

Kentucky YMCA Youth Association

**2020 Virtual  
Kentucky Youth Assembly  
Sponsorship Packet**



# Advocacy isn't canceled. Service isn't canceled. Changemakers aren't canceled.

For over 70 years, the Kentucky Youth Assembly (KYA) has welcomed thousands of Kentucky youth to gather, debate and solve the most pressing issues facing our Commonwealth. COVID has turned school schedules upside down, but one thing that's not changing is KYA. The KY YMCA and KYA aren't places, they're the young changemakers writing and debating bills, running for office and building friendships across political, rural/urban, and cultural divides. **We can't think of a more important time for today's youth to be involved, committed and inspired to better their communities. We can't think of a more critical time to keep youth *connected* to their communities.** We're not canceling KYA this year and we're fired up about the opportunities a virtual conference will offer our amazing students, teachers and schools.

## Leader in Youth Development

The Kentucky YMCA Youth Association annually serves over **10,500 KY youth from over 111 counties, and we anticipate thousands of Kentucky youth and teachers through our adapted virtual KYA conferences.** When the world shut down this past March, we didn't miss a beat. As a leader in youth development programming, we offered over 25 individual virtual programs to over 220 youth between March and July 2020. We're taking this expertise with us as we launch our biggest virtual program yet: KYA. With your support, the KY YMCA can eliminate the barriers that prevent students and schools from logging into this year's conference and elevate the voices of changemakers across the Bluegrass.

## Connect with our Community

The KY YMCA community includes thousands of teachers and students from across the entire Commonwealth. **As a partner of this year's 2020 KYA, you will have the opportunity to directly connect with this state-wide network.** We are committed to providing partners meaningful access to the participants and volunteers of our seven virtual KYA conferences and helping them to build strong relationships with our schools and teachers.

### Virtual Y-Program Participants Say...

"(The KY YMCA) helped to give me a space during tough times to turn to where I knew I could have both fun and educational ties regardless of how the rest of my week was going. It helped to boost my mood and keep me motivated and I hope to carry these feelings into the future"

"I was able to learn a lot about myself, my mentality, and that of others, and I feel prepared enough civically that I could make a real difference in my community."

"Being able to make new friends from my computer screen completely lit up my quarantine life!"

As a 2020 partner,  
your company  
will gain recognition in  
our KY community of:

**10,500+ Teens**  
**500+ Teachers**  
**Over 300 Schools**  
**111 Counties**

# Sponsorship Benefits

Sponsor Package Includes	Award Champion	Virtual Visionary	Teacher Cheerleader	Debate Sponsor
	Ensure conference awards are available and can be shipped to winning teachers & students	Directly sponsor zoom accounts for all schools and the building of this new virtual conference	Provide Teachers the support and training they need to coordinate their school's KYA participation	Support our student's debate! Provide scholarships to students to participant in our conference
	\$7,500	\$5,000	\$2,500	\$1,000
Logo featured during all GA zoom calls (All KYA attendees are required to attend GA)	✓	✓		
Provided three (3) minutes of speaking time to all participants at each conference	✓	✓		
Logo, company information and promotional materials included in all mailed award shipments to students and schools	✓			
Logo and company information included in every email sent to participants that includes conference zoom links and logistical instructions	✓	✓		
Recognition at any pre-KYA workshops offered to participating students and schools	✓	✓		
Recognition in any communication sent directly and only to participating teachers pre-KYA			✓	
Logo featured in all "Teacher Only" virtual meeting rooms			✓	
Speaking time during "Teacher Only" virtual meeting space			✓	
Logo featured in up to 3 Committee rooms (Where student debate takes place)				✓
Included in Virtual Conference Packet that includes partner information (coupons, brochures, etc.) and is sent to all teachers and parents of attending students	✓	✓	✓	✓
Featured in KY YMCA social media, website, marketing to all prospective students, teachers parents & donor	✓	✓	✓	✓

# Commitment Form

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
Sponsor Package: \_\_\_\_\_  
Payment: Enclosed or Requesting Invoice

Please send logo in .eps and .jpeg formats to [Meghan@kymca.org](mailto:Meghan@kymca.org)

## **Questions? Please Contact:**

Meghan Rouse  
Director of Mission Advancement  
502-751-8527  
[meghan@kymca.org](mailto:meghan@kymca.org)

## **Mailing Address:**

91 C. Michael Davenport Blvd.  
Frankfort, KY 40601

**Thank you for supporting these important youth-led conferences and for believing in the incredible power of today's young changemakers!**

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