

AMSTERDAM
20
23

EVERYONE
A NEW ERA OF EVANGELISM

AMSTERDAM RAI & OLYMPIC STADIUM	SPONSORSHIP PACKET	JUNE 21-24, 2023		
		AMSTERDAM2023.COM		



PARTNER WITH EMPOWERED21

Seize this unique opportunity to reach a worldwide audience of ministry leaders, evangelists, pastors, and missionaries, gathered to collaborate on getting the gospel to EveryONE on earth and completing the Great Commission by 2033. ***What happens at Amsterdam2023 will set the trajectory of the global church for the next decade and beyond.***

Beginning Wednesday, June 21 up to 10,000 leaders will converge on the RAI Amsterdam Convention Center for three days to collaborate together, innovate new ways to reach more people with the gospel, experience the power of the Holy Spirit, and be inspired to have a greater vision of God's heart for the world. On Saturday, June 24, the gathering will culminate with a commissioning service at the Olympic Stadium as up to 25,000 young people from across Europe join with the conference to launch a new era of evangelism in the earth.

In addition to the in-person event participants, hundreds of thousands of leaders and believers from around the world will participate digitally via television, live-streaming and social media engagement. As a sponsor of Amsterdam2023 your involvement is a significant investment in the future of the church. Additionally, your organization's brand and message will be communicated to a highly receptive international audience and will be associated with an organization that is leading the way in shaping the fastest growing religious movement in history.



Empowered21 is a global relational leadership network for the more than 650 million Spirit-empowered Christians. Empowered21 helps shape the future of the Spirit-empowered movement by uniting believers in seeking the Holy Spirit, addressing critical issues facing the church and discovering new ways to reach the next generation. The vision of Empowered21 is, "That every person on earth would have an authentic encounter with Jesus through the power and presence of the Holy Spirit...by Pentecost 2033."



**HELP US
REACH
EVERYONE
WITH THE
GOSPEL
BY 2033!**

#AMSTERDAM2023

REACH YOUR TARGET MARKET THROUGH EVENT SPONSORSHIP

Who is the Empowered21 audience?

There are 650 million Spirit-empowered Christians worldwide. Up to 10,000 leaders from this movement will join us in Amsterdam plus up to 25,000 young people on the final day of the event. Additionally, hundreds of thousands will participate in the event digitally. Your sponsorship message will reach these participants, as well as millions more from the Spirit-empowered movement, through event promotions.

PAST E21 EVENT STATISTICS

Here are some of the details of our audience reach since 2015:

- 190+ Nations reached
- 44,500 In-person attendance
- 241,092 Online attendance
- 275,000,000 TV household reach
- 343,316,151+ Media impressions

At Amsterdam 2023, we expect that the potential reach for sponsor messages will impact millions of people around the globe.

AS MANY AS **10,000 LEADERS** ARE EXPECTED TO ATTEND!

CHOOSE A SPONSORSHIP LEVEL

Five levels of sponsorship for Amsterdam2023 make partnering with Empowered21 flexible and effective. Each level features a variety of exposure opportunities for your group or organization.

LEVELS OF SPONSORSHIP*

Platinum Level Preferred Sponsor	\$250,000
Diamond Level Preferred Sponsor	\$150,000
Gold Level Preferred Sponsor	\$100,000
Silver Level Preferred Sponsor	\$50,000
Bronze Level Preferred Sponsor	\$25,000

* Sponsorship levels categorized shown in the following chart.

AMSTERDAM SPONSORSHIP DELIVERABLES BY CATEGORY

PRE-EVENT DELIVERABLES

Logo on speaker promo posts
Social media sponsored post
Logo on video promo
Logo on pre-event communication
Logo on all printed promotional material
Logo on website

PLATINUM \$250,000	DIAMOND \$150,000	GOLD \$100,000	SILVER \$50,000	BRONZE \$25,000
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●				
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EVENT DELIVERABLES

Lobby digital display
Dedicated meeting/hosting room
Pre-general session video
Live stream video
VIP lounge access (2 passes)
Logo on guide
Live stream mention
Logo on volunteer t-shirts
Association with press releases
During event social media post
Registration bag
Booth
Event digital program
Premium admission passes

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6	6	4	4	2

POST-EVENT DELIVERABLES

Dedicated email to participants
Social media follow up post
Mention in recap email

●				
●	●			
●	●	●		

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

Stand out at Amsterdam2023 by being a Special Event Sponsor!

This offers exclusive opportunities to have a presence at one of the special events outside of or in addition to the regular promotional sponsorship. Partnering as a Special Event Sponsor means you'll have more in-person interaction with leaders and a presence in key spaces at the event.

5 EVENT PRESENTING OPPORTUNITIES

1. LEADERSHIP LUNCHEON	\$75,000	Up to 1,000 leaders and premium registrants
2. VIP SUITE	\$75,000	E21 global leaders lounge
3. GEA MEMBER RECEPTION	\$50,000	1,000 plus Evangelists
4. PRE-EVENT LEADERSHIP DINNER	\$50,000	Up to 500 E21 leaders and presenters
5. GREEN ROOM	\$30,000	Amsterdam 2023 speakers & presenters

GROUP SPONSORSHIPS

Pre-event Empowered21 leadership meetings

1. GEA EXECUTIVE MEETING	\$75,000	Leadership Summit for Key Global Evangelists
2. NEXT GEN	\$75,000	Next Gen Summit for All Regional Leaders
3. GLOBAL PRAYER ALLIANCE	\$75,000	Summit of Global Prayer Network Leaders
4. SCHOLARS	\$40,000	Strategic Summit of Spirit-empowered Scholars

**REACHING EVERYONE
REQUIRES EVERYONE.**

MARK 16:15-18



A NEW ERA

OF EVANGELISM FOR EVERYONE

By partnering with Empowered21, your message will reach key leaders who are shaping the future of the Church, and you will help launch the greatest decade of evangelism in history, when EveryONE on earth can hear the Gospel.

AS AN EVENT SPONSOR, YOU BENEFIT IN MANY WAYS:

- Reach a global audience within your target market
- Get greater brand exposure and awareness across a variety of media
- Communicate with up to 10,000 leaders at the Amsterdam2023 event; reach millions more through event promotions and digital engagement
- Get personal access to church leaders and attendees (special sponsor opportunity)
- Partner with a leading organization that's uniquely positioned to reach up to 650 million Spirit-empowered Christians from all over the world

NEXT STEPS

Contact Caleb Wehrli to become an Amsterdam2023 sponsor today!

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