28th Session
The Youth Assembly
SPONSOR GUIDE

Be a part of this unique global gathering of young leaders addressing the world’s greatest challenges
About the Youth Assembly

The Youth Assembly annual conference gathers about 1,000 of the world’s most dynamic young people each year in New York City, from over 100 countries to connect with like-minded peers, trailblazers, and influencers; develop global competence and critical skills; and transform their vision for a better future into action.

- One of the world’s largest youth events focused on the United Nations Sustainable Development Goals.
- Founded in 2004, with roots going back to 1958.
- 20,000 Alumni from 160 countries, including the UN Secretary General’s first-ever Envoy on Youth Ahmad Alhendawi & Former Secretary General of the United Nations Kofi Annan.
- 1,000+ youth-led projects generated by Youth Assembly participants in their home communities.
- Multiple leadership opportunities for delegates to win awards and prizes of up to $10,000 dollars to fund their social impact projects, and recognition on a global stage.
Program

Today, our world faces a combination of century-old problems and unprecedented challenges. The Covid-19 pandemic has lifted the veil on how different groups experience crises around the globe, shedding light on inequalities across all sectors among vulnerable and marginalized populations.

But while we are in the midst of a generational catastrophe, we are also the most connected generation in history. And while there is immense cause for concern, this interconnectedness presents us with an incredible opportunity to reshape our world. There are 1.2 billion young people around the world prepared to tackle the challenges of our lifetime and reach the Sustainable Development Goals (SDGs) by 2030.

The talent, drive, and innovation of youth is key to achieving a better world. For the past 18 years, the Youth Assembly has been a platform for forward-thinking young people determined to create a better future for all. Each year, the Youth Assembly focuses on key topics that advance the UN SDGs.
About the event

More than 90% of delegates come from outside of North America & Europe. Participants come from Africa, Asia, LATCAR and the Middle East.

YOUTH PROGRAM PARTICIPANTS BY AGE RANGE

- 18% +29 years old
- 82% 16-28 years old

YOUTH PROGRAM PARTICIPANTS BY GENDER

- 52% Male
- 48% Female

YOUTH ASSEMBLY PARTICIPANTS BY OCCUPATION

- 37% Undergraduate
- 32% Employed
- 15% High School
- 13% Graduate
- 3% Other

YOUTH PROGRAM PARTICIPANTS BY FOCUS AREA

- Environmental/Climate
- Financial Services
- Information and
- Food and Healthcare
- Engineering
- Politics, Government
- Social Sciences
- International
- Education
- Business

REGIONAL MAKE-UP OF YOUTH PROGRAM PARTICIPANTS

- 8.8% North America
- 16.6% Latin America & the Caribbean
- 41.8% Africa
- 2.8% Europe
- 8.1% Middle East
- 21.1% Asia
- 0.8% Oceania
Past Partners

Youth Assembly sponsors and partners include UN agencies, global corporations, NGOs, and academic institutions, including the United Nations, UN Habitat, UNDGC, UNESCO, World Bank, USAID, ILO, Idealist, Chemonics, PepsiCo, Microsoft, PwC, Instagram, Virgin Unite, Novartis, SDSN Youth, bp, Astrazeneca, DHL, Generation Global, the Huffington Post, UNA-USA, WCS, the Nature Conservancy, the Climate Reality Project, Liter of Light, Terracycle, IIE, Candid, University of Pennsylvania, Columbia University and more.

2022 Partners and Sponsors

Featured Sponsors

Program Partners & Sponsors

UN Collaborators
THE UNITED NATIONS has identified five “megatrends” that will shape our world over the course of this century: climate change and nature degradation, inequalities, urbanization, rapid population changes and technological revolution. With approximately 1.2 billion people aged 15-24 years accounting for 16% of the global population, young people must be the center of the social change needed to address these challenges.

Youth Assembly sponsors play an important role in the development of our program.

- Contribute ideas, resources, expertise, volunteer power, and in-kind support as we work towards accomplishing our mission of empowering youth for global change.
- Join us in building a movement of emerging leaders. Help us nurture a large network of young delegates from around the world.
- Provide learning and networking opportunities, promote intergenerational dialogue and propel ideas from creation to implementation.

WHY SPONSOR THE YOUTH ASSEMBLY

Fatema Alblooshi
“The major way in which the YA has informed delegate projects is by instilling practical knowledge and learning from the experience of established professionals / entrepreneurs. Most were inspired by attending sessions about social entrepreneurship and sessions exploring social issues around the world.”

Daniel Sebugwawo
“The Youth Assembly has been the spark that has inspired the delegates I am working with to ever think of doing something that makes a difference in their communities. My Delegates explained that the Youth Assembly exposed them to know and understand the Sustainable Development Goals.”

Moiz Lakhani
“The YA has helped the delegates most in learning about the SDGs and their relevance in social entrepreneurship. I remember speaking to one delegate via call about how throughout the YA she was able to learn about the 2030 agenda as well as, the different SDG's allowing her to subsequently establish the foundations for her social venture.”

SPONSORS HELP ATTENDEES CREATE IMPACT AT HOME

By engaging the next generation of leaders and decision makers, you’ll be working towards actively creating a better world. Here are three delegates who reflect on the value of participating in the Youth Assembly.
We are dedicated to making the Youth Assembly a diverse, inclusive, accessible event that includes young people from as many countries and communities as possible. This cannot be done without the support of generous Youth Assembly Sponsors. As a sponsor you can empower and connect with the next generation of leaders while demonstrating in a tangible way, your organization’s commitment to diversity by developing youth from countries and backgrounds around the world to tackle global challenges and transform their vision for a better future into action.

Below are the various sponsorship opportunities that are available at the 2023 Youth Assembly.
# Sponsorship levels

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<tr>
<th>Sponsor</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>GLOBAL CITIZEN</strong></td>
<td>$25,000</td>
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<tr>
<td>✓ Receive 10 complimentary tickets for representatives of your organization and/or key clients and partners</td>
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<tr>
<td>✓ Acknowledgement during plenary sessions</td>
<td></td>
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<tr>
<td>✓ Logo included on Youth Assembly website, banners and promotional materials</td>
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<tr>
<td>✓ Short description of organization included in conference program and website</td>
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<tr>
<td>✓ Social media content reaching over 390k followers</td>
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<tr>
<td>✓ Branded promotional materials provided to delegates</td>
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<tr>
<td>✓ Sponsor video on media platforms</td>
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<tr>
<td>✓ Exhibit Booth at the Opportunities Fair to connect with youth delegates</td>
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<tr>
<td>✓ Sponsor remarks in Plenary</td>
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<tr>
<td>✓ Sponsor-written article published on website</td>
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<tr>
<td>✓ Sponsor promo materials placed inside of the main panel sessions</td>
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<td>✓ Connect with youth delegates of any age group or region in a session customized for you</td>
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<td>✓ Opportunity to interview delegates for promotional videos</td>
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<td><strong>CHANGEMAKER</strong></td>
<td>$15,000</td>
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<tr>
<td>✓ Receive 5 complimentary tickets for representatives of your organization and/or key clients and partners</td>
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<td>✓ Acknowledgement during plenary sessions</td>
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<td><strong>IMPACT</strong></td>
<td>$10,000</td>
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<td>✓ Receive 2 complimentary tickets for representatives of your organization and/or key clients and partners</td>
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<td>✓ Acknowledgement during plenary sessions</td>
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Support the Youth Assembly by sponsoring services, materials or other activities for attendees. By helping us reduce the overall cost of the event, you can help AFS provide more financial support to participants while showcasing your product or service in front of an international audience of young people. Please contact AFS to discuss putting together a sponsorship package that works for your organization.

### Specific Sponsorship Opportunities

#### Sponsor the Gala Event
**SPONSOR AMOUNT: $20,000**

Our youth delegates come together for an exclusive voyage through a sightseeing boat tour of Manhattan. Delegates experience the New York City skyline and iconic monuments through the East River and Hudson River in this dinner and dancing cruise. The sponsoring organization may address the delegates in an informal setting. Prominent signage and recognition of the sponsor in all promotional materials and at the venue.

#### Sponsor Culturefest at Closing Ceremony
**SPONSOR AMOUNT: $8,000**

Hundreds of delegates share dances, songs, and traditional clothing from their cultures and countries in this multicultural showcase extravaganza at the Closing Ceremony. CultureFest celebrates diversity and friendships as a powerful force for positive change in the world. Prominent sponsor recognition in all promotional materials and opportunity to give sponsor remarks at the closing ceremony.

#### Sponsor the Opportunities Fair
**SPONSOR AMOUNT: $10,000**

Beyond the Conference, attendees meet and greet our partners and interact with impact or mission-driven organizations who are looking for youth talent and participation in their campaigns and initiatives. The sponsoring organization’s name and logo will be prominently listed as a sponsor of the Opportunities Fair, and included in outreach and promotional materials.
Specific Sponsorship Opportunities

Youth Assembly Lanyards
SPONSOR AMOUNT: $6,000
Delegates receive conference lanyards with the logo of the sponsoring organization which they wear throughout their experience.

Sponsor Technology and Wifi
SPONSOR AMOUNT: $7,500
The Conference venue will have wifi accessible to all attendees and tech set up in each panel and workshop room. The sponsoring organization will be recognized in promotional materials and on placards with wifi information.

Sponsor Youth Assembly live webcasting of Plenaries
SPONSOR AMOUNT: $6,000
The Conference kicks off with inspirational and keynote speeches by key luminaries and leaders in youth and global development. The Conference ends with a Closing Ceremony of major awards and recognition for outstanding and distinguished youth leaders making an impact globally. Both Plenaries are live webcasted on our social media channels reaching over 350k people globally.
Specific Sponsorship Opportunities

Sponsor the Action & Impact Hub

**SPONSOR AMOUNT: $4,000**

Delegates have the opportunity to present the exceptional work they are doing and share ideas to inspire action in this showcase event. The sponsoring organization may address the participants at the event as well as have a special banner placed in the room.

Sponsor Networking Sessions

**SPONSOR AMOUNT: $4,000**

The Youth Assembly Delegates come from an extraordinary range of backgrounds, regions and fields of expertise. YA Connect will provide a networking platform for delegates to meet, learn from, and potentially form partnerships with those working in a similar field. Light refreshments will be provided.

Youth Scholarships

**SPONSOR AMOUNT: $3,000 PER YOUTH SCHOLARSHIP**

The largest percentage of youth interested in attending the Youth Assembly are from developing countries. Many of them require additional funds to access this unique opportunity. Help bright, young delegates overcome financial barriers to attend the Youth Assembly and make an impact in their home community. Your donation will contribute to a merit-based scholarship fund offered to youth with financial needs. Scholarship contributions can be restricted or unrestricted based on the Partner’s needs (such as choosing to sponsor delegates from select countries, regions, fields of study.)
Youth Assembly Organizer

Friendship Ambassadors Foundation (FAF) and its flagship program, The Youth Assembly, is a part of AFS Intercultural Programs. Both organizations bring decades of experience in the world of international education and cultural exchange, and a shared focus on developing the next generation of young leaders.

AFS Intercultural Programs is a global not-for-profit Network that provides intercultural learning opportunities to help people develop the knowledge, skills and understanding needed to create a more just and peaceful world. Through our international exchange programs, education initiatives, volunteerism and advocacy, we empower young people from all backgrounds with essential global skills—and the passion for making a difference. Since its founding in 1914, AFS has exchanged more than 500,000 young people all around the world.

History of the Youth Assembly

Prior to 2020, the Youth Assembly was the flagship program of the Friendship Ambassadors Foundation (FAF). FAF became a part of AFS Intercultural Programs in 2020. Both organizations have decades of experience in the world of international education and cultural exchange, and a shared focus on developing the next generation of young leaders.

The Friendship Ambassadors Foundation was founded in 1958, when Fulbright Scholar Harry Morgan decided to facilitate international travel and cultural exchange. It eventually transformed into an independent foundation in 1973. Its mission was to empower youth to become the leaders and changemakers who will strive together to create a sustainable world free of war, oppression, exclusion, and poverty.
Reserve your sponsorship opportunity now

Contact:
Milena Miladinovic
m.miladinovic@afs.org