

2019 SPONSORSHIP OPPORTUNITIES





WHO WE ARE

Founded in 2008, YPN is the premier organization of its type in the region and facilitates networking and professional development events for young professionals.

With support of the Santa Rosa Metro Chamber and our Annual Sponsors, YPN allows members to gain access to professional development and networking opportunities with young prominent industry leaders and ambitious peers.

With over 300 active memberships and close to 1000 past members (they have to age out at some point!), YPN is a broad-reaching organization consisting of young professionals between the ages of 21-40 who work and live in Sonoma County. YPN's members reflect the key demographics found within Sonoma County and work in a wide variety of local industries from professional services to hospitality.

YPN is run by young professionals. The YPN Advisory board of nineteen young professionals, from various local industries, is the driving force behind the professional development content and planning monthly networking events.

CONTACT INFORMATION

PROGRAM & SPONSORSHIP INFORMATION:

ERIN DOUGLAS

E ErinD@SantaRosaMetroChamber.com

P 707-636-3667

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WHAT WE DO

Beyond the large and influential membership base, YPN also hosts two to three monthly recurring events –

- BASH's – Held monthly at a different venue around town- This is a social networking event during a happy hour setting.
- Lunch & Learn Series – 1hr workshops over lunch with a professional from a specific industry sharing their expertise.
- Big Wig Lunches – An opportunity to meet a local business leader in an intimate setting.
- WhyYPN- a chance for new and prospective members to learn about what YPN has to offer.
- Coffee Connect- The perfect networking event for early risers and caffeine fanatics, YPN's Coffee Connect events are a relaxed forum for members to make connections and network with other young professionals in the area.

Annually YPN hosts, YPN Professional Development Day. A half-day conference designed to provide inspiring and relevant content to young professionals on the topic of leadership. The purpose of YPN is to develop the next generation of community and business leaders in Sonoma County – to reflect that, YPN's Professional Development Committee chooses speakers are local leaders with insight into what makes this area unique, and how young professionals in our community can hone their leadership skills to achieve results.

Quarterly YPN hosts, Volunteer Days. YPN is committed to connecting our young professionals with many of the nonprofits in Sonoma County. Once a quarter we provide an opportunity to volunteer for an organization or at community event.

All YPN events are designed to provide enriching professional education and foster a vibrant community of young professionals that help build a foundation of talented young men and women.

Additionally, regular communication about YPN events and professional development topics is made with our membership and other supporters through use of social media including our Facebook page (over 1,000 likes) monthly Eblasts and our YPN monthly newsletter (an average open rate of over 35%).

WHY WE DO IT

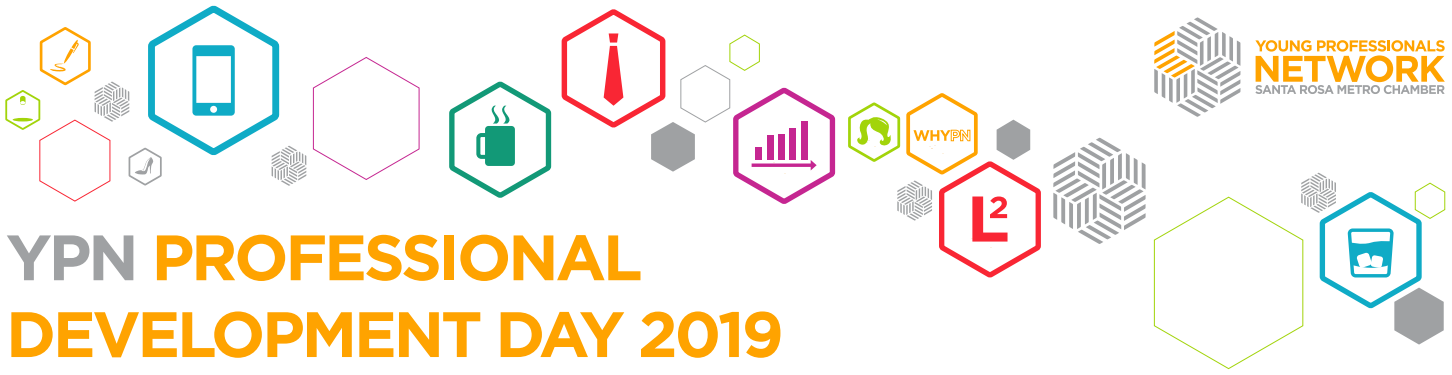
YPN is committed to further establishing a community of young professionals. The development of professional education, leadership and networking skills are important to the cultivation of a skilled professional workforce to positively affect the business climate of the greater Santa Rosa region.



YPN ANNUAL SPONSORSHIP 2019

SPONSORSHIP LEVELS & SPONSOR BENEFITS	\$2,500 Presenting (Limited to 2 per year)	\$1,500 Supporting (Limited to 6 per year)	\$750 Contributing (Limited to 8 per year)
Company Profile in One of Our Monthly Enewsletters	●	●	
Opportunity to Host YPN Event at Your Facility	●		
Logo Recognition in Monthly Enewsletter	Large	Medium	
Business Name on Chamber Office Monitor	●	●	
Complimentary YPN Memberships	6	4	2
Logo on 2019 Event Signage	Large	Medium	Small
Tickets to Professional Development Day	6	4	2
Logo on Membership E-Blasts	Large	Medium	Small
Logo on YPN Website*	Large	Medium	Small
Recognition in Annual Publication	Special	●	●
Social Media Mentions*	1 exclusive post per month	Group post 6 x per year	Group post 4 x per year
Guest BASH Passes	20	10	5
Logo on all YPN Materials for 2019	Large	Medium	Small

* Content must be provided.



YPN PROFESSIONAL DEVELOPMENT DAY 2019

SPONSORSHIP LEVELS* & SPONSOR BENEFITS	\$2,000 Educational (only 1 available)	\$1,000 Be Inspired (only 1 available)	\$500 Take The Lead (4 available)	Wine (only 1 available)	\$200 Booth
First right of refusal for sponsorship in 2020	⬢				
Recognition and opportunity to speak for up to two minutes during the event	⬢	⬢			
One to two piece(s) of promotional material on the tables and an optional table for materials near registration	⬢	⬢			
Name/logo on all event promotional material	⬢	⬢			
Sponsor recognition on event registration page with hyperlink	prominent placing	prominent placing	⬢	prominent placing	
Sponsor recognition and logo in event program	prominent placing	prominent placing	N/A	⬢	
Social media mentions	exclusive	exclusive	⬢	⬢	
Complimentary ticket(s) to the event	8	4	2	2	2
Name listed in event program	N/A	N/A	N/A	N/A	⬢
Opportunity to pour your wineries wine exclusively at our Networking Happy Hour	N/A	N/A	N/A	⬢	N/A
Signage at the event on bars and around the room	N/A	N/A	N/A	⬢	N/A
Booth space to showcase services to attendees					
(+ Booths will be open prior to the event start time, during the networking break, and during the end of the day happy hour + All attendees will be encouraged to visit each booth to earn a stamp on their "passport." + Attendees with a full passport will be eligible to win a prize.)	N/A	N/A	N/A	N/A	⬢



LUNCH & LEARN FOR THE YEAR

SPONSORSHIP BENEFITS \$1,500

A banner ad on the YPN website (www.santarosaypn.com) for the month of your sponsorship (ad must be provided: 120 x 240 pixels). The site averages 6,000 unique visitors per month.

Table Signage at both the BigWig and Lunch & Learn events

A two minute “commercial” about your business at the Lunch & Learn events

Company name and logo on event print media& newsletter

One social media mention per event

Two representatives may attend each Lunch & Learn event at no cost

Two YPN memberships

Lunch & Learn events are YPN’s spin on the traditional business luncheon. Members have the chance to enjoy lunch while listening to guest speakers on relevant professional development topics and mingle with other young professionals.



SPONSORSHIP APPLICATION

COMPANY NAME		TITLE
NAME		
PHONE	CELL PHONE	
EMAIL	PERSONAL EMAIL	
PHYSICAL ADDRESS <small><input type="checkbox"/> keep address private</small>		
<i>City</i>	<i>State</i>	<i>Zip Code</i>
MAILING ADDRESS <small>If different from above</small>		
<i>City</i>	<i>State</i>	<i>Zip Code</i>
I HEARD ABOUT YPN FROM		

- YES I AM INTERESTED IN BEING ON THE YPN ADVISORY BOARD**
- YES I AM INTERESTED IN BEING A YPN AMBASSADOR**
- YES I'D LIKE TO RECEIVE YPN EVENT NOTIFICATIONS VIA TEXT.* DON'T FORGET TO ADD YOUR CELL NUMBER IN THE SPACE ABOVE.**

2019 SPONSORSHIP INVESTMENT

SPONSORSHIP LEVEL	ANNUAL INVESTMENT
PRESENTING	\$2,500
SUPPORTING	\$1,500
CONTRIBUTING	\$750

SPONSORSHIP LEVEL \$	
INVESTMENT TOTAL \$	PAYMENT METHOD <small><input type="radio"/> Visa <input type="radio"/> M/C <input type="radio"/> AmEx <input type="radio"/> Disc <input type="radio"/> Check</small>
NAME ON CARD	
CC#	
EXP	CVV CODE
BILLING ADDRESS	
<i>City</i>	<i>State</i>
<i>Zip Code</i>	
SIGNATURE	

* Standard text message rates apply. Number will only be used for notifications pertaining to YPN events.

By entering into a membership with YPN, you authorize YPN to take, use and publish photographs of you for any and all purposes related to YPN and the Santa Rosa Metro Chamber. You further authorize and acknowledge that the use of the photographs does not require your written or oral consent and may be used with or without the use of your name and/or company for lawful purposes including but not limited to social media (i.e. Facebook, Twitter, Instagram), e-mail communications, advertising (whether electronic or in print format), marketing or any other purpose that YPN sees fit. You further authorize the disclosure and use of your name and your company/affiliation for any and all purposes related to YPN and the Santa Rosa Metro Chamber and acknowledge that YPN and the Santa Rosa Metro Chamber may do so without written or oral consent prior to its use.

PLEASE RETURN COMPLETED FORM TO
 Santa Rosa Metro Chamber - Attn Young Professionals Network
 50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404
 P 707-545-1414 | F 707-545-6914
WWW.SANTAROSAYPN.COM



EVENT SPONSORSHIP APPLICATION

COMPANY NAME		TITLE
NAME		
PHONE	CELL PHONE	
EMAIL	PERSONAL EMAIL	
PHYSICAL ADDRESS <small><input type="checkbox"/> keep address private</small>		
City	State	Zip Code
MAILING ADDRESS <small>If different from above</small>		
City	State	Zip Code
I HEARD ABOUT YPN FROM		

2019 EVENT SPONSORSHIP INVESTMENT

SPONSORSHIP LEVEL	ANNUAL INVESTMENT
EDUCATIONAL	\$2,000
BE INSPIRED	\$1,000
TAKE THE LEAD	\$500
WINE	IN KIND
BOOTH	\$200
LUNCH & LEARN FOR THE YEAR	\$1,500

SPONSORSHIP LEVEL \$	
INVESTMENT TOTAL \$	PAYMENT METHOD <input type="radio"/> Visa <input type="radio"/> M/C <input type="radio"/> AmEx <input type="radio"/> Disc <input type="radio"/> Check
NAME ON CARD	
CC#	
EXP	CVV CODE
BILLING ADDRESS	
City	State Zip Code
SIGNATURE	

Convener. Empower. Act.

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