



SPONSORSHIP
opportunities

2019-2020

WHY YPA?



our mission

To create a community that offers professional development, social and civic opportunities to empower Albuquerque's future leaders.

who we reach

YPA reaches hundreds of young emerging community leaders who are seeking to develop their professional business network & leadership opportunities. Each month, YPA hosts a variety of events at local venues. Young professionals join YPA as a means of investing in their future selves by connecting with the upcoming generation of Albuquerque's leaders.

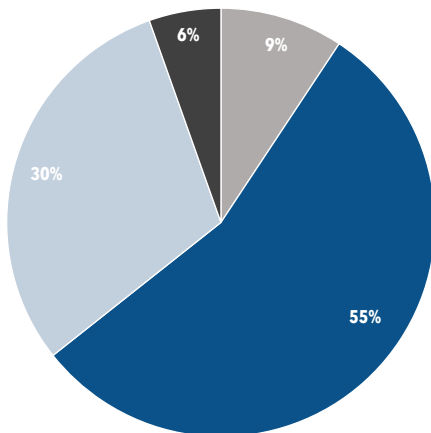
BY THE NUMBERS

Young Professionals of Albuquerque has been around for over 10 years. In the past, we have maintained about 100 paying members every year. We continue to see steady growth as we maintain consistency with our events and introduce new types of events.

demographics

**According to WorldPopulationView.com, the ages of 20-40 represent the largest age sector in Albuquerque. Our membership is comprised of this emerging group of decision makers.*

EDUCATION

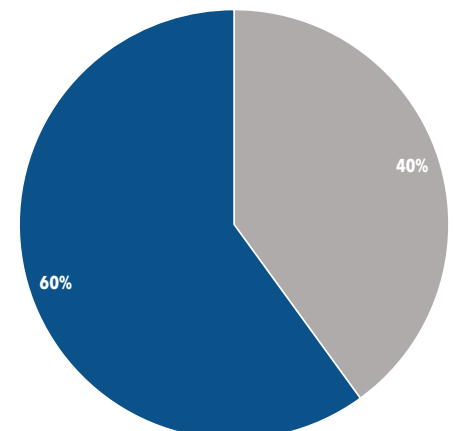


■ High School ■ Bachelors ■ Masters ■ Doctorate

AVERAGE MEMBER AGE



GENDER



■ Male ■ Female

Help elevate an Albuquerque non-profit looking to improve our community by empowering young professionals to better themselves personally & professionally.



BY THE NUMBERS

social data



1600+
email subscribers
19% open rate



2700+
facebook followers



1200+
instagram followers



720+
twitter followers



850+
linkedin closed
group members

event data

EVENTS
PER YEAR

30

monthly social/networking events

monthly professional development events

quarterly community engagement activities

AVERAGE ATTENDANCE PER EVENT

55

social and networking events - like our signature "Live After 5" events.

25

professional development events - like our signature "Lunch with Leaders" events.

10

community service/volunteer projects (does not include participation in fundraisers).

STAND-OUT EVENTS

city-wide mixer

We had over 300 young professionals attend this event, in partnership with 10+ other organizations. It was an evening of celebration, community building & networking with Albuquerque's most dedicated young professionals. We sparked excitement about what our generation brings to our city and to showcase the potential of where we could go by working together.

community power-up

YPA wanted to take our Community Engagement to a new level, so we created a great partnership with the Future Fund, a young professional group that provides "Grant Giveaways" to local non-profits. YPA donated 10% of our membership dues to put it towards the grant. In total, with support from Future Fund & other local sponsors, we were able to give a \$3000 grant away in 2019.

ANNUAL SPONSORSHIP *opportunities*

***Option for multi-year sponsorship agreement for all levels*

platinum - \$5000

- Exclusive logo on step and repeat (will be at every event for photo back drop)
- 3 posts per quarter on all social media platforms
- Logo with link on sponsorship page of YPA website
- 2 free super memberships
- Speaking opportunity at ANY event of your choosing
- Option to have a table at annual party and holiday party
- Opportunity to have signage and/or literature promotions at 10 events
- Included on ALL email blasts for monthly newsletter
- One sponsor blog post
- Opportunity to include special offer to YPA members in our welcome packet to new members
- Opportunity to survey our membership

We are looking to implement push notifications - so there may be an opportunity to market via text soon.

gold - \$2500

- 2 posts per quarter on all social media platforms
- Logo with link on sponsorship page of YPA website
- 3 free tickets to YPA's Annual party and Holiday party
- 2 free regular memberships or 1 free super membership
- Speaking opportunity at two events of your choice
- Opportunity to have signage and/or literature promotions at 10 events
- Included on 5 email blasts for monthly newsletter

silver - \$1500

- 1 post per quarter on all social media platforms
- Logo with link on sponsorship page of YPA website
- 2 free tickets YPA's Annual party and Holiday party
- 1 free regular membership
- Speaking opportunity at one event of your choice
- Opportunity to have signage and/or literature promotions at 5 events
- Included on 2 email blasts for monthly newsletter





EVENT SPONSORSHIP

opportunities

Cost for sponsorships vary from event to event. Our goal is to make you a partner of our organization, so you get maximum impact from your sponsorship.

table sponsor

- Table at the event with option to provide marketing materials at event
- One shout out on social media platforms with link to website, including Facebook (event page and YPA Facebook page), Instagram, and YPA Website (opportunity to include logo and choose marketing message)
- Mention during announcements at event
- One mention in Instagram story at event with tag to business (if applicable)
- Free tickets to event (amount TBD based on event)
- Signage at event
- Logo with link on YPA website page

food/drink sponsor

- One shout out on social media platforms with link to website, including Facebook (event page and YPA page), Instagram, and YPA Website (opportunity to include logo and choose marketing message) - number of posts depend on total cost.
- Mention during announcements at event
- One mention in Instagram story at event with tag to business (if applicable)
- Free tickets to event (amount TBD based on event)
- Signage at event





SPONSORSHIP

agreement form

Please complete this form & return to JoCelyn Medina at Jocelyn.Medina91@gmail.com

Company Name: _____

Contact Name: _____

Phone Number: _____ **Email:** _____

Company Address: _____

Payment Method: Check Card

Sponsorship Level:

- Annual Sponsorship
 - Platinum (\$5000)
 - Gold (\$2500)
 - Silver (\$1500)
- Event Sponsor (Cost varies based on event)
 - Table
 - Food/Drink

Signature: _____ **Date:** _____