) -Playback of 30 second spots shown on jumbo screens before and after sessions (spot provided by Company) -Logo with link from the Non Profit's website for information and pre-application -10 VIP Passes to all 2007 Conference Events. -Stage Mentions and Photo Opportunities at Conferences -Brief presentation at evening sessions of Conferences. <ul style="list-style-type: none"> ▪ <u>Post Activation</u> - All Benefits of Preferred Business Partnership Program - Opportunity to Offer Full Gospel Member Churches Workshop/Seminars at the local level 	<p>\$75,000 US</p>

MEDIA PARTNERSHIPS

<p>Media Partnership</p> <p>Open to all media organizations</p>	<ul style="list-style-type: none"> ▪ All Preferred Business Partnership Activation incentives, excluding booth (booth can be obtained with a 40% discount) and print advertisements ▪ Opportunity to offer discounted and valued added services to Full Gospel churches and partners via Full Gospel's Agency of Record 	<p>\$25,000 US minimum cash or <u>in-kind media contribution</u></p>
<p>National Media Partnerships</p> <p>Open to all national media related organizations, particularly TV, radio and print networks</p>	<ul style="list-style-type: none"> ▪ All Presenting Sponsorship Activation incentives ▪ All Preferred Business Partnership Activation Incentives ▪ Some customized activation elements can be negotiated ▪ Opportunity to offer discounted and valued added services to Full Gospel churches and partners via Full Gospel's Agency of Record 	<p>\$150,000 US minimum cash or <u>in-kind media contribution</u></p>
<p>National TV Sponsors</p> <p>The Full Gospel Baptist Church Fellowship will host a weekly TV, Internet and podcast broadcast on a national faith and family based network.</p>	<ul style="list-style-type: none"> ▪ Weekly Segment on "Experience the Fullness", the national weekly empowerment outreach of The Full Gospel Baptist Church Fellowship Office of Pubic Affairs ▪ : 60 second commercial on weekly segment on "Experience the Fullness" ▪ All Preferred Business Partnership Activation Incentives, excluding table at corporate luncheon 	<p>\$65,000.00 US</p>

EXHIBITION

Our Faith & Family Exhibit Plaza includes a 3-day live radio broadcast throughout the conference site, the exhibitor floor and around the country. This broadcast will feature nationally syndicated Bev Smith Show, Michael Eric Dyson Show, and Rev. Al Sharpton Show. These personalities will interview our nationally renowned speakers, authors, executives and television personalities. In addition, there are many greater exhibits covering Faith & Family Products and Services, Business and Career Opportunities, Wealth Management, Healthy Living, Education, Community and Non-Profit, Personal Growth and Development, Technology, Entrepreneurship and yes, some unique retail items. If you fit any of these categories, sign up to showcase your products and services today! Limited space is available. RESERVE YOUR SPACE NOW!

Exhibitor Packages

Packages	Includes	Cost
PACKAGE 1: PAVILION	<ul style="list-style-type: none"> ▪ 40x40 space, 8 chairs, 4 exhibitor passes; 10 full conference registrations ▪ Pavilions can be industry specific <p><u>Note: One cyber café package available</u></p>	\$20,000 US
PACKAGE 2: EXECUTIVE	<ul style="list-style-type: none"> ▪ One prime double exhibit space (8' x 20') ▪ Inclusion of name on selected Conference marketing materials ▪ 4 full conference registrations ▪ Booth drape, ID sign, one 6' skirted table, 2 chairs, 4 Exhibitor passes ▪ 4 copies of Conference <i>Notezine</i> 	\$8,999 US
PACKAGE 3: CORPORATE	<ul style="list-style-type: none"> ▪ One 8' x 10" exhibit space ▪ Two full Conference registrations ▪ Two Exhibitor passes ▪ Name in Conference <i>Notezine</i> ▪ Booth drape, ID sign, one 6'skirted ▪ 2 chairs 	\$2,999 US
PACKAGE 4: GOVERNMENT, NON-PROFIT & ACADEMIC	<ul style="list-style-type: none"> ▪ One 8' x 10" exhibit space ▪ Two full Conference registrations ▪ Two Exhibitor passes ▪ Name in Conference <i>Notezine</i> ▪ Booth drape, ID sign, one 6' skirted table, 2 chairs 	\$1,999 US
PACKAGE 5: SMALL BUSINESS	<ul style="list-style-type: none"> ▪ One 8' x 10" exhibit space ▪ Two full Conference registrations ▪ Two Exhibitor passes ▪ Name in Conference <i>Notezine</i> ▪ Booth drape, ID sign, one 6' skirted table, 2 chairs 	\$999 US
PACKAGE 6: PREVIOUS EVENT VENDORS	<ul style="list-style-type: none"> ▪ One 8' x 10" exhibit space ▪ Two full Conference registrations ▪ Two Exhibitor passes ▪ Name in Conference <i>Notezine</i> ▪ Booth drape, ID sign, one 6' skirted table, 2 chairs 	\$849 US

SINGLE EXHIBIT SPACE UPGRADES:

- 16' x 20' Island Exhibit plus \$4,500
- 28' x 30' Island Exhibit plus \$12,000
- 36' x 40' Island Exhibit plus \$22,500
- 48' x 50' Island Exhibit plus \$36,000

2007 CONFERENCE NOTEZINE AND DIRECTORY

As its name implies, a *Notezine* is part notebook, part magazine. But it's also SO MUCH MORE. As the suffix "zine" suggests, THE FULL GOSPEL 2007 exclusive event and directory publication combines cutting-edge design with some of the most thought-provoking copy in the faith and family market. The *Notezine* is complete with business tips, event speaker bios, lined note pages, and articles written by, for, and about business and ministry leaders. The Full Gospel 2007 Conference *Notezine* is a demographic specific advertising vehicle with substance, style and thousands of reader impressions proven to last well beyond the dates of the event. Because of our on site and post event distribution strategy, your advertisement at any level will have some serious shelf life.

Your company's advertisement will receive unprecedented attention by each of the thousands of attendees as they are guided through the *Notezine* page by page. Unlike a typical magazine that is read at leisure, pick up and put down several times and eventually discarded, the *Notezine* captures the attendee/reader's attention both at the event and afterward during take-home application. Reserve your advertisement today. This is a limited opportunity.

Packages	Includes	Cost
Full Page	8.375" x 10.975 " 4/4 Color Advertisement	\$2,500 US
Half Page (1/2)	8.375" x 5.437" 4/4 Color Advertisement	\$1,250 US
Quarter Page (1/4)	4.187" x 5.437 4/4 Color Advertisement	\$500 US
Business Listing	Detailed contact information about your business – including Business Name, Contact Person, Industry, Address, Website, Telephone, Email, SMS	\$100 US
Ministry Listing	Detailed contact information about your business – including Business Name, Contact Person, Industry, Address, Website, Telephone, Email, SMS	\$100 US

SPONSORSHIP REGISTRATION FORM

To become a sponsor, exhibitor or advertiser, please complete this form and return along with payment to:

**THE FULL GOSPEL BAPTIST CHURCH FELLOWSHIP INTERNATIONAL or
CHANGING A GENERATION**

2240 Simon Bolivar St. New Orleans, LA 70113
404-724-0771 Fax

Levels of Participation

Please indicate your selected sponsorship level below.
Details of your selected level of sponsorship are outlined within the sponsorship document.

Business Partnership

_____ Preferred Business Partnership (CASH/INKIND) \$20,000.00

Insert Notes Specific to Your Partnership: _____

Corporate/Event Sponsorships

_____ Title Sponsorship \$_____ (\$1M to \$2.5M)
_____ Category Exclusivity Presenting Sponsor \$250,000.00
_____ Presenting Sponsor \$100,000.00
_____ Official Sponsor \$75,000.00

Media Sponsorships

_____ Media Partnership \$25,000.00 value
_____ Presenting Media Sponsors \$150,000.00 value
_____ National TV Sponsor \$65,000.00 value

Insert Notes Specific to Your Partnership: _____

Exhibition

_____ Pavilion \$20,000.00
_____ Executive Package \$8,999.00
_____ Corporate Package \$2,999.00
_____ Small Business \$999.00
_____ Previous Vendor \$849.00

2007 Conference Notezine & Directory

_____ Full Page Ad \$2,500.00
_____ Half (1/2) Page \$1,250.00
_____ Quarter (1/4) Page \$500.00
_____ Business Directory Listing \$100.00
_____ Ministry Directory Listing \$100.00

Totals: \$_____

(Please total all of your selected sponsorships, exhibits, or advertisement and insert in the box above.)

FORM CONTINUED ON NEXT PAGE

I agree to make a donation to support the organization's events as outlined by my selection(s) above and the corresponding amount. The Full Gospel Baptist Church Fellowship & Changing a Generation agree to provide the respective incentives as outlined in this Sponsorship Package. I also understand that this agreement is subject to The Full Gospel Baptist Church Fellowship International & Changing a Generation's Sponsorship Terms which are attached.

Formal Company Name: _____

Address: _____

Address 2: _____

City/State/Zip: _____

Contact Name: _____

Title: _____ Department: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Website: _____

Signature of Authorized Signer: _____

Date: _____

Signature of Full Gospel Baptist Church Fellowship / Changing a Generation Authorized Signer:

Date: _____

Payment Instructions

Please make check(s) payable to The Full Gospel Baptist Church Fellowship International, Inc. and/or Changing a Generation, Inc.

REFERENCE CODE: 2007-001

2240 Simon Bolivar St. New Orleans, LA 70113

DEADLINE: May 1, 2007

FAX COMPLETED FORM TO: 404-724-0771

Attention: Sponsorships & Partnerships

SPECIAL EVENTS SELECTION FORM
Sponsorship Opportunities

The Full Gospel Baptist Church Fellowship International is offering valued added events in conjunction with Changing a Generation. These valued added events offer your corporate the opportunity to bring value to the lives of thousands while simultaneously extending your brand, products or services. It is cause-related marketing at its best. Please write the corresponding letter of the event or events you wish to sponsor at your desired sponsorship level. Multiple events can be sponsored at multiple levels.

- A – Benefit Concert**
- B – Entrepreneurial Growth Expo**
- C – Corporate and Community Luncheon**
- D – Youth and Young Adult Summit**
- E – Enrichment Seminars**

PLATINUM SPONSOR **\$50,000**

_____ / _____ / _____ / _____ / _____ **[Select Your Event (s)]**

- Conference Signage at Selected Events (s)
- Distribution of company products/materials at Selected Event(s)
- One (1) 8"x20" Booth in Exhibition Plaza & Selected Event(s)
- Prominent Display of Corporate Logo in Printed Promotional Materials
- CEO Message in 2007 Directory *Notezine* & Souvenir Journal
- CEO Remarks at Selected Event(s)
- 20 VIP Passes to Selected Event(s)
- Photo with Bishop Paul Morton & Executive Council at Selected Event(s)
- 1 Table of 10 at Corporate Business Luncheon
- Thirty (30) VIP Conference Registrations
- Full-Page Color Advertisement in 2007 Directory *Notezine* & Souvenir Journal
- Five (5) \$1,000 Changing A Generation Scholarships in Sponsor's Name

DIAMOND SPONSOR **\$25,000**

_____ / _____ / _____ / _____ / _____ **[Select Your Event (s)]**

- Conference Signage at Selected Events (s)
- Distribution of company products/materials at Selected Event(s)
- One (1) 8"x10" Booth in Exhibition Plaza & Selected Event(s)
- Display of Corporate Logo in Printed Promotional Materials
- CEO Message in 2007 Directory *Notezine* & Souvenir Journal
- CEO Remarks at Selected Event(s)
- 10 VIP Passes to Selected Event(s)
- Photo with Bishop Paul Morton & Executive Council at Selected Event(s)
- 1 Table of 10 at Corporate Business Luncheon
- Fifteen (15) VIP Conference Registrations
- Full-Page Color Advertisement in 2007 Directory *Notezine* & Souvenir Journal
- Two (2) \$1,000 Changing A Generation Scholarships in Sponsor's Name

GOLD SPONSOR **\$12,500**

_____ / _____ / _____ / _____ / _____ **[Select Your Event (s)]**

- Conference Signage at Selected Events(s)
- One (1) 8"x10" Booth in Exhibition Plaza & Selected Event(s)
- Display of Corporate Logo in Printed Promotional Materials
- CEO Remarks at Selected Event(s)
- 5 VIP Passes to Selected Event(s)
- Photo with Bishop Paul Morton & Executive Council at Selected Event(s)
- 1 Table of 10 at Corporate Business Luncheon
- Five (5) VIP Conference Registrations
- Full-Page Color Advertisement in 2007 Directory *Notezine* & Souvenir Journal

EBONY SPONSOR

\$5,000

____ / ____ / ____ / ____ / ____ [Select Your Event (s)]

- 10 VIP Passes to Selected Event(s)
- Photo with Bishop Paul Morton & Executive Council at Selected Event(s)
- 1 Table of 10 at Corporate Business Luncheon
- Ten (10) VIP Conference Registrations
- ½ Page Color Advertisement in 2007 Directory *Notezine* & Souvenir Journal
- 20 Sponsored Tickets to Selected Event (s)

COMMUNITY SPONSOR

\$2,500

____ / ____ / ____ / ____ / ____ [Select Your Event (s)]

- 20 Sponsored Tickets to Selected Event (s)
- 5 VIP Passes to Selected Event (s)
- 5 tickets to Corporate Business Luncheon

TOTALS

\$ _____

(Please total all of your selected evens sponsorships and insert totals in the box above.)

I agree to make a donation to support the organization's events as outlined by my selection(s) above and the corresponding amount. The Full Gospel Baptist Church Fellowship & Changing a Generation agrees to provide the respective incentives as outlined in this Sponsorship Package. I also understand that this agreement is subject to The Full Gospel Baptist Church Fellowship International & Changing a Generation's Sponsorship Terms which are attached.

Formal Company Name: _____

Address: _____

Address 2: _____

City/State/Zip: _____

Contact Name: _____

Title: _____ Department: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Website: _____

Signature of Authorized Signer: _____

Date: _____

Signature of Full Gospel Baptist Church Fellowship / Changing a Generation Authorized Signer:

Date: _____

PAYMENT OPTIONS & INSTRUCTIONS

MAKE CHECKS PAYABLE TO THE FULL GOSPEL BAPTIST CHURCH FELLOWSHIP INTERNATIONAL, INC. IF SPONSORSHIP IS PAID FROM A FOUNDATION THAT REQUIRES PAYMENT TO A NON-SECTARIAN ORGANIZATION, MAKE CHECK PAYABLE TO CHANGING A GENERATION.

_____ Check (Make payable to The Full Gospel Baptist Church Fellowship International, Inc. or Changing a Generation)

_____ Cash

_____ Wire (Please call to coordinate)

_____ Credit Card

Check one: _____ MasterCard _____ Visa _____ American Express _____ Discover

Card Number: _____ Expiration Date: _____

Security Code: _____

I agree to pay via Credit Card:

Name (print exactly as it appears on card) _____

Signature: _____

Date: _____

Please make check (s) payable to The Full Gospel Baptist Church Fellowship International, Inc. and/or Changing a Generation, Inc.

**REFERENCE CODE: 2007-001
2240 Simon Bolivar St. New Orleans, LA 70113
DEADLINE: May 1, 2007**

**FAX COMPLETED FORM TO: 404-724-0771
Sponsorships & Partnerships**

SPONSORSHIP TERMS

These Sponsorship Terms are entered into on the date as indicated on the executed **Sponsorship Registration Form**, ("the Effective Date") by and between **The Full Gospel Baptist Church Fellowship, Inc.**, a New Orleans non-profit corporation ("the Non Profit") and/or **Changing a Generation, Inc.** ("the Non Profit") located at 2240 Simon Bolivar St. New Orleans, LA 70113 and **Sponsor** ("Sponsor").

WHEREAS, the Non Profit & Foundation is conducting the Full Gospel Baptist Church Fellowship Annual International Conference ("Conference") in Atlanta, GA from June 24 through June 29, 2007 at the Georgia World Congress Center and other educational and empowering initiatives ("Initiatives") throughout the year; and

WHEREAS, the Sponsor desires to sponsor the Non-Profit's Conference and Initiatives, as provided herein; and

WHEREAS, the parties desire for the payments by the Sponsor to the Non Profit to constitute qualified sponsorship payments, as defined under Internal Revenue Code section 513 so as to avoid such payments being treated as income subject to the unrelated business income tax;

THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged by the parties, the parties agree as follows:

1. Sponsor, at its election, agrees to make a donation to the Non Profits to support the Non Profit's efforts in conducting its Conference and Initiatives as outlined by its selection and signature on the Sponsorship Registration Form. Sponsorship shall be non-refundable, regardless of the level of attendance, broadcast ratings, or degree of public exposure of the Conference.

2. In exchange of the donation, the Non Profits shall provide the following insubstantial return benefits as outlined in the Sponsorship Package.

3. Notwithstanding any content of this Agreement apparently to the contrary, the parties agree that it is their intention that the funds received by the Non Profit's from Sponsor pursuant to this Agreement shall qualify as "qualified sponsorship payments" within the meaning of Section 513(i)(2)(A) of the Internal Revenue Code and the regulations promulgated under Section 513, and the Non Profit shall not be required to take any actions which it reasonably believes will cause Sponsor's payments not to qualify as such. Sponsor represents and agrees that it has no arrangement or expectation that Sponsor will receive any substantial return benefit for its sponsorship payments to the Non Profits other than the use or acknowledgment of Sponsor's name or logo or product lines in connection with the Conference and Initiatives and that any benefit which Sponsor receives other than such a use or acknowledgment shall qualify as a disregarded benefit under 26 C.F.R. §1.513-4(c)(2)(ii). For the purposes of this Agreement, "substantial return benefit" shall be defined as provided under 26 C.F.R. §1.513-4(c)(2), and "use or acknowledgment" shall be defined as provided under 26 C.F.R. §1.513-4(c)(2) and 26 C.F.R. §1.513-4(f).

4. This Agreement does not vest the Non Profits with any rights in or to the Sponsor's name or logo, and the Sponsor retains the right to pre-approve any use of its name or logo in accordance with the provisions of section 2 above.

5. The term of this Agreement begins on the Effective Date and terminates in one year.

6. This Agreement shall be interpreted under the laws of the State of Louisiana and Georgia, except that the terms "use" and "acknowledgment" and "qualified sponsorship payment" shall be interpreted in accordance with the federal laws cited in Section 3.

7. The executed Sponsorship Registration Form represents the entire agreement between the parties concerning any Sponsorship Payment made by Sponsor and shall not be amended without the prior written consent of both parties hereto.

CHECKLIST, DEADLINES & SPECS

Checklist	Deadline
<input type="checkbox"/> Signed Sponsorship Registration Form	March 1, 2007
<input type="checkbox"/> Signed Special Event Sponsorship Form	March 1, 2007
<input type="checkbox"/> Payment to The Full Gospel Baptist Church Fellowship International, Inc. and/or Changing a Generation, Inc.	March 1, 2007
<input type="checkbox"/> Advertising Artwork	May 1, 2007
<input type="checkbox"/> CEO Messages	May 1, 2007
<input type="checkbox"/> Business/Ministry Directory Listings	May 1, 2007
<input type="checkbox"/> Delivery of Promotional Materials for Registration Bag Insertion	May 1, 2007
<input type="checkbox"/> List of VIP Attendees & Ticket Holders	May 1, 2007
<input type="checkbox"/> Delivery of Signage	June 1, 2007

Note: Corporate Sponsors that are taking advantage of the pre-marketing activation will be inserted into the marketing and advertising schedule as soon as their signed forms and payment have been received.

**MARKETING PLAN
ATTACHMENT A**

A detailed marketing plan will be provided to serious corporate sponsors.