

Young Women Run

March 29-March 31, 2021

A premiere virtual 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 the pulse on Gen Z women, the issues they care most about and their aspirations for leadership.

Nearly 80% of IGNITE participants are young women of color and will serve as our future business and community leaders and elected officials. Gen Z women also have tremendous buying power, representing approximately 40% of consumers worldwide.



Meeting the Moment:

Young women are navigating the long-term impact of a pandemic and civil unrest, all while planning for a future of civic and political leadership. IGNITE has quite successfully shifted our in-person work to online programming. Since March 2020, we have hosted nearly 200 virtual trainings for more than 4,000 young women, 66% of whom attended 2 or more events. We have a significant social media presence with our monthly reach averaging one million across all channels including Twitter, Instagram, TikTok, and Facebook. We have a proven track record engaging online. For instance, our most recent campaign, #IGNITetheVote, has garnered over 6 million views.



About Young Women Run:

In March 2021, IGNITE will host Young Women Run, a multi-day virtual conference to propel young women into civic and political leadership. The event will be modeled after past in-person events, and **will feature high-profile speakers, program-specific tracks with smaller group breakout sessions, policy-related plenary conversations and networking opportunities.** The event will be hosted on a secure platform that encourages participants to connect with speakers and each other. A virtual

conference is a ripe opportunity to engage even more participants than the restrictions of conference venues. Each day will be fast-paced and exciting, featuring high-profile speakers in government, public affairs, and business who can inspire young women to flex their political power.

Partner with IGNITE at Young Women Run:

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



Examples of partnership include:

- **Presenting Partner:** Host plenaries and keynote speakers, with opportunities for company leadership to promote their brand at the same time 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 virtual networking receptions 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.

Benefits to Your Company

- Brand promotion via IGNITE's social media channels, website, and conference platforms.
- Expose your brand to young women who will be our future business leaders, policy makers, and consumers.
- Showcase your brand's commitment to young women's leadership and gender equity.
- Speaking opportunities to spotlight executives.
- Employee leadership and volunteer opportunities.

Contact Kristin Hayden at kristin@ignitenational.org to design a package that best suits the needs of your company.

