

Young Women Run New York

April 9, 2022

A premiere conference to accelerate young women into civic leadership and political power

About IGNITE

IGNITE is a non-partisan movement of young women who are ready and eager to become the next generation of civic leaders. IGNITE has its finger on the pulse of Gen Z women, the issues they care most about, and their aspirations for leadership. We have a significant social media presence with our monthly audience reach averaging one million across all channels including SnapChat, Twitter, Instagram, TikTok, and Facebook. We have a proven track record of engaging young women online. For instance, our 2020 #IGNITetheVote campaign garnered over 6 million views.



Nearly 80% of IGNITE participants are young women of color who will serve as our country's future business and community leaders and elected officials. **"With their tremendous buying power, Gen Z women represent approximately 40% of consumers worldwide."**



About Young Women Run

Young Women Run conferences are day long events that propel 300+ young women into civic and political leadership. After a hiatus of in person programming in March of 2022, IGNITE will return to in person programming with Young Women Run New York, **featuring high-profile speakers, program-specific tracks with small group breakout sessions, policy-related plenary conversations, and networking opportunities with government, public affairs, and businesses who will inspire young women to flex their political power.**

Partner with IGNITE at Young Women Run

Gen Z has an estimated \$143B in buying power. IGNITE participants prioritize purchasing products, goods, and services from socially conscious brands aligned with their values. This virtual conference will offer companies new and unique opportunities to align themselves with socially conscious Gen Z consumers.

Examples of partnership include:

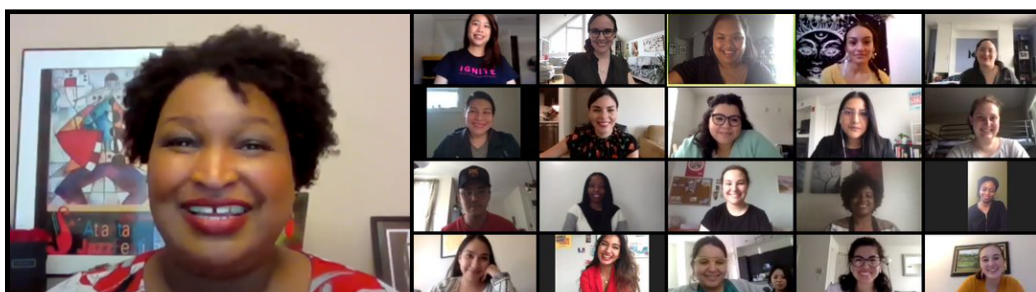
- **Presenting Partner:** Host plenaries and keynote speakers, with opportunities for company leadership to promote their brand as they introduce speakers.
- **Training Partner:** Leverage and spotlight your company's expertise by co-designing and delivering a workshop for conference participants. Examples include: create your personal brand, negotiation, financial planning, media training, and more.
- **Networking Partner:** Host networking events in and around the conference to connect young women with future employers.
- **Promotional Partner:** Market your brand to new consumers, with opportunities to advertise on our social media channels, registration site, and conference platform.
- **Luncheon Partner:** Host a table for young women to engage with public service leaders and elected officials in order to forge connections and learn from their professional expertise.
- **Scholarship Partner:** Remove financial barriers for students and enable them to travel to the conference for a transformative experience that will accelerate their leadership.



Benefits to Your Company

- Promote your brand via IGNITE's social media channels, website, and at the conference.
- Expose your brand to young women who will be our country's future business leaders, policy makers, and consumers.
- Showcase your brand's commitment to young women's leadership and gender equity.
- Spotlight brand executives with speaking opportunities.
- Connect with local civic and political leaders.
- Encourage employee leadership and volunteer opportunities.

Contact May Nazareno at may@ignitenational.org to design a package that best suits the needs of your company.



YOUNG WOMEN RUN 2022 SPONSORSHIP PACKAGES

	Presenting Partner \$10,000	Training Partner \$5,000	Networking Partner \$2,500	Promotional Partner \$1,000	Luncheon Partner \$500	Scholarship Partner \$250
Co-brand Young Women Run conference	✓	✗	✗	✗	✗	✗
Deliver remarks & introduce high profile speakers	✓	✗	✗	✗	✗	✗
Design workshops	✓	✓	✗	✗	✗	✗
Co-brand networking sessions	✗	✗	✓	✗	✗	✗
Employee training & networking	✓	✓	✓	✓	✓	✗
Advertise your brand on conference marketing collateral, during the conference & on IGNITE's social media channels	✓	✓	✓	✓	✓	✓
Promotional product sales & giveaway	✓	✓	✓	✓	✗	✗
Recognition as a table host & luncheon partner	✗	✗	✗	✗	✓	✗
Seats at tables with political leaders during the luncheon	✗	✗	✗	✗	✓	✗

SPONSORSHIP FORM

Company Name: _____

Contact: _____




Phone: _____

Email: _____



- Presenting Partner: \$10,000
- Training Partner: \$5,000
- Networking Partner: \$2,500
- Promotional Partner: \$1,000
- Luncheon Partner: \$500
- Scholarship Partner: \$250

**Please send the following information to
May Nazareno may@ignitenational.org:**

-  High resolution logo
-  Social media handles
-  Instructions for payment

Thank you for your partnership