

# Iowa International Center

Iowa International Center's mission as a leader in international understanding and civic diplomacy is to enrich lives and build pathways to prosperity. We lead, teach, connect and celebrate global culture in Iowa.



## Passport to Prosperity

IIC hosts Passport to Prosperity to capture the moments where struggles have broken through to triumph in the lives of notable refugee and immigrant honorees in Iowa. These honorees serve as inspiration for their ability to bring vibrancy and success amidst challenging circumstances.



**Iowa**  
International  
Center



### 2020 Impact

**\$21,788**

raised during Passport to Prosperity 2020  
to remove language barriers and promote  
international understanding

**19,931**

people were engaged through Passport to  
Prosperity events and social media





# PASSPORT TO PROSPERITY

## SPONSORSHIP PACKAGES

	Presenting Sponsor \$15,000	Honoree Meet & Greet \$10,000	Scavenger Hunt \$7,500	Emissary \$5,000
International Snack Boxes (Amount)	12	10	8	8
Recognition in Marketing/Social Media	✓	✓	✓	✓
Recognition During Events	ALL	ALL	ALL	3 EVENTS
Customized Engagement Opportunity	2	@ Meet & Greet	@ Scavenger Hunt	1

**Sponsorship commitments due by Monday, August 2nd**



# PASSPORT TO PROSPERITY

## SPONSORSHIP PACKAGES

	Global Conversations Webinar \$3,500	Yard Sign \$2,500	Attaché \$1,500	Diplomat \$750
International Snack Boxes (Amount)	6	6	4	2
Recognition in Marketing/Social Media	✓	✓	✓	✓
Recognition During Events	3 EVENTS	2 EVENTS	2 EVENTS	AWARD CELEBRATION
Customized Engagement Opportunity	@ WEBINAR	LOGO PLACEMENT ON SIGN	—	—

**Sponsorship commitments due by Monday, August 2nd**



# PASSPORT TO PROSPERITY

## EVENT DETAILS

Iowa International Center is excited to offer unique event engagements to our sponsors through the following events.

**All packages include recognition in social media/marketing and during our Virtual Award Celebration, which reached over 4,000 people in 2020.**

Please look to the right for more information on each event package.

### Honoree Meet & Greet (\$10,000)

**Thursday, Sep. 9th @ 5:30pm**

IIC is excited to host the opportunity to once again meet in person to celebrate our 2021 Honorees and enjoy some appetizers that celebrate our diverse honorees. As the Meet & Greet Sponsor you will have the opportunity to interact with attendees during our in-person Meet & Greet at Drake University. In attendance will be representatives from ethnic communities, business owners, community leaders, and elected officials. Branding and recognition will be included throughout the event and in the program.

### Scavenger Hunt (\$7,500)

**Friday, Sep. 10th @ 5:30pm**

IIC is excited to host our first Passport to Prosperity Scavenger Hunt. The scavenger hunt will take place downtown Des Moines and showcase some of the diverse locations and businesses that Des Moines has to offer! We plan on engaging with various young professional groups and making this a fun family friendly activity. As the sponsor of the Scavenger Hunt, IIC would place your logo throughout the event (sign up area, through clues, etc) and offer a unique way to engage with the community. The event will also include a unique social media aspect as part of the clues which will bring further reach to new audiences.

### Global Conversations Webinar (\$3,500)

**Tuesday, Sep. 7th @ 12:00pm**

Global Conversations Webinar is an opportunity to discuss the multiplier effect that immigrants and refugees have in the community. Through this webinar we work with our nominators and other key community leaders to provide a meaningful discussion. As the Global Conversations Webinar sponsor you will have the opportunity to address the audience or engage with them in a meaningful way.

### Yard Sign (\$2,500)

**All Week**

IIC is happy to present our "We Celebrate Our Global Community" yard sign. With this sponsorship you will be the only sponsor in your field to receive a logo on our community yard signs. These will be seen both in billboard format and in the physical yard signs. This is a great visual display that will be community wide.

