

Sponsorship Opportunities



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.

USY by the numbers:

**250,000 USY alumni
worldwide**

**\$100,000 raised by teens
each year for charitable
giving**

**7,500 participating Jewish
teens**

**1,000+ teens engaged in
online programming since
June 2020**

**870 teens engaged in USY
leadership development
last year**

**324 chapters across North
America**

We will gather this year for USY's 70th International Convention

This year, IC will take place on a digital conference platform, allowing Jewish teens from around the world to participate. We might not be together in person, but this innovative platform will allow us to have the personal interactions, bonding, ruach, and laughter that make every IC so special.

Opening session will begin on Sunday, December 27 and dynamic programs will continue during afternoon and evening hours through December 30.

We are excited to bring teens meaningful keynote addresses from Sarah Hurwitz, Michelle Obama's former chief speechwriter, and Sammy Rangel, co-founder and executive director of Life After Hate, as well as a once-in-a-lifetime musical experience with Koolulam.

Experiences that inspire leadership, connection, and growth.

Teens at IC will...

GIVE BACK TO THE COMMUNITY



EXPERIENCE KOOLULAM!



PARTICIPATE IN LEADERSHIP WORKSHOPS



GET SWAG & GIVEAWAYS



CONNECT WITH TEENS AROUND THE WORLD



ELECT NEW INTERNATIONAL OFFICERS



Why partner with USY?

Branding opportunities

Access to valuable audiences

Excellent visibility

**Integrated
approach and
year round in-
person and virtual
engagement**

Partner with our team to leverage digital content and social media targeted to teens, USY alumni, and parents. We reach thousands of families across North America and would welcome the opportunity to explore new and exciting partnerships, both during International Convention and leading up to the event.

USY on social:



**5.8K Followers
22K Engagements**



**2.3K Followers
210 Engagements**



**3.4K Followers
69K Engagements**

USY Sponsorship Opportunities

Available for corporate, organizational, or personal sponsorships

Marketplace Vendor	Breakout Room Sponsor	Vendor Booth & Page	IC T-Shirt Listing (Limit 20)
\$180	\$250/ room	\$499	\$750
<ul style="list-style-type: none">• Listing on IC website• Feature in Chanukah mailings• Listing in IC virtual marketplace• Listing on IC platform• Listing in IC promo email	<ul style="list-style-type: none">• Listing on IC website• Listing in IC promo email• Listing in daily updates to parents during IC• Graphic displayed in breakout room "waiting room"• Graphic displayed on screen during breakout room session	<ul style="list-style-type: none">• Vendor Village virtual booth• Dedicated vendor page on IC platform• Listing on IC website• Feature in Chanukah mailings• Feature in IC virtual marketplace• Listing on IC platform• Listing in IC promo email	<ul style="list-style-type: none">• Name (text only) listed on back of IC t-shirt• Listing on IC website• Listing on IC platform• Listing in IC promo email• Listing in daily updates to parents during IC

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IC T-Shirt Feature (Limit 10)	Community Service Project Sponsor	Speaker Experience Sponsor: Sarah Hurwitz	Speaker Experience Sponsor: Sammy Rangel
\$1,500	\$1,800	\$2,500	\$2,500
<ul style="list-style-type: none">• Name and graphic listed on back of IC t-shirt• Listing on IC website• Listing on IC platform• Feature in IC promo email• Feature in daily updates to parents during IC	<ul style="list-style-type: none">• Branded volunteer hours page• Branded recap video of volunteer projects• Listing on IC website• Listing in IC promo email• Listing in daily updates to parents during IC	<ul style="list-style-type: none">• Listing on IC website• Listing on IC platform• Feature in IC promo email• Feature in daily updates to parents during IC• Graphic displayed in event "waiting room"• Graphic displayed on screen during event	<ul style="list-style-type: none">• Listing on IC website• Listing on IC platform• Feature in IC promo email• Feature in daily updates to parents during IC• Graphic displayed in event "waiting room"• Graphic displayed on screen during event

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Speaker Experience Sponsor: USY Talks	Speaker Experience Sponsor: Don't Forget the Ruach	Closing Program Sponsor	Swag Box Sponsor
\$2,500	\$2,500	\$2,500	\$3,000
<ul style="list-style-type: none">• Listing on IC website• Listing on IC platform• Feature in IC promo email• Feature in daily updates to parents during IC• Graphic displayed in event "waiting room"• Graphic displayed on screen during event	<ul style="list-style-type: none">• Listing on IC website• Listing on IC platform• Feature in IC promo email• Feature in daily updates to parents during IC• Graphic displayed in event "waiting room"• Graphic displayed on screen during event	<ul style="list-style-type: none">• Listing on IC website• Listing on IC platform• Feature in IC promo email• Feature in daily updates to parents during IC• Graphic displayed in event "waiting room"• Graphic displayed on screen during event	<ul style="list-style-type: none">• Graphic on swag box sent to all participants• Listing on IC website• Listing on IC platform• Feature in IC promo email• Feature in daily updates to parents during IC

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Opening Session Sponsor

\$5,000

- Listing on IC website
- Listing on IC platform
- Feature in IC promo email
- Feature in daily updates to parents during IC
- Graphic displayed in event "waiting room"
- Graphic displayed on screen during event

Koolulam Sponsor

\$5,000

- Listing on IC website
- Listing on IC platform
- Feature in IC promo email
- Feature in daily updates to parents during IC
- Graphic displayed in event "waiting room"
- Graphic displayed on screen during event

Support USY's 70th International Convention with a Personal Sponsorship

Levels:

Alumni Scroll: \$36+

Paper: \$180+

Bronze: \$540+

Silver: \$1,800+

Gold: \$3,600+

Platinum: \$5,000+

All levels will receive recognition on the IC website and IC platform at a level commensurate with the level of support.

**Ready to
become a
sponsor of
USY's 70th
International
Convention?**

**We're so excited to
partner with you!**

**To sign up as a sponsor
today, visit
regpacks.com/icsponsors**

Have questions?

**Feel free to reach out to
Anne Hope at
ahope@uscj.org.**

Thank you!