



# Youth Alliance

SPONSORSHIP PACKET

2015

**engage transform grow connect lead**

[www.youthall.org](http://www.youthall.org)

# OVERVIEW



## WEBSITE

www.youthall.org is getting a complete re-design, making the site fully responsive and more user-friendly. A full content-marketing strategy is underway, which will more fully connect all of our social media channels with a website we are proud to show off. Multiple tests have been run to decrease click-off and bounce-rate and we have worked with SEO specialists to improve search ranks. When this new site is unveiled (Projected May 30, 2015), we will see a dramatic increase in pageviews, interaction, and social connectedness.



## FACEBOOK

Youth Alliance's Facebook strategy is paying off immediate dividends. Although the fan-base is relatively small for now, they are VERY engaged, with the average post engagement rate around 28%. There has been 20% fan growth thus far in 2015, and with unique and creative strategies combined with an engaged audience, we don't see that stopping.



## TWITTER

Twitter serves as Youth Alliance's main policy & advocacy outlet at this point. Because of this, we are connected with many government officials and other local non-profits.



## NEWSLETTER

Youth Alliance's newsletter has seen tremendous growth in 2015. Subscribers have increased by over 30% since February. This is projected to increase due to more easily accessible & interactive newsletter sign-up forms in our website. Youth Alliance has an e-mail marketer/programmer on staff, meaning the latest trends and styles will be followed.



The Youth Alliance (YA) is a 501 (c)(3) nonprofit that strives to create thriving and equitable communities through comprehensive, innovative and culturally relevant services that equip youth and families to become change agents in their own lives and in their community. The agency was founded in 1995 and began as a grassroots effort of committed volunteers and has evolved into an agency that benefits over 6,000 children, youth, and their families each year.

Our **VISION** is to empower youth as leaders who contribute to the social and economic betterment of their community.

Our **MISSION** is to provide innovative and culturally relevant services that strengthen and enrich youth, families, and the community.

## Commitment to Sponsors

We value our partnerships with major corporate and individual donors and will serve as good stewards of your generous investment. We are committed to delivering valuable benefits to each Youth Alliance sponsor. We are furthermore committed to providing the best sponsorship experience possible and can customize sponsorships to meet specific marketing objectives and to enhance your partnership with Youth Alliance.

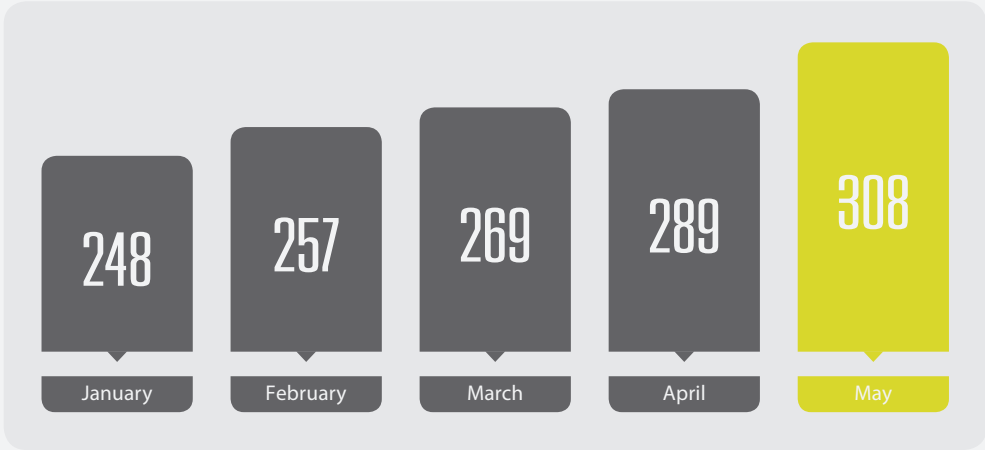
## Previous Sponsors

K&S Properties, Rosso's Furniture, Buckles-Smith, Brent Redmond Transportation, Heritage Bank, Heinzen Manufacturing, Erin Daughenbaugh Productions, De-Lorin Construction, The Health Trust, Alta Vista Solutions, Filice Insurance Agency, Gilroy Family Medical Group, Guerra Nut Shelling Company, ACE Hardware, Chicago Title, The Guaracha Family, Hazel Hawkins Memorial Hospital, Art4Change, Schipper Design +, Dr. Bas Wafelbakker D.M.D.



/YOUTHALL

Jan 1, 2015 - May 7, 2015



Popular Posts ● Organic ● Paid

POST

engage



connect

Elvira Zaragoza Robinson Nomination  
2.1K (Reach) 83 Likes Comments & Shares

Cesar Chavez Day Graphic  
654 (Reach) 31 Likes Comments & Shares

SV Gives Thank You  
286 (Reach) 18 Likes Comments & Shares

ENGAGEMENT

Youth Alliance is committed to creating well-designed, informative & engaging content on Facebook. Engagement rates have increased at a tremendous rate since our new Social Media plan was put into effect.

PEOPLE ENGAGED ▶

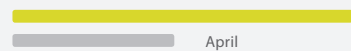
408  
▲ 83.4%  
from last month

LIKES ▶

145

COMMENTS ▶

18

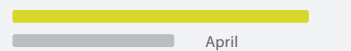


SHARES ▶

29

POST CLICKS ▶

225



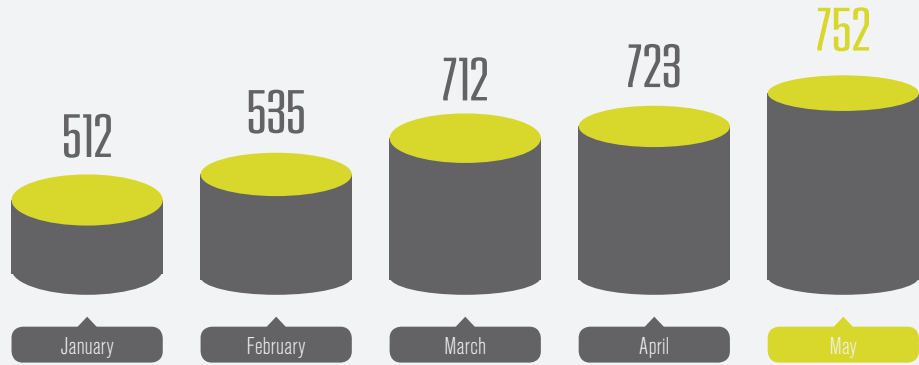


# newsletter

Jan 1, 2015 - May 7, 2015

Communications & Fund Development Specialist has been aggressively expanding social & traditional communications networks.

## Subscribers



## SV Gives 2015



+ 1.5%  
712 subscribers  
© May 5, 2015

OPENED ▶ 28.6 %

CLICKED A LINK ▶ 2.2 %

UNSUBSCRIBED ▶ 0 %

## April 2015 Newsletter



+ 3.9%  
752 subscribers  
© Apr 28, 2015

OPENED ▶ 33.4 %

CLICKED A LINK ▶ 3.5 %

UNSUBSCRIBED ▶ 0.12 %

# REPORT

Youth Alliance has seen remarkable growth in organic marketing reach in 2015. With the unveiling of the re-designed Youth Alliance website and the commitment to social media and content marketing, YA's reach will continue to grow.



# Change makers award dinner

Cocktails & Mariachi | Dinner & Auction | Music & Dancing

May 30, 2015 | 5:30 PM

FORTINO WINERY

## PLATINUM SPONSOR - \$2500

- Presented by status on Youth Alliance website
- Extensive publicity via traditional and social media platforms before and after event
- Presented by status in media placement and e-blasts
- Name & Logo Placement throughout reception
- Event Program Recognition
- Sponsor mention by Emcee
- 10 tickets in prime location and table sponsorship
- Acknowledgement on Thank You Sign

## GOLD SPONSOR - \$1500

- Extensive publicity via traditional and social media platforms before and after event
- In media placement and e-blasts
- Event Program Recognition
- Sponsor mention by Emcee
- 10 tickets in prime location and table sponsorship
- Acknowledgement on Thank You Sign

## SILVER SPONSOR - \$750

- on Youth Alliance website
- Publicity via traditional and social media platforms before and after event
- Event Program Recognition
- 4 tickets and table sponsorship

## BRONZE SPONSOR - \$350

- on Youth Alliance website
- Publicity via traditional and social media platforms before and after event
- Event Program Recognition
- 2 tickets

## WINE RAFFLE SPONSOR

There is a locked wine cooler filled with wine. Entrants will have the opportunity to purchase keys to unlock the cooler for \$20/key. The person with the correct key wins the cooler and wine

- Distinct sponsor mention during a buzzworthy event
- Logo on display at individual station
- Mention in auction packet e-newsletter

## KEY STATS

- 150 person event
- 95% of attendees live in San Benito or South Santa Clara County
- Business Leaders, Local Government, Community Leaders

# Thank You for your interest in **Youth Alliance** sponsorship opportunities.

Advertising placement, public relations exposure, community affairs outreach and event sponsorships are all available through partnerships with Youth Alliance.

We are committed to finding a sponsorship opportunity that fits your needs and budget and will work with you every step of the way to achieve your goals.

If you are interested in future sponsorship opportunities, including our 2016 Gala, please contact Diane Ortiz or Aaron Callagher to discuss these upcoming events

## **Diane Ortiz**

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## **Aaron Callagher**

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