

CALIFORNIA COALITION FOR YOUTH

TAKING ACTION 2014



YEAR OF THE YOUTH

ANNUAL LEADERSHIP CONFERENCE

MARCH 30 – APRIL 1, 2014

**SPONSORSHIP
PACKET**



MESSAGE TO PROSPECTIVE SPONSORS

Today's youth face an increasing number of challenges. The time between the ages of 12 and 24 can be difficult, even for those fortunate enough to grow up in a stable, supportive environment. For those "transition age youth" confronted by stressful life events—such as emotional trauma, poverty, abandonment, homelessness, running away, emancipation, experience in the foster care or juvenile justice system—and/or struggling with emotional, mental or physical disabilities, life is fraught with unique challenges and grave hardships. Many of these disconnected and at risk youth lack the safety net and life skills necessary to succeed.

The California Coalition for Youth (CCY) is a thirty-five-year old grassroots non-profit organization located in Sacramento that, as a statewide coalition, takes positions on and advocates for public policies, programs and services that empower and improve the lives of all California's youth ages 12-24. CCY represents several hundred youth and community agencies throughout California that focus on disconnected, homeless and runaway youth. Over 200,000 youth up to the age of 18 and many thousands more between the ages of 18-24 experience homelessness and lack the services they need each year in our state, and we are the leader on this issue and their voice at the state-wide level. In addition, CCY also operates the California Youth Crisis Line, a statewide, toll free, 24-hour, confidential Hotline available to teens and young adults ages 12-24 and/or any adults supporting youth. If you or someone you know is in crisis, don't hesitate to call [1-800-843-5200](tel:1-800-843-5200). CYCL is also an immediate, reliable and free link between youth and local services. We can help you find homeless youth shelters, youth-serving medical clinics, on-going counseling services and much more throughout California. Furthermore, CCY also hosts the annual Taking Action Conference. Each year, our Taking Action Conference (TAC) brings together disconnected and disadvantaged youth, as well as the dedicated youth workers, advocates and community providers that serve them, for three days of advocacy, leadership development and fun. The 2014 TAC is scheduled for March 30 – April 1 at the Holiday Inn, Capitol Plaza - Sacramento.

We are proud to announce that the theme for this year's conference is "Year of the Youth." The conference will focus on teaching our youth about the rights, resources, and choices they have available to reach their full potential and accomplish their dreams. The goal of this conference is to build knowledge, provide insight, and share best practices that develop the leadership skills, advocacy know-how, and awareness of resources youth need on their path to successful adulthood.

CCY is requesting your consideration of a sponsorship in support of an unforgettable conference program that will empower attendees with the education and strategies needed to ensure promising futures for California's youth. This is made possible through extensive and interactive workshops with advocacy leaders on topics such as the legal rights of youth (including changes based on new legislation), empowering youth voices, and developing skills in reasoning and critical thinking. Funds provided by your sponsorship will help offset direct program expenses including meals & facility, supplies, speaker/facilitator stipends and registration scholarships provided to youth attendees who would otherwise not have the resources to attend. As a conference sponsor, you will enjoy high-level exposure to a statewide audience of socially conscious professionals and youth throughout California which is further detailed in CCY's Sponsorship Packet. Please review the sponsorship levels and consider making the highest possible contribution to the program your budget will allow. Thank you for considering our request. We look forward to partnering with you to provide the best possible experience for our attendees. For more information about CCY and Taking Action 2014 Conference, visit www.calyouth.org. Feel free to direct any questions to Sarah Gerow at Sarah@calyouth.org or call 916.514.4464 ext 103.

Sincerely,

A handwritten signature in blue ink that reads "Sherilyn Adams".

Sherilyn Adams
Chair, Board of Directors

A handwritten signature in blue ink that reads "Paul Curtis".

Paul Curtis
Executive Director



SPONSORSHIP DETAILS

When: March 30 – April 1, 2014

Where: Holiday Inn, Sacramento Capitol Plaza

Who Attends?

We expect to attract more than 200 youth service professionals, health educators, social workers, advocates and transition age youth throughout California. Participants represent diverse organizations and fields including:

- Youth development programs
- After-school programs
- Schools
- Family advocacy and parent involvement programs
- Foster care organizations
- Public health departments
- Legal services and youth justice organizations
- Youth advocacy organizations
- Professional associations
- State-level elected officials and policymakers

Sponsor Application Deadline: Friday, March 7, 2014

Conference Objectives/Focus Areas

- **Advocacy Leadership Development** – Increase knowledge and skills around advocating for effective policies and programs and being a community leader.
- **Programs & Services – Evidence-based approaches and best practices** – Increase knowledge about age-appropriate, LGBTQ and culturally inclusive services and approaches for promoting positive outcomes for youth.
- **Network and Connect** – strengthen our statewide network of youth leaders, advocates and providers and facilitate opportunities to work together towards the common goal of improving and empowering the lives of California's youth.

All Sponsors Enjoy the Following Benefits:

- Over 10,000 media impressions per month (print, web, email & social media) leading up to the event.
- Logo and link on CCY website
- Ad or logo in conference program (ad size determined by sponsorship contribution)
- Opportunity to provide promotional items/info to attendees in program bags
- Much more!



SPONSORSHIP LEVELS

Foundation Sponsor - \$5,000

- 5 complimentary badges for registration
- Opportunity to Moderate a Workshop
- Full page color ad in conference program
- Podium recognition of organizations mission/services at opening plenary sessions, General Membership Meeting, and Awards banquet.
- Brief speaking opportunity at one plenary session of your choice
- Exhibitor Table in plenary session room &/or resource area
- Company ad on PowerPoint slide show to be played during breaks, between speakers, etc...
- Logo and website link on home page of Conference Website
- Banner at front podium of plenary room (up to 6ft wide, you provide)
- Company logo in PowerPoint slide show and signage at registration table
- Promotional material distributed in conference bags
- Logo and website link on home and sponsorship page of conference website
- Recognition as signature sponsor on all outreach and event marketing materials
- Ongoing media mentions leading up to, and during, the conference

Youth Impact Sponsor - \$2,500

- 3 complimentary badge for registration
- 1/2 page color ad in conference program
- Podium recognition at opening plenary sessions, General Membership Meeting & Awards Banquet
- Brief speaking opportunity at one plenary session of your choice
- Exhibitor Table in plenary session room &/or resource area
- Company ad on PowerPoint slide show to be played during breaks, between speakers, etc...
- Banner at front podium of plenary room (up to 6ft wide, you provide)
- Company logo in PowerPoint slide show and signage at registration table
- Promotional material distributed in conference bags
- Logo and website link on home and sponsorship page of conference website
- Recognition as signature sponsor on all outreach and event marketing materials
- Ongoing media mentions leading up to, and during, the conference



SPONSORSHIP LEVELS CONTINUED

Inspirational Sponsor - \$1,500

- 2 complimentary badge for registration
- 1/4 page color ad in conference program
- Podium recognition at opening plenary sessions, General Membership Meeting & Awards Banquet
- Exhibitor Table in plenary session room &/or resource area
- Company ad on PowerPoint slide show to be played during breaks, between speakers, etc...
- Banner at front podium of plenary room (up to 6ft wide, you provide)
- Company logo in PowerPoint slide show and signage at registration table
- Promotional material distributed in conference bags
- Logo and website link on home and sponsorship page of conference website
- Recognition as signature sponsor on all outreach and event marketing materials
- Ongoing media mentions landing up to, and during, the conference

Advocacy Sponsor - \$1,000

- 1 complimentary badge for registration
- 1/8 page color ad in conference program
- Logo in conference program
- Company logo in PowerPoint slide show and signage at registration table
- Promotional material distributed in conference bags
- Logo and website link on home and sponsorship page of conference website
- Recognition as signature sponsor on all outreach and event marketing materials
- Ongoing media mentions landing up to, and during, the conference

Service-Learning Sponsor - \$750

- Logo in conference program
- Company logo in PowerPoint slide show
- Logo and website link on home and sponsorship page of conference website
- Recognition as sponsor on all outreach and event marketing materials

Educational Sponsor - \$500

- Logo in conference program
- Company logo in PowerPoint slide show and signage at registration table
- Logo on sponsorship page of conference website
- Recognition as sponsor on all outreach and event marketing materials



SUPPORT ITEMS AND GIVE-AWAYS

Tote Bags \$1,000

Benefits Include:

- Your company logo exclusively featured on one side of conference tote bags
- Logo recognition in conference program
- Company recognized as signature sponsor in all email outreach and event materials
- Logo and website link on sponsorship page of conference website
- Logo recognition in conference program, PowerPoint slide show to be played during breaks, and registration table signage

Name Badge Lanyards \$750

Benefits include:

- Your company logo exclusively featured on lanyards given to every attendee
- Logo recognition in conference program
- Company recognized as sponsor in all email outreach and event materials
- Logo and website link on sponsorship page of conference website
- Logo recognition in conference program, PowerPoint slide show to be played during breaks, and registration table signage

Conference Give-Aways \$500

Provides the license to supply and distribute registration give-aways of your choice to promote your product, brand or services to all conference attendees. Materials distributed at registration table along with CCY conference registration items.

Benefits Include:

- Logo recognition in conference program
- Company recognized as sponsor in all email outreach and event materials
- Logo on sponsorship page of conference website
- Logo recognition in conference program, PowerPoint slide show to be played during breaks, and registration table signage





SPONSORSHIP REGISTRATION FORM

Company Name: _____

Web Address: _____ Street Address: _____

City, State & Zip: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Please select sponsorship level:

- | | |
|---|--|
| <input type="checkbox"/> Foundational Sponsor - \$5,000 | <input type="checkbox"/> Tote Bags - \$1,000 |
| <input type="checkbox"/> Youth Impact Sponsor - \$2,500 | <input type="checkbox"/> Name Badge Lanyards - \$750 |
| <input type="checkbox"/> Inspirational Sponsor - \$1,500 | <input type="checkbox"/> Conference Give-Aways - \$500 |
| <input type="checkbox"/> Advocacy Sponsor - \$1,000 | |
| <input type="checkbox"/> Service-Learning Sponsor - \$750 | |
| <input type="checkbox"/> Educational Sponsor - \$500 | |

Payment Information:

- A check is enclosed in the amount of \$_____
- I/we agree to sponsor at the level indicated above. I/we agree to remit payment to CCY in the amount of \$_____ by March 15th, 2014.

Signature: _____ **Date:** _____

Please make all checks payable to:
California Coalition for Youth
PO Box 161448 | Sacramento, CA 95816





SPONSOR GUESTS

Please provide contact information for every person from your organization attending the conference as a sponsored guest. See corresponding sponsorship level benefits to determine the number of complimentary badges you are entitled to. Please use the online registration form at www.calyouth.org/conference2013 to register any additional guests beyond the number your sponsorship level entitles you to. If you prefer, you are welcome to attach a business card for each attendee.

Full Name: _____ Badge Name (if different): _____

Company (if different from above) _____ Title: _____

Street Address: _____

City, State & Zip: _____

Email: _____ Phone: _____ ADULT or YOUTH (circle one)

Special Dietary Need (e.g. vegetarian, vegan, etc.): _____

Full Name: _____ Badge Name (if different): _____

Company (if different from above) _____ Title: _____

Street Address: _____

City, State & Zip: _____

Email: _____ Phone: _____ ADULT or YOUTH (circle one)

Special Dietary Need (e.g. vegetarian, vegan, etc.): _____

Full Name: _____ Badge Name (if different): _____

Company (if different from above) _____ Title: _____

Street Address: _____

City, State & Zip: _____

Email: _____ Phone: _____ ADULT or YOUTH (circle one)



Special Dietary Need (e.g. vegetarian, vegan, etc.): _____

ARTWORK & LOGO SPECIFICATIONS

Important: Please submit your organization logo at the same time as your sponsorship reservation.

All logos must be high resolution.

Organization Logos

Logos may be either black & white or color and MUST be high resolution. If submitting an .EPS, .PSD or .AI file, please convert text to outlines.

Program Booklet Ad Artwork

All conference program booklet ad art should be in black and white, except full-page ads. These can be in color.

Ad sizes:

- ☐ 1/4 page: 4.25" high x 3.25" wide
- ☐ 1/2 page: 8.5" high x 3.25" wide
- ☐ Full page: 8.5" high x 6.5" wide

Ad specifications sample (not to scale)

