

## 2013 Best Practices for Youth Conference Sponsorship Packet



We are very excited to invite you to be a sponsor for the 2013 Best Practices for Youth Conference hosted by The SISGI Group's Alliance for Positive Youth Development (APYD). The Alliance for Positive Youth Development provides valuable training and professional development for youth development professionals in an effort to improve and increase the positive outcomes for young people. The 2013 Best Practices for Youth Conference provides a virtual and affordable way to create and increase positive youth development and engagement, as well as build a foundation for ongoing networking, learning and community wide resource sharing for youth development professionals. We are expecting to engage 200 people daily throughout the week of the conference.

### Conference Design

#### Youth Day Conference Kick-off - August 5, 2013

In five communities, youth will design a day of social media, webinars, livestreams and community activities to kick-off this year's conference. Community partners will bring together groups of young people in their community to discuss youth issues and share best practices from a youth perspective. Youth organizations outside the target communities can join in the conference day through the online workshops and live stream events. This kick-off will set the stage for the professional development topics in the remaining three days of the conference.

#### Professional Development Virtual Conference - August 6-8, 2013

The professional development portion of the conference will consist of 9 webinars offered during the week of August 6- 8, 2013 accessible only by conference registrants. Additionally each day a Google+ Hangout will cover topics of the day and create a conversation between presenters and the general public. Across the country, Community Partners will host conference workshop watch and engage parties with community members, stakeholders or partners. They receive a facilitators guide and steps to make the conference topics connect to their local circumstances.

**Your sponsorship will allow the APYD to raise funds to support online and offline events for this year's conference for both youth development staff and youth. Opportunities range from full conference sponsorship to supporting the technology needs of the conference. Additionally, there are opportunities to sponsor scholarships so that participants can attend at no cost.**

I have enclosed detailed information about the sponsorship opportunities for your review, and comprehensive information about the conference can be found at <http://apydconference.sisgigroup.org/>.

Please feel free to contact me with any questions. Thank you for your consideration. With your help we will be able to connect youth and youth development professionals for this unique event!

Sincerely,  
Thenera Bailey  
SISGI Group CEO

Tiffany Davison  
APYD Team Lead

# 2013 Conference Sponsorship Opportunities

## CONFERENCE Sponsor - \$4,000 - \$5,000

**This is the most comprehensive sponsorship for the conference. This sponsorship includes workshop branding, Youth Day Kick-off Event Sponsorship, Social Media activities as well as ongoing year long exposure on the Alliance for Positive Youth Development websites. Exclusive Benefits:**

- Logo or Banner on Conference Website
- Organization will be mentioned in all press and online and offline outreach material
- Title sponsor of daily Google+ Hangout and inclusion in the live conversation during the conference
  - Daily livestream conversation that integrates social media, tweetchats and attendees to discuss conference topics
  - Recorded videos remain on the Beyond Good Ideas YouTube channel
- "Thank You" announcement and company information with links will be provided at the beginning of each workshop
- Full ad in community partner facilitation guidebook
- Full Conference Access
- Opportunity to provide marketing materials or conference bag insert for offline events (content to be pre-approved by APYD)
- Opportunity to present one educational webinar (or pre-recorded infomercial) during the conference in the virtual exhibit hall with download materials
- Dedicated sponsor email will be sent to conference attendees before and 3 months after the conference
- Exhibit space at Youth Day event in community(s) of choice
- Large logo on banner that goes to all live hosted or conference group offline events
- Included as sponsor in all conference follow-up events through 2014
- Post-conference access to all workshops

## YOUTH DAY Sponsor - \$2,000 - \$3,000

**Youth Day Sponsorship (August 5, 2013) includes workshop branding, offline event branding as well as ad exposure on the conference website for the Youth Day and on site engagement in a Core Youth Day Community of your choice. Exclusive Benefits:**

- Logo on banner/sign for Youth Day host sites
- Large Logo and Sponsor information included at Youth Day Core Community of your choice
- Organization highlighted on sponsor page throughout entire conference
- Organization mentioned in all press and online outreach
- "Thank You" provided at beginning of Youth Day and a photo opportunity with youth and community host
- Opportunity to provide marketing materials or conference bag insert for Youth Day offline events (content to be pre-approved by APYD)
- Opportunity to present one pre-recorded infomercial during the conference in the virtual exhibit hall with download materials
- Participation in Google+ Livestream during Youth Day event in the community of your choice with youth and community host

## COMMUNITY PARTNER Sponsor - \$500 - \$1,500

**Community Partner sponsorship includes banner ads and branding on Best Practices For Youth Community Partner website as well as exposure in community partner training and information.**

**Exclusive Benefits:**

- Logo on exclusive community partner conference website
- Organization mentioned in all press/outreach for conference
- Ad in community partner facilitation guide
- “Thank You” in community partner facilitator training
- Opportunity to present one pre-recorded infomercial during the conference in the virtual exhibit hall with download materials

## TECHNOLOGY Sponsor - \$1,000 - \$2,500

**Provide funding for the support and technology needs of conference participants and youth at offline Youth Day host sites.**

**Your sponsorship will provide:**

Webcams, headsets and other technology needs to participate in conference workshops/events for organizations and individuals who apply for technology scholarships. Assistance in covering conference technology costs to allow more individuals to participate in the conference while still keeping the conference registration fee low.

**Technology Sponsors will receive additional advertising benefits:**

- Logo/Banner Ad and acknowledgement on conference website
- "Thank You" during daily Google+ Hangouts Livestream with presenters and during Youth Day
- Photo opportunity with youth leaders in a community of your choice that received a technology sponsorship item
- Opportunity to provide marketing materials or conference bag insert for Youth Day and Community Partner offline events (content to be pre-approved by APYD)
- Opportunity to present one pre-recorded infomercial during the conference in the virtual exhibit hall with download materials
- "Sponsored By" listing on conference technology support page
- Included in conference newsletter before and after event

## SCHOLARSHIP Sponsor

**Provide a scholarship to allow individuals and organizations to participate in conference events for free.**

### Named Scholarship - \$1,000

Up to 10 registrants will receive a scholarship with your company or organization name. Sponsors company information will be provided on the conference sponsors page and listed on the conference registration only website as a scholarship sponsor.

### General Scholarship Fund - \$100 and up

Funds will be used to cover scholarships for individuals to attend the conference with an emphasis on young people under 25 and youth professionals at organizations with budgets under \$500,000 annually. Sponsors logo or information will be listed under scholarships on the sponsor page.

## 2013 Best Practices for Youth Conference Sponsor/ Donor Commitment Form

Please complete this form and email to [tbailey@sisgigroup.org](mailto:tbailey@sisgigroup.org) or fax to 866-498-6428. You will be invoiced based upon your sponsorship commitment.

***Sponsorship Payment must be received by July 1, 2013 to ensure sponsorship and benefits.***

____ Conference Sponsor	\$4,000 - \$5,000
____ Youth Day Sponsor	\$2,000 - \$3,000
____ Community Partner Sponsor	\$500 - \$1,000
____ Technology Sponsor	\$1,000 - \$2,500
____ Named Scholarship	\$1,000
____ General Scholarship Fund	\$100 and up
____ General Donation To APYD	Amount:

### Primary Contact Information

Name:	Title:
Company:	Industry/Sector:
Address:	City, State, Zip:
Phone:	Fax:
Email:	Website:

### Payment Information

Please invoice the amount of \$\_\_\_\_\_ to the above individual and/or organization for the indicated sponsorship level or donation to the 2013 Best Practices for Youth Conference.

Printed Name

Signature

Date