

SPONSORSHIP OPPORTUNITIES

USY International Convention

Ontario, CA | December 22-26, 2019



Make a difference. Create an impact.

Our Mission:

USY empowers Jewish youth to develop friendships, leadership skills, a sense of belonging to the Jewish People, a deep engagement with and love for Israel, and a commitment to inspired Jewish living through meaningful and fun experiences based on the ideology of Conservative Judaism.

Our Vision:

We envision a world in which Jewish teens are inspired by an authentic and dynamic Judaism to become leaders in their kehillot (Jewish communities inside and outside the walls of a synagogue) and make a positive impact on the world today and in the future.

324

chapters in
USCJ affiliated
synagogues



8,000

teens across North America



777

teens explored
North America during
the past 4 years



589

teens traveled to
Israel, Poland and the
Dominican Republic
during the past 4 years



870

teens engaged
in USY leadership
development
last year



210

teens participated in
online Jewish learning
last year

\$110,500

raised by teens
in 1 year for
charitable giving



Teens volunteered
8,111 hours for **102**
organizations last year





We gather at USY International Convention (IC)

IC is an opportunity for our teens to immerse themselves in hands-on volunteering, leadership experiences, and Jewish learning, while building long-lasting communities.

Experiences that inspire leadership, connection and growth.



Explore our religion

through spiritual services and discussions.



Making lifelong friendships and creating community

through planned activities that give attendees the opportunity to meet and interact in a safe, joyful environment.



Repairing the world

through our *Tikkun Olam* activities. During one of our five days in Ontario we offer time for our teens to make a difference in the world around them.

Why partner with us?

Visibility

Accessibility

Branding opportunities

Here's how you can gain unparalleled access to **900** teens and young adults from across North America at USY International Convention.



Shabbaton:

A weekend targeted at USY teen leadership from across the continent



Opening Session:

A dynamic kickoff to convention with music and vision and energy



USY Formal Dinner:

A formal dress dinner dance for our USYers



T-Shirts:

900 t-shirts will be worn by everyone at convention and for years after



Shacharit Live:

A moving spiritual and musical prayer service on Thursday morning for the whole convention



Reunions:

Celebrate reunions with teens and adults visiting the convention to reconnect with friends



Staff training:

Invest in professional development for dedicated staff from across the continent

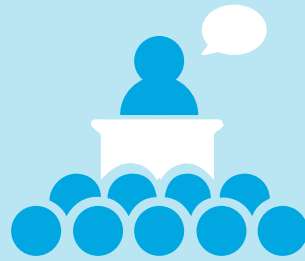


Convention Video and Closing Session:

Produced during convention and presented at the closing session, the video shares highlights of convention and announces the 2020 location

Integrated Approach and Year-Round* Engagement

Partner with our team to leverage digital and social media targeted to teens and adults, and integrate a fresh, engaging campaign around convention and all year long. We reach hundreds of thousands of families, and welcome the opportunity to explore new and exciting partnership ideas, both at convention and leading up to the event.



USY International Convention

378K

EMAILS

800

ATTENDEES



USY on Facebook

5,100

FOLLOWERS

660K

IMPRESSIONS

168K

ENGAGEMENTS

USY Alumni on Facebook

5,500

FOLLOWERS

320K

IMPRESSIONS

200K

ENGAGEMENTS

USY on Twitter



2,300

FOLLOWERS

72K

IMPRESSIONS

1,620

ENGAGEMENTS

USY on Instagram



2,400

FOLLOWERS

58K

ENGAGEMENTS

USY Summer Travel Recruitment

210K

EMAILS



USY Regional Events and Encampment

8,000

ATTENDEES



*Calendar year 2018

USY Sponsorship opportunities

SHABBATON SPONSOR

\$30,000

Featured placement in all convention materials, including the USY website and convention app

Corporate Logo/Individual Sponsor Name prominently displayed on digital screens at convention plenaries and convention app

Convention bags branded with your Corporate Logo/Individual Sponsor Name

Featured placement for sponsorship event in *Know Before You Go* email

Sponsorship of pre-convention Shabbaton and opportunity to lead a session over the weekend with USY international executive board and staff

All convention recruitment emails branded (54 x +/- 7,000 = 378,000)

Eight VIP tickets to Shabbaton, Opening Session and Dinner

OPENING SESSION SPONSOR

\$20,000

Featured placement in all convention materials, including the USY website and convention app

Corporate Logo/Individual Sponsor Name prominently displayed on digital screens at convention plenaries and convention app

Sponsorship of Opening Session

Featured placement for sponsorship event in *Know Before You Go* email

Recognition from the Podium at Opening Session and brief remarks

Convention recruitment emails branded (35 x +/- 7,000 = 245,000)

Seven VIP tickets to Opening Session and Dinner

USY FORMAL DINNER SPONSOR

\$15,000

Featured placement in all convention materials, including the USY website and convention app

Corporate Logo/Individual Sponsor Name prominently displayed on digital screens at convention plenaries and convention app

Featured placement for sponsorship event in *Know Before You Go* email

Sponsorship of the USY Formal Night Dinner Dance

Opportunity to brand summer travel recruitment emails (30 x +/- 7,000 = 210,000)

Six VIP tickets to the USY Formal Dinner or Opening Session and Dinner

CONVENTION VIDEO SPONSOR

\$15,000

Listing in all convention materials, including the USY website and convention app

Corporate logo/individual sponsor name on USY International Convention website and digital screens at convention

Recognition in *Know Before You Go* email

Sponsorship of and highlight in the 2019 Convention video and 2020 Promo

The video will be on USY IC website from December 2019 through December 2020

Four VIP tickets to the USY Formal Dinner and video presentation

USY Sponsorship opportunities

SHACHARIT LIVE SPONSOR

\$10,000

Listing in all convention materials, including the USY website and convention app

Corporate logo/individual sponsor name on USY International Convention website and digital screens at convention

Recognition in *Know Before You Go* email

Sponsorship of Shacharit Live on Thursday morning of convention

Four VIP tickets to Shacharit Live

T-SHIRT SPONSOR

\$10,000

Listing in all convention materials, including the USY website and convention app

Corporate logo/individual sponsor name on USY International Convention website and digital screens at convention

Recognition in *Know Before You Go* email

900 T-shirts with featured corporate logo/individual sponsor name for all convention teens and staff

Four VIP tickets to the Opening Session and Dinner

REUNION SPONSOR

\$7,500

Listing in all convention materials, including the USY website and convention app

Corporate logo/individual sponsor name on USY International Convention website and digital screens at convention

Sponsorship of one of the following reunions: NATIV Alumni, USY Alumni Reunion, USY Summer Programs Reunion

Recognition in *Know Before You Go* email

LANYARD AND KEYCARD SPONSOR

\$5,000

Listing in all convention materials, including the USY website and convention app

Sponsorship of one of the following: lanyards, hotel key cards or teen leadership workshops

Recognition in *Know Before You Go* email

Exhibitor table and internet included

USY Sponsorship opportunities

STAFF TRAINING AND APPRECIATION SPONSOR

\$3,600

Listing in all convention materials, including the USY website and convention app

Sponsorship of one of the following: staff hospitality suite or staff sessions on leadership development

Recognition in *Know before you Go* email

Exhibitor table and internet included

SESSION SPONSOR

\$2,500

Listing in all convention materials, including the USY website and convention app

Sponsorship of one convention breakout session

Recognition in *Know before you Go* email

Exhibitor table and internet included

EXHIBITOR VILLAGE SPONSOR

\$1,100

Listing in all convention materials, including the USY website and convention app

One table in the exhibitor village

Internet included

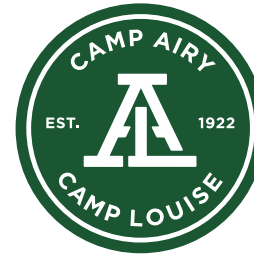
CHANUKAH CANDLE SPONSOR

\$1,000

Listing in all convention materials, including the USY website and convention app



Past Sponsors Include:





Learn more about partnering with USY International Convention (IC)

Contact Jonathan Boiskin at
(646) 519-9249 or email boiskin@uscj.org



USCJ's youth
movement

USY International Convention

December 22-26, 2019
Ontario, CA

*Please mail this form along with
your payment to:*

**The United Synagogue of
Conservative Judaism**
Attn: Jonathan Boiskin
120 Broadway, Suite 1540
New York, NY 10271



Sponsor Pledge Form

Organization/Corporation _____

Individual Donor Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ (h) _____ (w) _____ (c)

Sponsorship Level/Program: _____

Payment Method: ☐ Credit Card ☐ Check* ☐ Please Bill Me

**Please make checks payable to The United Synagogue of Conservative Judaism*

Credit Card Information: ☐ Amex ☐ Mastercard ☐ Visa ☐ Discover

Name on Card: _____ Billing Zip Code: _____

Account Number: _____

Expiration Date: _____ Security Code: _____