



PIM | 益启未来
PURPOSE IN MOTION

Sponsorship Proposal 2025

InnovImpact Incubator

– **Demo Day & Award Ceremony** –



CONTENTS

INTRODUCTION

1. About PIM
2. About InnovImpact Incubator
3. Demo Day
4. Award Ceremony
5. Impact Spotlight Series

SPONSORSHIP

1. Sponsorship Opportunities
2. Sponsorship Tiers
3. Our Global Reach

NEXT STEPS

1. Next Steps
2. Contact Us

ABOUT PIM

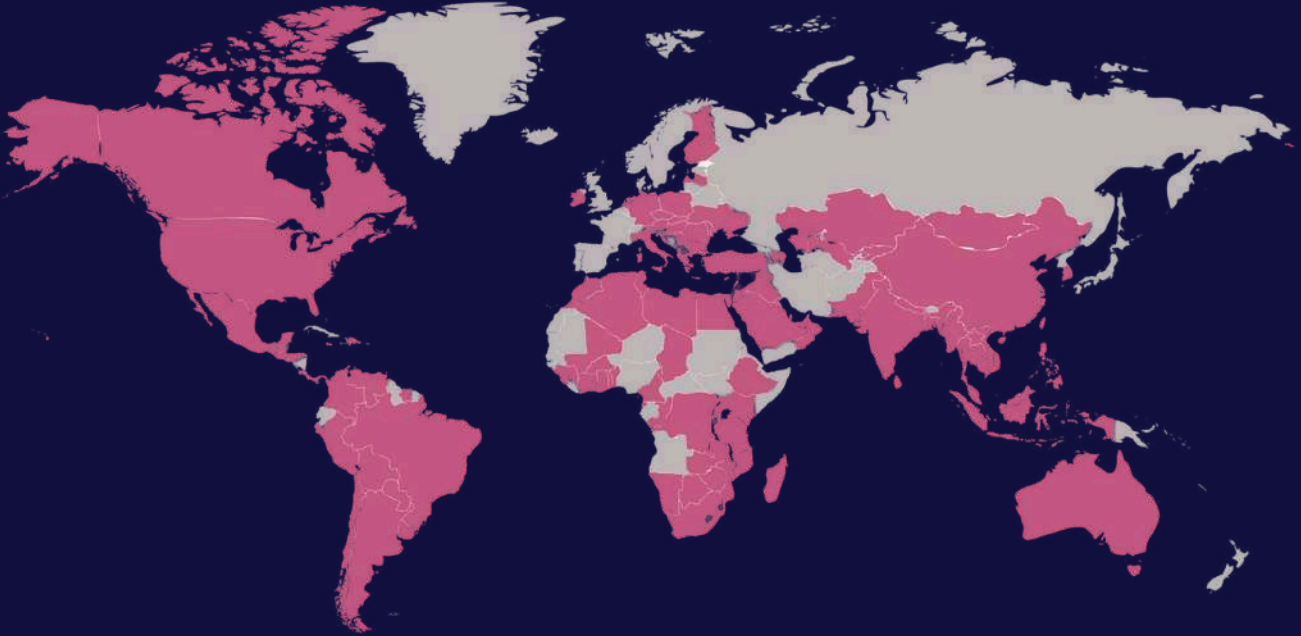
Purpose in Motion (PIM) is a global organization dedicated to empowering social entrepreneurs and fostering innovation for positive social change. With over a decade of experience, we have supported more than 5,000 social entrepreneurs across 117 countries, enabling them to address pressing global challenges aligned with the UN Sustainable Development Goals (SDGs).

Our work has been recognized by the World Economic Forum, Forbes 30 Under 30, the Bill & Melinda Gates Foundation, the Rockefeller Brothers Fund, UNDP, Huawei's Seeds for the Future, and more.

Our mission is to catalyze the next generation of social impact ventures by providing them with the resources, mentorship, and networks they need to build scalable solutions for the world's most critical problems. We specialize in supporting entrepreneurs from underrepresented regions including Africa, Latin America, Asia, the Middle East, and Central Asia. Learn more about PIM at pimglobal.org.



PIM'S GLOBAL REACH



115+

Countries

200+

Community
Partners

13,800+

Youth & Entrepreneurs
Supported

26,000+

Social Media Reach
(LinkedIn, WeChat, Email,
and more)

\$950,000+

Funding Raised to Support
Impact Projects

ABOUT INNOVIMPACT INCUBATOR

Our **Innov-Impact Incubator** is designed to fill a critical gap in the global ecosystem by nurturing **early-stage social enterprises at the prototype stage**—an area often overlooked by traditional incubators and investors. We are committed to helping social enterprises leverage **technology and innovation** to create sustainable solutions addressing the world's most pressing social and environmental issues.

To learn more about our InnovImpact Incubator, visit us at [here](#).



ABOUT DEMO DAY

As a key milestone of the Innov-Impact Incubator, our **Demo Day 2025** will showcase the most promising startups from our program to a global audience of investors, partners, and media. This event provides an opportunity for investors to discover high-impact ventures and for sponsors to engage with some of the world's most innovative early-stage social enterprises.

- **Date:** July 12, 2025
- **Time:** 8:30pm GMT +8 | 12:30pm GMT | 8:30am EST
- **Location:** Virtual Event
- **Global Reach:** 26,000+ impact-driven youth and professionals across LinkedIn, WeChat, and email



ABOUT OUR AWARD CEREMONY

Following Demo Day, we will host an exclusive Award Ceremony to recognize the top-performing startups for their exceptional impact, innovation, and scalability. This event will not only celebrate the hard work of our entrepreneurs but also provide significant exposure and visibility for our media partners, sponsors, and investors, offering them the opportunity to connect with game-changing innovators and showcase their support for high-impact ventures.

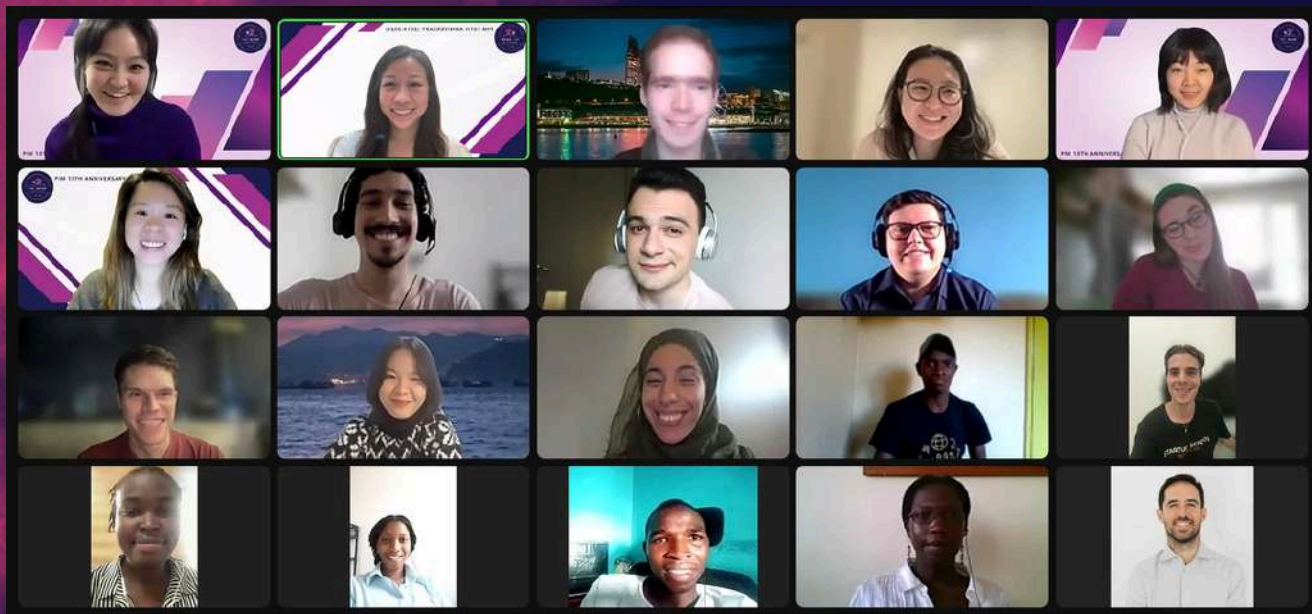
- Date: July 19, 2025
- Time: 8:30pm GMT +8 | 12:30pm GMT | 8:30am EST
- Location: Virtual Event
- Global Reach: 26,000+ impact-driven youth and professionals across LinkedIn, WeChat, and email



ABOUT THE ENTREPRENEUR SPOTLIGHT SERIES

After the Award Ceremony, we will kick off a 4-part Entrepreneurs Spotlight Online Event Series, consisting of four hour-long online events held over the course of four months. Each month, we'll spotlight a team of award-winning entrepreneurs in our cohort and provide an in-depth look at their journeys, challenges, and breakthroughs as they work to tackle global issues.

- Entrepreneur Spotlight #1: August 2025
- Entrepreneur Spotlight #2: September 2025
- Entrepreneur Spotlight #3: October 2025
- Entrepreneur Spotlight #4: November 2025
- Location: Virtual Event
- Global Reach: 26,000+ impact-driven youth and professionals across LinkedIn, WeChat, and email



SPONSORSHIP OPPORTUNITIES

We invite you to join us as a Demo Day sponsor and become an integral part of this exciting event. As a sponsor, you will not only demonstrate your commitment to advancing social innovation but also position your organization as a leader in the global social entrepreneurship ecosystem.

Why Sponsor Demo Day?

- **Amplify Your Impact:** Demonstrate your commitment to driving change and fostering social innovation.
- **Engage with a Global Network:** Reach **26,000+** impact-driven professionals and network with investors, mentors, and partners who are passionate about driving social change.
- **Showcase Your Brand:** Leverage extensive media exposure during Demo Day, our Award Ceremony, and four additional Entrepreneurial Spotlight Events
- **Exclusive Networking:** Connect with high-potential startups and fellow investors in a **high-touch, virtual environment**.

PLATINUM SPONSOR

Impact Visionary (\$10,000+)

- **Exclusive "Presented by"** branding: Demo Day will be branded as "PIM Demo Day, Presented by [Your Company]"
- **Exclusive "Presented by"** branding for Award Ceremony and 4 Entrepreneurial Spotlight Events
- **Keynote Speech** Opportunity at the opening of Demo Day
- **Special Award** Category Sponsorship
- **Exclusive press release** & featured interview
- **Custom Networking Opportunity:** Direct introductions to top startup teams & mentors
- Enjoy all the benefits of the other sponsorship tiers

Sponsorship Commitments

Contribute a cash prize, in-kind prizes, or a combination of both with a total value equivalent to \$10,000+

- **Cash Prize:** Minimum of \$5,000+ recommended
- **In-Kind Prizes may include:** Sponsor mentorship, software subscription, or exclusive business services



GOLD SPONSOR

Innovation Catalyst (\$5,000–9,999)

- **Premium logo placement** on all event promotional materials
- **Speaking Opportunity** during Demo Day & Award Ceremony
- **Featured sponsor spotlight** on all social media posts
- Feature on Post-event impact article
- **On-screen brand** recognition during Demo Day's live broadcast
- Enjoy all the benefits of the Startup Accelerator and Social Impact Ally sponsorship tiers

Sponsorship Commitments

Contribute a cash prize, in-kind prizes, or a combination of both with a total value equivalent to \$5,000-\$9,999+

- **Contribution to Cash Prize:** Minimum of \$4,000+ recommended
- **In-Kind Prizes may include:** startup resources or tools, such as:
 - → Software subscriptions (Airtable, Canva Pro, Notion)
 - → Co-working space access (virtual office solutions)
 - → Advisory support (finance, marketing, legal, tech)



SILVER SPONSOR

Startup Accelerator (\$2,500–4,999)

- **Logo placement** on event materials & livestream
- **Social media shoutout** before and after Demo Day
- **Impact article** shoutout post-event
- **Dedicated featured article** shared to 26,000+ followers on LinkedIn, email, WeChat
- Enjoy all the benefits of the Social Impact Ally sponsorship tier

Sponsorship Commitments

Contribute a cash prize, in-kind prizes, or a combination of both with a total value equivalent to \$2,500-\$4,999+

- **Contribution to Cash Prize:** Minimum of \$2,500+ recommended
- **In-Kind Prizes may include:** startup resources or tools, such as:
 - → Software subscriptions (Airtable, Canva Pro, Notion)
 - → Co-working space access (virtual office solutions)
 - → Advisory support (finance, marketing, legal, tech)



BRONZE SPONSOR

Social Impact Ally (\$500–2,499)

- **Logo placement** on event materials & social media promotions
- **Recognition during Demo Day livestream**
- **Social Media Shoutout** to 26,000+ followers (LinkedIn, WeChat, email)
- **Feature on Demo day** website and event registration page
- **2 Exclusive tickets** to attend livestream

Sponsorship Commitments

Contribute a cash prize, in-kind prizes, or a combination of both with a total value equivalent to \$500-\$2,499+

- **Contribution to Cash Prize:** Minimum of \$500+ recommended
- **In-Kind Prizes may include:** startup resources or tools, such as:
 - → Software subscriptions (Airtable, Canva Pro, Notion)
 - → Co-working space access (virtual office solutions)
 - → Advisory support (finance, marketing, legal, tech)



DESCRIPTION	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Logo placement on all materials	✓	✓	✓	✓
Brand recognition on livestream events	✓	✓	✓	✓
Special mention during livestream	✓	✓	✓	✓
Two exclusive audience tickets	✓	✓	✓	✓
Social Media feature to 26K+ followers	✓	✓	✓	✓
Feature on event webpage and registration	✓	✓	✓	✓
Post-Event Impact Article Feature	✓	✓	✓	
Dedicated featured article	✓	✓	✓	
Speaking Opportunity during live event	✓	✓		
Direct introduction to top startups	✓	✓		
Sponsorship of award category	✓			
Exclusive "Presented by" branding	✓			
Keynote Speaking Opportunity	✓			

NEXT STEPS

If you're interested in becoming a sponsor for Innov-Impact Incubator's Demo Day & Award Ceremony 2025, please email us at incubator@pimglobal.org and cc- leslie@pimglobal.org. We would be happy to discuss how we can tailor a sponsorship package that aligns with your organization's goals and objectives.

Thank you for your consideration and continued support of Purpose in Motion. We look forward to collaborating with you to make this year's Demo Day a transformative event for social entrepreneurs worldwide!

