

YOUNG SMART & LOCAL

Young, Smart, & Local Conference | November 12-14, 2024 | Philadelphia, PA

Young, Smart, & Local (YSL) is a national network dedicated to best practice around talent attraction, growth, and retention. Our upcoming **three-day conference** in Philadelphia will bring together leaders from economic development, higher education, business, government, and community organizations. With over **900** network members and an expected **250+** professionals in attendance, the 2024 YSL conference promises to be a vibrant hub for collaboration, knowledge exchange, and actionable insights.

We invite you to sponsor the **Young, Smart, & Local** conference and play a pivotal role in its success. By partnering with us, you will align your brand with cutting-edge talent strategies and demonstrate your commitment to driving local and national impact. Let's celebrate the achievements of the **Young, Smart, & Local** Network and pave the way for collective success together.

Interested in becoming a sponsor? Contact Jen Kebea, president of Campus Philly for more information

Jennifer@campusphilly.org | 215-988-1707 | youngsmartandlocal.com

PRESENTING SPONSOR - \$20,000

The Presenting Sponsor level is the highest tier, providing unparalleled visibility and prestige. This level signifies strong support for the event, positioning the sponsor as a key industry player and enhancing their brand image.

Branding Opportunities

Recognized as "co-presenting sponsor" of the conference in communications leading up to and throughout the conference along with the Host City (Campus Philly)

Logo on all promotional materials of the conference, including website, email marketing for the conference, screen signage at the conference, and program

Opportunity to provide remarks on main stage during key point of conference

Special activation or experience featured throughout conference (table to distribute giveaways, collateral placements on tables, etc.)

Marketing Benefits

One (1) banner ad on the YSL website (must be used by December 1, 2024)

One (1) dedicated email blast sent ahead of or immediately after the conference (must be used by December 1, 2024)

Conference Benefits

Two (2) tickets to the conference

One (1) message to attendees included in the post-event "Thank You" email

One (1) question to be included in a post-event survey (with all results shared with sponsor)

Advance copy of attendee list for targeted networking and follow-up.

KEYNOTE SPONSOR - \$15,000

The Keynote Sponsor is ideal for companies that prioritize speaking opportunities to deliver a targeted message. This level provides the ideal opportunity to speak to the audience directly in a highly curated setting.

Branding Opportunities

Recognized as “keynote sponsor” in communications leading up to and throughout the conference

Logo on all promotional materials of the conference, including website, email marketing for the conference, screen signage at the conference, and program

Special activation or experience featured at breakfast or lunch (table to distribute materials and giveaways, collateral placements on tables, signage privileges, etc.)

Opportunity to provide up to 10 minutes of remarks on main stage during the sponsored portion of conference and introduce the keynote speaker.

Conference Benefits

One (1) ticket to the conference

One (1) message to attendees included in the post-event “Thank You” email

One (1) question to be included in a post-event survey (with all results shared with sponsor)

Advance copy of attendee list for targeted networking and follow-up.

WELCOME RECEPTION SPONSOR (first day of conference) - \$10,000

The Welcome Reception sets the tone for the conference, offering a vibrant kickoff and networking opportunity. Attendees gather in a relaxed atmosphere to connect, share ideas, and forge new relationships. This sponsorship is the perfect opportunity to introduce the conference audience to Philadelphia and highlight the great impact your company is making in the region.

Branding Opportunities

Recognized as “presenting sponsor” of the Welcome Reception in communications leading up to and throughout the conference

Logo on all promotional materials of the conference, including website, email marketing for the conference, screen signage at the conference, and program

Special activation or experience featured at reception (table to distribute giveaways, collateral placements on tables, signage privileges, etc.)

Opportunity to provide remarks on main stage during sponsored portion of conference

Collaborative program development

Ability to brand event within reasonable contrast to Campus Philly and other sponsors

Conference Benefits

One (1) ticket to the conference

Five (5) additional tickets to the Welcome Reception

Advance copy of attendee list for targeted networking and follow-up.

NETWORKING RECEPTION SPONSOR (second day of conference) - \$10,000

The Networking Reception sponsor brings conference attendees together after a full day of programming, offering a refreshing and engaging networking opportunity. Attendees gather in a relaxed atmosphere to connect, share ideas, and forge new relationships.

Branding Opportunities

Recognized as “presenting sponsor” of the Networking Reception in communications leading up to and throughout the conference

Logo on all promotional materials of the conference, including website, email marketing for the conference, screen signage at the conference, and program

Special activation or experience featured at reception (table to distribute giveaways, collateral placements on tables, signage privileges, etc.)

Opportunity to provide remarks on main stage during sponsored portion of conference
Collaborative program development

Ability to brand event within reasonable contrast to Campus Philly and other sponsors

Conference Benefits

One (1) ticket to the conference

Five (5) additional tickets to the Networking Reception

Advance copy of attendee list for targeted networking and follow-up.

BREAKFAST SPONSOR - \$7,500

The Breakfast Sponsor kickstarts the day and energizes conference attendees with your brand. As the sponsor of the breakfast on Day 2 or Day 3 of the conference, you'll seize a prime opportunity to engage participants during a crucial networking and brainstorming period.

Branding Opportunities

Recognized as “breakfast sponsor” on Day 2 or Day 3 of the conference in communications leading up to and throughout the conference

Logo on all promotional materials of the conference, including website, email marketing for the conference, screen signage at the conference, and program

Special activation or experience featured at breakfast (table to distribute giveaways, collateral placements on tables, signage privileges, etc.)

Conference Benefits

One (1) ticket to the conference

Advance copy of attendee list for targeted networking and follow-up.

BREAKOUT BLOCK SPONSOR - \$5,000

Breakout Block sponsorship allows you to align your brand with specific content tracks, providing targeted exposure to engaged audiences during interactive sessions.

Branding Opportunities

Recognized as “breakout block” sponsor during Day 2 or Day 3 of the conference in communications leading up to and throughout the conference

Logo on all promotional materials of the conference, including website, email marketing for the conference, screen signage at the conference, and program

Ability to distribute giveaways or materials to all attendees of sessions occurring during the sponsored breakout block.

Conference Benefits

One (1) ticket to the conference

Advance copy of attendee list for targeted networking and follow-up.

EXHIBITOR SPONSOR (second day of conference)- \$2,500-\$4,000*

Branding Opportunities

10x10 exhibitor space during high-traffic and key networking times on Day 2 of the conference

Recognized as an “exhibitor sponsor” in communications leading up to and throughout the conference

Logo on all promotional materials of the conference, including website, email marketing for the conference, screen signage at the conference, and program

Conference Benefits

Does not include a ticket to the conference, conference ticket is an additional charge

Advance copy of attendee list for targeted networking and follow-up.

**Limited number of demo or office-hour rooms available for exhibitors who would like to offer a more interactive experience.*

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To learn more about the conference visit youngsmartandlocal.com