

2018 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:

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BECOME AN EVENT SPONSOR

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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.

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.

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.



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 2017 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
Tickets to Summer Event	6	4	2
Logo on all YPN Materials for 2017	Large	Medium	Small



LUNCH & LEARN FOR THE YEAR

\$1,500

- A banner ad on the YPN website (www.santarosacypn.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 FOR THE MONTH

\$200

- 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.
- A banner ad on the YPN website (www.santarosacypn.com) for the month of your sponsorship (ad must be provided: 120 x 240 pixels). The site averages 6,000 unique visitors per month.
 - A two minute "commercial" about your business at the event.
 - Company name and logo on newsletter.
 - Social media mentions
 - Two representatives may attend the event at no cost.



PROFESSIONAL DEVELOPMENT DAY

A key event that echoes YPN's commitment to young professionals, Professional Development Day brings together business leaders, guest speakers, and local companies to provide insights and knowledge to guide attendees' career development. Professional Development Day is open to YPN members and the general public.

Booths · \$150

With a full-day schedule, Professional Development Day offers businesses an opportunity to engage attendees at booths setup in the central foyer during afternoon sessions.