YP UNITE SUMMIT

November 7-9, 2024

OUR WHY

In 2013, leaders from young professional groups across Kentucky gathered at the state's capital for the first time. The goal was to gather insight from state political leaders and business executives to discuss collaboration efforts towards talent attraction and retention. This was the Kentucky YP Summit and included leaders from YPEK (Eastern Kentucky), LYPA (Lexington), Legacy (Greater Cincinnati/Northern Kentucky) & YPAL (Louisville).

After an incredible meeting, the groups decided they would convene each year, growing the size and reach of the network. Leaders from each group agreed that the event should be expanded to reach more young professionals organizations throughout the region.

In 2014, the YP Unite Summit launched with celebrating the 15th anniversary of YPAL at Churchill Downs with a night of networking and horse racing. Young Professionals gathered in Downtown Louisville on Saturday for a day filled with relationship building, keynote speakers, and breakout sessions. And the rest, as they say, is history.

IMPACT

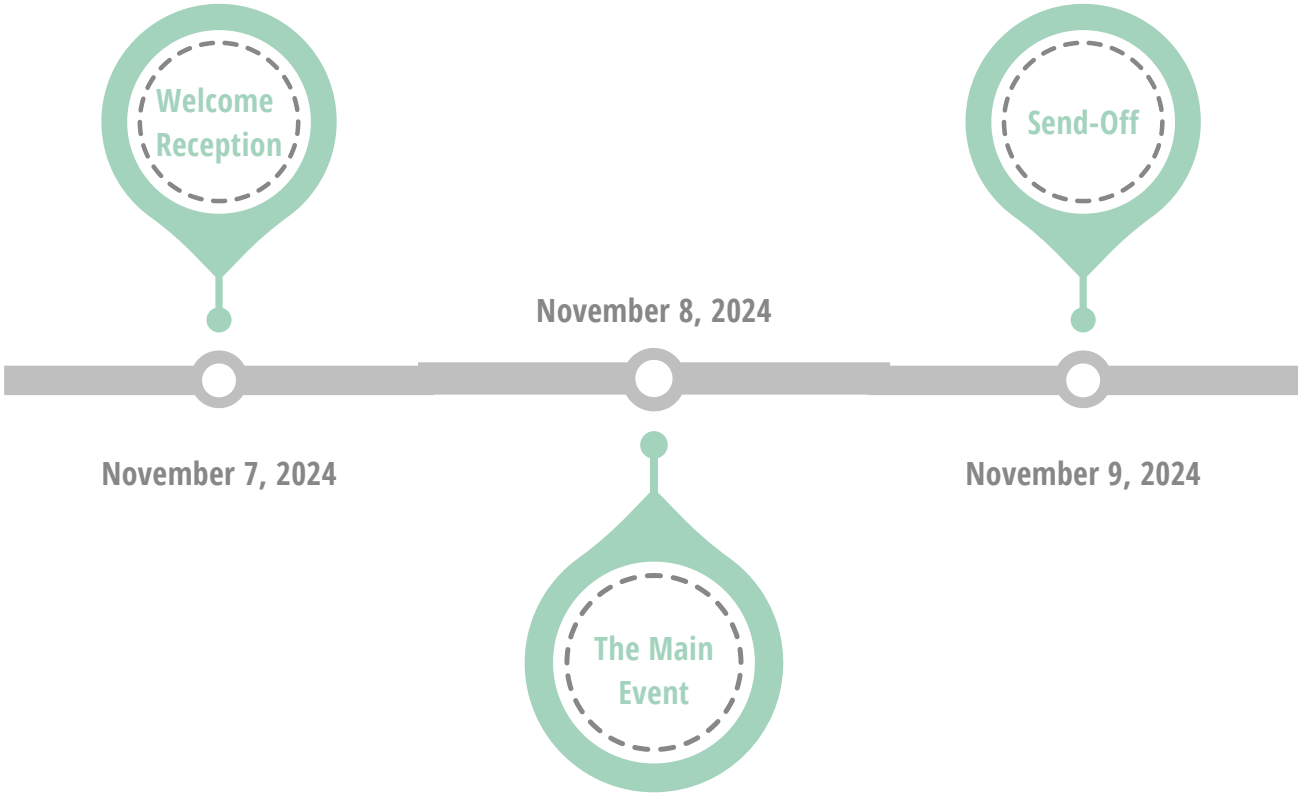
In November 2024, we expect to host about 200 young professionals and leaders representing all Kentucky YP groups along with groups in Indiana, Ohio, Tennessee, North Carolina, Florida and more.

The YP Unite Summit is an annual gathering of young professional groups and individuals from Kentucky and an increasingly expanding region, with the goal of building relationships, sharing resources and leadership development.

The YP Unite Summit will be one of the most unique experiences young professional leaders will have in their development. Through the YP Unite Summit, attendees can count on meeting a diverse array of individuals who are as driven and passionate as they are. This year's conference brings two days of education, inspiration, and connection. You can expect compelling speakers, thought-provoking breakout sessions, and fun and engaging opportunities to connect with fellow young professionals.

WHAT TO EXPECT

We will kick off our time together at a Welcome Reception at a local staple to show off the city to our guests. On Friday, we will come together for a full-day conference of networking, learning, keynote, breakout and panel discussions. On Saturday, we will send-off of our guests in style with a chance to volunteer and share fellowship together before we take what we learned back to our groups.



SPONSORSHIP

Supporting the YP Unite Summit is an opportunity to champion the potential of young professionals from around the region. We can offer a variety of sponsorship opportunities that cater to your support of young professionals' growth, development and success.

SPONSORSHIP LEVELS

- **Title Sponsor - $15,000** positions your brand as a leader among YPs across the region. Your organization will be the sole Title sponsor of the YP Unite Summit and will have exclusive access to the planning, leadership, attendees, and overall experience of the event.
- **Presenting Sponsor - $10,000** partnership at this level will offer unique access to the planning, leadership, attendees, and overall experience of the event.
- **Registration Sponsor - $8,000** your organization will be the Registration sponsor of the YP Unite Summit with a focus on all aspects of the registration experience.
- **Hospitality Sponsor - $8,000** this partnership offers the Hospitality sponsor of the YP Unite Summit centered around attendees' hospitality experience.
- **Experience Sponsor - $8,000** the Experience sponsor of the YP Unite Summit allows for access to attendees at all aspects of their guest experience (timeline, details, prizes, giveaways, etc.)
- **Keynote Sponsor - $5,000** your organization will be a Keynote sponsor of the YP Unite Summit with a connection to event attendees and leaders through the Keynote session.
- **Panel Sponsor -$5,000** partnership at this level will position your brand as a leader of YP's across the region in engaging in conversation with leaders through the panel discussion.
- **Panel Partner -$3,500** gives organizations the chance to sponsor panel discussions as young professionals engage with leaders around the community.
- **Swag Sponsor - $3,000** provides young professionals with take-home materials like t-shirts, notebooks and other giveaways

There are other sponsorships available:

Networking Sponsor (*$3,000*), **Breakout Session Sponsor** (*$2,000*),
Welcome Sponsor (*$2,000*), **Send-off Sponsor** (*$2,000*),
Table Sponsor (*$1,000*), **Friends of YP Unite Summit** (*$500*)

TITLE SPONSOR

$15,000
INVESTMENT

2024 XYZ YP Unite Summit

Partnership at this level will position your brand as a leader among YPs across the region. Your organization will be the sole Title sponsor of the YP Unite Summit and will have exclusive access to the planning, leadership, attendees, and overall experience of the event.

BRAND PROMOTION

- Name listed *before* event on all event promotions and press releases across Kentucky and regional market
- Name listed *before* event on recruitment and marketing campaigns
- Name listed in all 2024 regional sponsorship and YP partnership asks
- Logo and reciprocal link *before* event name on website header for one year
- Logo and reciprocal link on registration confirmation email
- Logo and reciprocal link (when available) *before* event on all digital content
- Logo listed *before* event on all print materials
- Logo and reciprocal link listed in email to ***ALL*** past attendees
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to serve on the YP Unite Summit planning committee
- Opportunity to host one breakout session (panelist, speaker, etc.)
- Full event ticket access for 15 employees

KEY EVENT BENEFITS

EXCLUSIVE!

- Title Sponsorship of the YP Unite Summit
- Opportunity to set up a marketing table at all Summit events
- Opportunity to provide written content for YPAL to share with attendees in post-event email
- Opportunity to provide written content for YPAL to share with all past attendees encouraging them to attend
- Opportunity to make welcoming remarks during each weekend event (reception, conference, send-off)
- Opportunity to be a thought partner in planning the YP Unite Summit

TITLE SPONSOR

$15,000
INVESTMENT

2024 XYZ YP Unite Summit

Partnership at this level will position your brand as a leader among YPs across the region. Your organization will be the sole Title sponsor of the YP Unite Summit and will have exclusive access to the planning, leadership, attendees, and overall experience of the event.

BRAND PROMOTION

- Name listed *before* event on all event promotions and press releases across Kentucky and regional market
- Name listed *before* event on recruitment and marketing campaigns
- Name listed in all 2024 regional sponsorship and YP partnership asks
- Logo and reciprocal link *before* event name on website header for one year
- Logo and reciprocal link on registration confirmation email
- Logo and reciprocal link (when available) *before* event on all digital content
- Logo listed *before* event on all print materials
- Logo and reciprocal link listed in email to ***ALL*** past attendees
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to serve on the YP Unite Summit planning committee
- Opportunity to host one breakout session (panelist, speaker, etc.)
- Full event ticket access for 15 employees

KEY EVENT BENEFITS

EXCLUSIVE!

- Title Sponsorship of the YP Unite Summit
- Opportunity to set up a marketing table at all Summit events
- Opportunity to provide written content for YPAL to share with attendees in post-event email
- Opportunity to provide written content for YPAL to share with all past attendees encouraging them to attend
- Opportunity to make welcoming remarks during each weekend event (reception, conference, send-off)
- Opportunity to be a thought partner in planning the YP Unite Summit

PRESENTING SPONSOR

$10,000
INVESTMENT

2024 YP Unite Summit presented by XYZ

Partnership at this level will position your brand as a leader among YP's across the region. Your organization will be the Presenting sponsor of the YP Unite Summit and will have unique access to the planning, leadership, attendees, and overall experience of the event.

BRAND PROMOTION

- Name listed *after* event on all event promotions and press releases across Kentucky and regional market
- Name listed *after* event on recruitment and marketing campaigns
- Name listed in all 2024 regional sponsorship and YP partnership asks
- Logo and reciprocal link *after* event name on website header for one year
- Logo and reciprocal link on registration confirmation email
- Logo and reciprocal link (when available) *after* event on all digital content
- Logo listed *after* event on all print materials
- Logo and reciprocal link listed in email to all past attendees
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to serve on the YP Unite Summit planning committee
- Opportunity to provide one leader for a panel discussion
- Full event ticket access for 10 employees

KEY EVENT BENEFITS

- Presenting Sponsorship of the YP Unite Summit
- Opportunity to set up a marketing table at Friday's conference
- Opportunity to provide written content for YPAL to share with attendees in post-event email
- Opportunity to provide written content for YPAL to share with all past attendees encouraging them to attend
- Opportunity to make welcoming remarks at Friday's Summit
- Opportunity to be a thought partner in planning the conference

REGISTRATION SPONSOR

$8,000
INVESTMENT

Partnership at this level will position your brand as a leader among recruiting YP's across the region to get involved. Your organization will be the Registration sponsor of the YP Unite Summit with unique access to attendees at all aspects of their registration experience.

BRAND PROMOTION

- Name listed on all press releases across Kentucky and regional market
- Name listed on all registration campaigns
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on registration page
- Logo and reciprocal link on registration confirmation email
- Logo and reciprocal link (when available) on all digital registration content
- Logo on all print materials
- Logo and reciprocal link listed in recruitment email to all past attendees
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to provide volunteers to check in attendees at all weekend events
- Opportunity to serve on the event experience planning sub-committee
- Opportunity to provide one leader for a panel discussion
- Full event ticket access for 8 employees

KEY EVENT BENEFITS

- Registration Sponsorship of the YP Unite Summit
- Opportunity to provide marketing materials at registration table
- Opportunity to provide written content for YPAL to share with attendees in post-event email
- Opportunity to provide written content for YPAL to share with all past attendees
- Opportunity to welcome guests as they arrive at Friday's conference
- Opportunity to be a thought partner in planning the registration and check-in process

HOSPITALITY SPONSOR

$8,000
INVESTMENT

Partnership at this level will position your brand as a hospitality leader among YP's across the region. Your organization will be the Hospitality sponsor of the YP Unite Summit with unique access to attendees at all aspects of their hospitality experience.

BRAND PROMOTION

- Name listed on all press releases across Kentucky and regional market
- Name listed on all lodging and travel posts and recommendations
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on hospitality page
- Logo and reciprocal link on hospitality communications with attendees
- Logo and reciprocal link (when available) on all digital registration content
- Logo on all print materials
- Logo placed on all food and drink stations throughout all events
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to provide volunteers to check in attendees at all weekend events
- Opportunity to serve on the event experience planning sub-committee
- Opportunity to provide one leader for a panel discussion
- Full event ticket access for 8 employees

KEY EVENT BENEFITS

- Hospitality Sponsorship of the YP Unite Summit
- Opportunity to provide marketing materials at food and drink stations
- Opportunity to provide written content for YPAL to share with attendees in post-event email
- Opportunity to provide written content for YPAL to share with all past attendees
- Opportunity to welcome guests as they arrive at Friday's Summit
- Opportunity to be a thought partner in planning hospitality offerings

EXPERIENCE SPONSOR

$8,000
INVESTMENT

Partnership at this level will position your brand as a experience leader among YP's across the region and beyond. Your organization will be the Experience sponsor of the YP Unite Summit with unique access to attendees at all aspects of their guest experience (timeline, details, prizes, giveaways, etc.).

BRAND PROMOTION

- Name listed on all press releases across Kentucky and regional market
- Name listed on all event experience promotions
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event experience (timeline and details) page
- Logo and reciprocal link on event experience communications with attendees
- Logo and reciprocal link (when available) on all digital event experience content
- Logo on all print materials
- Name on post-event survey
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to provide morale and event experience volunteers at all weekend events
- Opportunity to serve on the 'event experience' planning sub-committee
- Opportunity to provide one leader for a panel discussion
- Full event ticket access for 8 employees

KEY EVENT BENEFITS

- Experience Sponsorship of the YP Unite Summit
- Opportunity to provide marketing materials at guest tables
- Opportunity to provide written content for YPAL to share with attendees in post-event email
- Opportunity to provide written content for YPAL to share with all past attendees
- Opportunity to welcome guests as they arrive at Friday's conference
- Opportunity to be a thought partner in boosting event experience for attendees

NAMETAG SPONSOR

$5,000
INVESTMENT

Partnership at this level will position your brand immediately and consistently in front of YP's across the region. Your organization will be the Nametag sponsor of the YP Unite Summit with unique access to attendees as they arrive and throughout the event as they meet other attendees.

BRAND PROMOTION

- Logo on event nametags or lanyards
- Name listed in all future regional YP partnership asks
- Logo and reciprocal link on event registration page
- Logo and reciprocal link on logistics communications with attendees
- Logo on all print materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to provide volunteers at check-in to hand out nametags
- Full event ticket access for 5 employees

KEY EVENT BENEFITS

- Nametag Sponsorship of the YP Unite Summit
- Opportunity to provide marketing materials at check-in
- Opportunity to provide written content for YPAL to share with attendees in pre-event email
- Opportunity to welcome guests as they arrive at Friday's conference

VOLUNTEER SPONSOR

$5,000
INVESTMENT

Partnership at this level will position your brand as a volunteer leader of YP's across the region. Your organization will be a Volunteer sponsor of the YP Unite Summit with unique access to event volunteers through training, marketing and more.

BRAND PROMOTION

- Logo on Volunteer identifiers (nametags, t-shirts, etc.)
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event volunteer page
- Logo and reciprocal link on volunteer communications
- Logo on all print materials
- Logo on all volunteer training materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to provide volunteers at all weekend events
- Full event ticket access for 5 employees

KEY EVENT BENEFITS

- Volunteer Sponsorship of the YP Unite Summit
- Opportunity to provide welcoming remarks at volunteer trainings
- Opportunity to provide written content for YPAL to share with volunteers
- Opportunity to be a thought partner in designing volunteer roles and opportunities throughout the weekend

KEYNOTE SPONSOR

$5,000
INVESTMENT

Partnership at this level will position your brand as a leader of YP's across the region. Your organization will be a Keynote sponsor of the YP Unite Summit with unique access to event attendees and leaders through the Keynote session.

BRAND PROMOTION

- Logo on all Keynote promotion marketing materials
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event timeline/speaker page
- Logo and reciprocal link on keynote speaker communications
- Logo on all print materials
- Logo on all Keynote presentation materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to introduce Keynote speaker
- Opportunity to Full event ticket access for 5 employees

KEY EVENT BENEFITS

- Keynote Sponsorship of the YP Unite Summit
- Opportunity to meet Keynote speaker ahead of introduction

PANEL SPONSOR

$5,000
INVESTMENT

Partnership at this level will position your brand as a leader of YP's across the region in engaging in conversation with leaders. Your organization will be a Panel discussion sponsor of the YP Unite Summit with unique access to event attendees through the panel discussion.

BRAND PROMOTION

- Logo on all Panel promotion marketing materials
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event timeline page
- Logo and reciprocal link on panel communications
- Logo on all print materials
- Logo on all Panel presentation materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to introduce Panelists and/or moderate panel
- Opportunity to Full event ticket access for 5 employees

KEY EVENT BENEFITS

- Panel Sponsorship of the YP Unite Summit
- Opportunity to meet Panelists ahead of introduction

Panel Partner

Partnership at this level will position your brand as a leader of YP's across the region in engaging in conversation with leaders. Your organization will be a Panel discussion sponsor of the YP Unite Summit with unique access to event attendees through the panel discussion.

BRAND PROMOTION

- Logo on all Panel promotion marketing materials
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event timeline page
- Logo and reciprocal link on panel communications
- Logo on all print materials
- Logo on all Panel presentation materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to introduce Panelists and/or moderate panel
- Opportunity to Full event ticket access for 5 employees, partners, or potential attendees with financial barriers

KEY EVENT BENEFITS

- Panel Partnership of the YP Unite Summit
- Opportunity to meet Panelists ahead of introduction
- Opportunity to introduce the panel discussion and share your work with the audience
- Opportunity to provide a content expert for the panel discussion

SWAG SPONSOR

$3,000
INVESTMENT

Partnership at this level will position your brand as a swag leader of YP's across the region. Your organization will be the Swag sponsor of the YP Unite Summit with unique access to attendees through take-home materials like t-shirts, notebooks, and other giveaways.

BRAND PROMOTION

- Logo on swag (t-shirts, notebooks, etc.)
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event experience page
- Logo on all print materials
- Logo on all volunteer training materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to provide volunteers at all weekend events to hand out swag to attendees
- Full event ticket access for 3 employees

KEY EVENT BENEFITS

- Swag Sponsorship of the YP Unite Summit
- Opportunity to be a thought partner in designing swag for event attendees

YPAL YOUNG PROFESSIONALS Association of Louisville

TRAVEL SPONSOR

$3,000
INVESTMENT

Partnership at this level will position your brand as a leader of YP's across the region. Your organization will be the Travel sponsor of the 2023 YP Unite Summit that will support YPAL board members going to Johnson City, Tennessee for the entirety of the Summit.

BRAND PROMOTION

- Opportunity to provide swag for YPAL volunteers to take/wear at the Summit
- YPAL to create a 2023 YP Unite Summit honoring your support for allowing us to represent Louisville to the region
- Name listed in all regional YP partnership asks for one year
- SVS account tagged on all YP Unite Summit posts from YPAL during all 3 days
- Logo and reciprocal link on the event page for one year
- Logo on all print materials for one year
- Logo on all volunteer materials for one year
- Referenced on YPAL and YP Unite Summit social media for one year
- Referenced on YPAL's weekly email (sent to over 6,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Logo and reciprocal link included in post-event blog post on YPAL website

EMPLOYEE ENGAGEMENT

- 8 YPAL memberships for employees
- Unlimited discounted memberships for students, partners, alumni, etc.
- Employee to serve on YP Unite Summit committee for 2024
- Opportunity for YPAL to host an employee information session on their YPAL membership benefits

KEY EVENT BENEFITS

- Verbal recognition at 2023 YP Unite Summit and in YPAL-led breakout sessions
- Opportunity to provide written content in YP Unite Summit email

YP UNITE SUMMIT

YPAL YOUNG PROFESSIONALS Association of Louisville

TRAVEL SPONSOR

$3,000
INVESTMENT

Partnership at this level will position your brand as a leader of YP's across the region. Your organization will be the Travel sponsor of the 2024 YP Unite Summit that will welcome our out-of-town leaders to Louisville.

BRAND PROMOTION

- Opportunity to provide swag in a welcome bag for our guests
- YPAL to create a 2024 YP Unite Summit video honoring your support for allowing us to welcome folks to Louisville
- Name listed in all regional YP partnership asks for one year
- Account tagged on all YP Unite Summit posts from YPAL during all 3 days
- Logo and reciprocal link on the event page for one year
- Logo on all print materials for one year
- Logo on all volunteer materials for one year
- Referenced on YPAL and YP Unite Summit social media for one year
- Referenced on YPAL's weekly email (sent to over 6,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Logo and reciprocal link included in post-event blog post on YPAL website

EMPLOYEE ENGAGEMENT

- 8 YPAL memberships for employees
- Unlimited discounted memberships for students, partners, alumni, etc.
- Employee to serve on YP Unite Summit committee for 2024
- Opportunity for YPAL to host an employee information session on their YPAL membership benefits

KEY EVENT BENEFITS

- Verbal recognition at 2024 YP Unite Summit and in YPAL-led breakout sessions
- Opportunity to provide written content in YP Unite Summit email

PHOTOBOOTH SPONSOR

$3,000
INVESTMENT

Partnership at this level will position your brand as a leader of YP's across the region in capturing moments. Your organization will be a Photobooth sponsor of the YP Unite Summit with unique access to attendees and their audiences through the photobooth.

BRAND PROMOTION

- Logo on photobooth backdrop
- Logo on any digital photos
- Name listed in all 2024 regional YP partnership asks
- Referenced on all post-event photos and albums on social media
- Name and reciprocal link listed on post-event email to attendees with links to photos
- Logo on all print materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to provide photobooth volunteers at all weekend events
- Opportunity to provide photographer to take event photos
- Full event ticket access for 3 employees

KEY EVENT BENEFITS

- Photobooth Sponsorship of the YP Unite Summit
- Opportunity to be a thought partner in planning photograph opportunities at weekend events

NETWORKING SPONSOR

$3,000
INVESTMENT

Partnership at this level will position your brand as a relationship building leader of YP's across the region. Your organization will be a Networking sponsor of the YP Unite Summit with unique access to event attendees throughout the event to build meaningful connections among attendees.

BRAND PROMOTION

- Logo on Networking promotion marketing materials
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event timeline page
- Name and reciprocal link on networking communications
- Logo on all print materials
- Logo on Networking handout materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Full event ticket access for 3 employees

KEY EVENT BENEFITS

- Networking Sponsorship of the YP Unite Summit
- Opportunity to introduce Networking session
- Opportunity to be a thought partner in Networking session

BREAKOUT SPONSOR

$2,000
INVESTMENT

Partnership at this level will position your brand as a leader of YP's across the region in engaging in conversation with each other. Your organization will be a Breakout Session sponsor of the YP Unite Summit with unique access to event attendees through small group breakout sessions.

BRAND PROMOTION

- Logo on Breakout Session promotion marketing materials
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event timeline page
- Logo and reciprocal link on panel communications
- Logo on all print materials
- Logo on Breakout session presentation materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Opportunity to introduce Panelists and/or moderate panel during one Breakout session
- Full event ticket access for 3 employees

KEY EVENT BENEFITS

- Breakout Sponsorship of the YP Unite Summit
- Opportunity to be a thought partner in one Breakout session
- Opportunity to meet speakers/panelists ahead of event

WELCOME SPONSOR

$2,000
INVESTMENT

Partnership at this level will position your brand immediately as a leader of YP's across the region. Your organization will be a Welcome Reception sponsor of the YP Unite Summit with unique access to event attendees through Thursday evening's kick-off event.

BRAND PROMOTION

- Logo on Welcome Reception promotion marketing materials
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event timeline page
- Name and reciprocal link on Welcome Reception communications
- Logo on all print materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Full event ticket access for 3 employees

KEY EVENT BENEFITS

- Welcome Reception Sponsorship of the YP Unite Summit
- Opportunity to provide marketing materials at Welcome Reception
- Opportunity to provide written content for YPAL to share with Welcome Reception attendees in pre-event email
- Opportunity to welcome guests as they arrive at Thursday's Welcome Reception
- Opportunity to provide opening remarks at Welcome Reception

SEND-OFF SPONSOR

$2,000
INVESTMENT

Partnership at this level will position your brand as a lasting leader of YP's across the region. Your organization will be a Send-Off sponsor of the YP Unite Summit with unique access to event attendees through Saturday morning's closing event.

BRAND PROMOTION

- Logo on Send-Off promotion marketing materials
- Name listed in all 2024 regional YP partnership asks
- Logo and reciprocal link on event timeline page
- Name and reciprocal link on Send-Off communications
- Logo on all print materials
- Referenced on YPAL and regional partner's social media
- Referenced on YPAL's weekly email (sent to over 5,000 email addresses)
- Logo and reciprocal link on the YP Unite Summit website for one year
- Name listed as a partner of YPAL in organization report (published in Business First and distributed to every Business First subscriber)

EMPLOYEE ENGAGEMENT

- Full event ticket access for 3 employees

KEY EVENT BENEFITS

- Send-Off Sponsorship of the YP Unite Summit
- Opportunity to provide marketing materials at Send-Off
- Opportunity to provide written content for YPAL to share with Send-Off attendees in pre-event email
- Opportunity to welcome guests as they arrive at Saturday's Send-Off
- Opportunity to provide opening remarks at Send-Off

TABLE SPONSOR

Partnership at this level will create opportunities to engage your organization and employees with the larger young professional community. We will partner organizations like yours who seek to be known as advocates for young professionals in the region and seek to have their company represented among attendees.

BRAND PROMOTION

- Name and reciprocal link listed on YP Unite Summit website for one year
- Logo listed as a Table Sponsor on-screen during event
- Name listed on reserved table for 10 employees

EMPLOYEE ENGAGEMENT

- Full event access for 10 employees

FRIENDS OF YP UNITE SUMMIT

$500
INVESTMENT

Partnership at this level will create opportunities to engage your organization with the larger young professional community. We will partner with small businesses or non-profits who seek to be known as an advocate for young professionals in the region.

BRAND PROMOTION

- Name and reciprocal link listed on YP Unite Summit website for one year
- Logo listed as a Friend of YP Unite Summit on marketing materials before and during event

EMPLOYEE ENGAGEMENT

- Full event access for 2 employees

YP GROUP PARTNER

YP UNITE SUMMIT

Join us as a YP Group Partner for the 2024 YP Unite Summit!

We will recognize your YP Group at the Summit and look forward to hosting *at least* one representative from your team in Louisville in November!

KEY EVENT BENEFITS

- Opportunity to participate in YP Group Best Practices Breakout Session
- Access to quarterly YP Group Quarterly Leadership calls to continue what you learn!
- Access to pre-event call to make sure you have everything you need!
- 10% off tickets for your leadership team!

BRAND PROMOTION

- Name and reciprocal link listed on YP Unite Summit website for one year as a YP Partner
- Logo listed as on-screen during event presentations
- Logo listed on social media in reference to YP Group Partners
- Name announced as a YP Group Partner

WHAT WE NEED FROM YOU

- Email your logo & link to admin@ypal.org
- At least one person from your group to purchase a ticket and plan to attend the 2024 YP Unite Summit
- Promotion of the YP Unite Summit to your members, sponsors and community

Join us by October 15th, 2024 to make the most of our partnership!