

2024 AFS Youth Assembly **SPONSOR GUIDE**

Demonstrate commitment to diversity,
youth leadership, and sustainable development
by sponsoring this unique global gathering.



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.

The Youth Assembly is expertly organized by AFS Intercultural Programs, a global not-for-profit. Since its founding in 1914, AFS has exchanged more than 500,000 young people all around the world. Sponsorship of the Youth Assembly is tax deductible to the extent allowed by law.

- 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.



2023 Attendees

In total, 1,000+ individuals from 100 countries planned to attend this year's event.

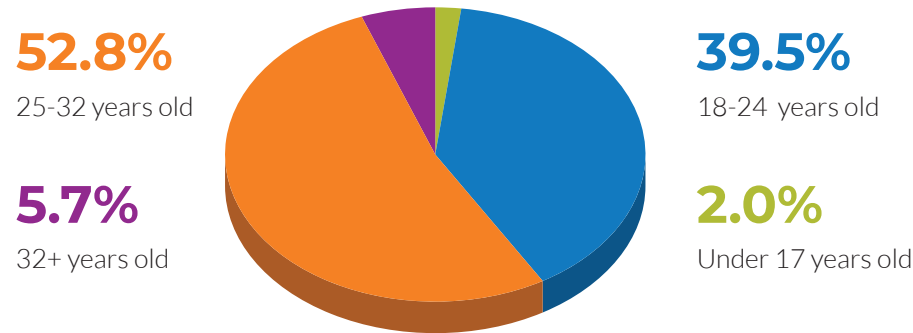
Highlights:

- 808 registered delegates and observers
- 25 Youth Leaders represented AFS Youth Assembly as Ambassadors from their countries
- 36 Organizations Exhibit at the Opportunities Fair
- 75 speakers
- 43 volunteers (16 nominated by AFS Partners who received scholarships)
- 300+ delegates attending with financial support/-scholarships (provided by Bp/AFS)

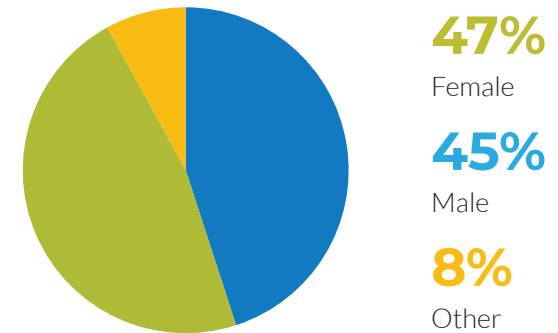


AGE AND GENDER

PARTICIPANT BY AGE RANGE

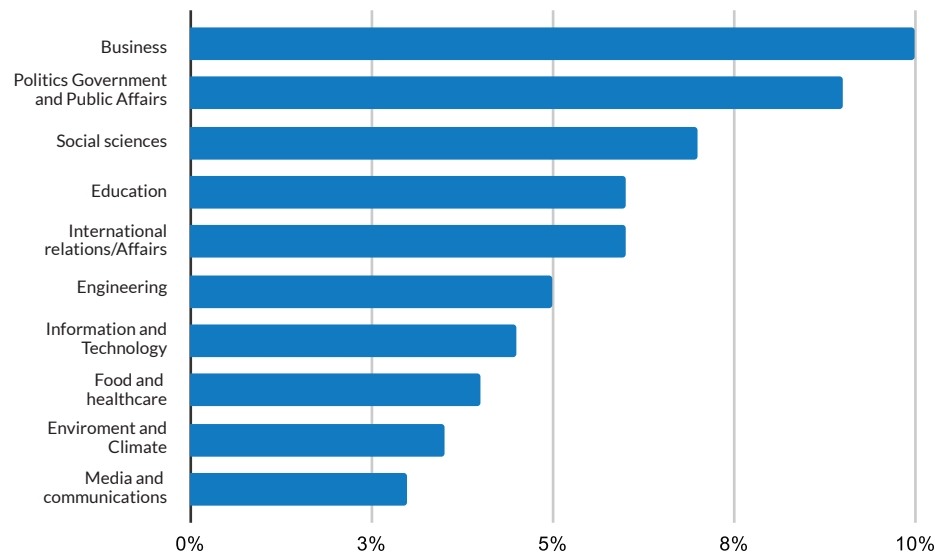


PARTICIPANT BY GENDER

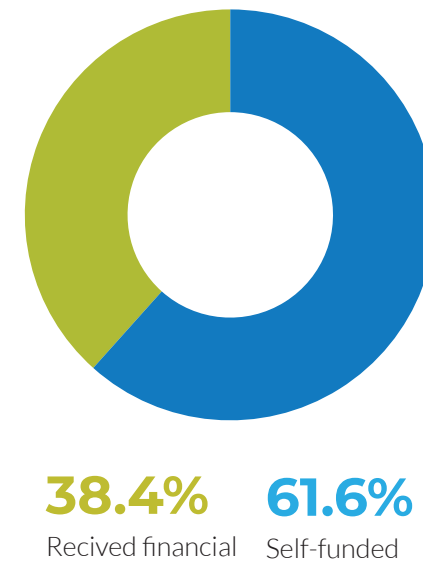


FIELDS OF STUDY AND SOURCE OF FUNDING

TOP 10 FIELDS OF STUDY/WORK

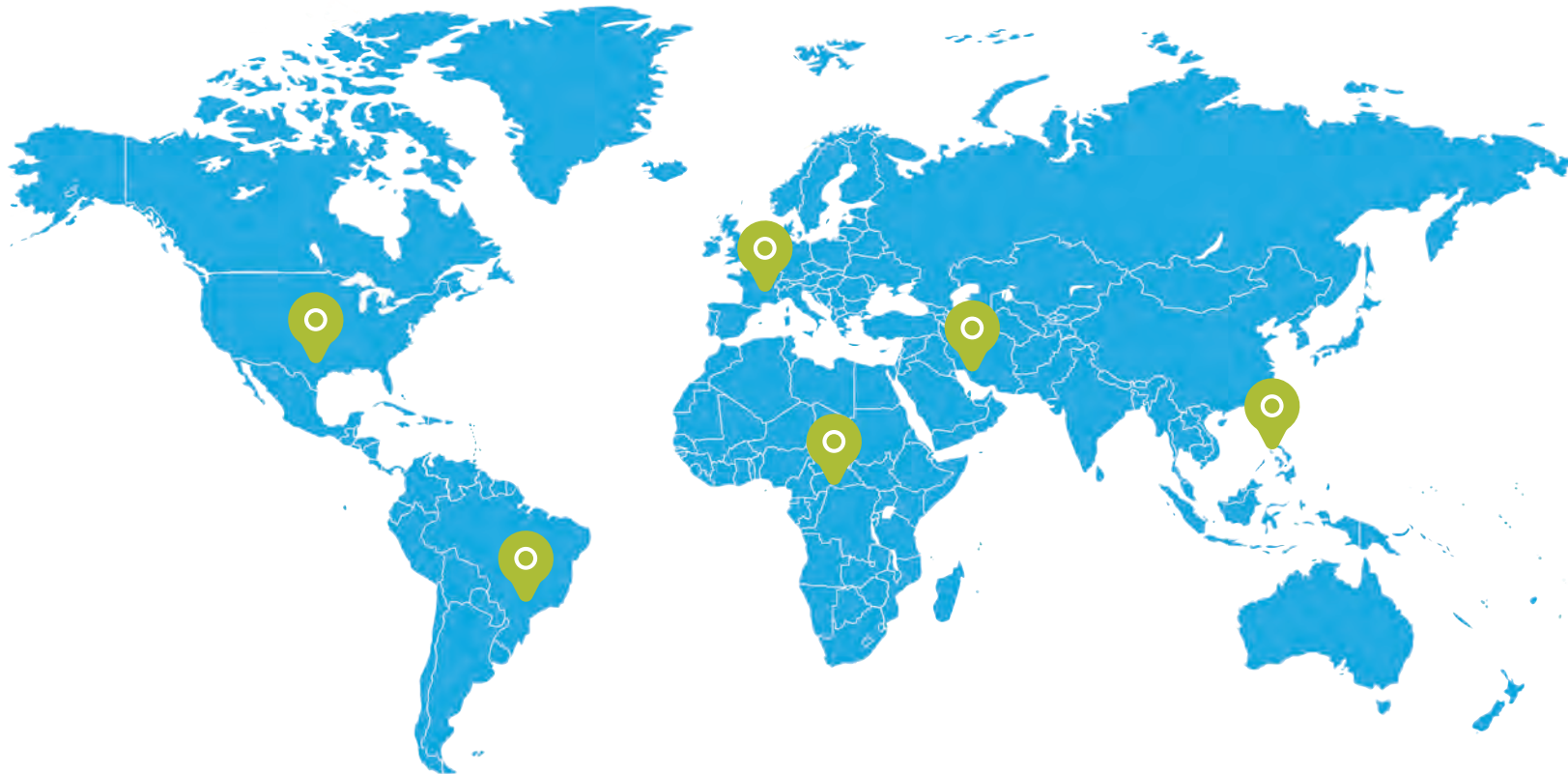


SOURCE OF FUNDING



70% OF THE 800 DELEGATES ARE FROM THE GLOBAL SOUTH

REGIONAL MAKEUP OF YOUTH PROGRAM PARTICIPANTS



15%

North America

14%

Latin America
& the Caribbean

14%

Europe

34%

Sub-Saharan
Africa

8%

Middle East
& North Africa

15%

Asia & the Pacific

PROGRAM CONTENT INCLUDES:



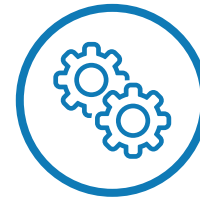
Keynote Talks

Get inspired by today's trailblazers and influencers



Thematic Discussions

Interact with panels of experts and leaders in various areas of inquiry



Skill-building Workshops

Engage in in-depth discussions or activities to develop practical skills



Global Citizen Award Finals

Finalists pitch their ideas to distinguished panel of judges for funding



Networking

Make connections with young leaders from all over the world



Awards

Find out the winners of the Outstanding Youth Delegate Award



Field Visits

Get an inside look into the working of global and national institutions and organizations



Special Events

Make new friends or collaborators through special dinners, CultureFest and more

2023 AFS Youth Assembly Partners:

UN Collaborators



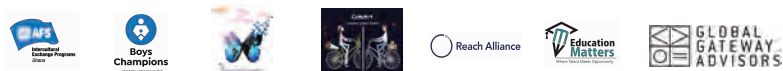
Program Partners



Media Partners



Delegations



Sponsors



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WHY SPONSOR THE YOUTH ASSEMBLY

Sponsorship of the Youth Assembly is an effective and turn-key way in which companies, foundations, and non-profits can clearly and publicly demonstrate commitment to supporting a diverse and inclusive group of youth leaders from around the world to develop their own voices and capacity to address some of our century's most urgent challenges.

Youth Assembly sponsors directly support:

- **DIVERSITY:**

With 70% of participants in the Youth Assembly coming from outside of Europe and North America, sponsors directly enable a diversity of youth voices to be heard, from Africa to the Middle East to Latin America and the Caribbean.

- **YOUTH LEADERSHIP:**

By leveraging the Youth Assembly's system of talent identification among young people in more than 100 countries worldwide, sponsors are able to directly support some of the most talented youth leaders in our world today.

- **SUSTAINABLE DEVELOPMENT:**

Since the Youth Assembly program is organized in conjunction with the UN and reflective of its Sustainable Development Goals (SDGs) for 2030, sponsors contribute to addressing urgent issues for sustainable development, including climate change, inequality, and unemployment.

SPONSORS ENABLE ATTENDEES CREATE IMPACT AT HOME

By empowering the next generation of diverse, global leaders, and through special initiatives that enable attendees to implement impact projects at home, sponsors bring the positive impact of the Youth Assembly to home communities in every part of the world. Hear directly from three delegates.



Fatema Alblooshi

Middle East

"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

Africa

"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

South Asia

"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."

Sponsorship Opportunities

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 2024 Youth Assembly.

Global Citizen

\$25,000



Impact

\$10,000

Change maker

\$15,000



Sponsorship Details

The Youth Assembly works closely with Sponsors and Partners to organize participation and acknowledgment according to organizational needs and preferences. Sponsors and partners can expect to receive some or all of the following:

GLOBAL CITIZEN

\$25,000

- ✓ Complimentary tickets
- ✓ Acknowledgement during plenary sessions
- ✓ Logo included on Youth Assembly website, banners and promotional materials
- ✓ Short description of organization included in conference program and website
- ✓ Social media content reaching over 390k followers
- ✓ Branded promotional materials provided to delegates
- ✓ Sponsor video on media platforms
- ✓ Exhibit Booth at the Opportunities Fair to connect with youth delegates
- ✓ Sponsor remarks in Plenary
- ✓ Sponsor-written article published on website
- ✓ Sponsor promo materials placed inside of the main panel sessions
- ✓ Connect with youth delegates of any age group or region in a session customized for you
- ✓ Opportunity to interview delegates for promotional videos

CHANGEMAKER

\$15,000

- ✓ Complimentary tickets
- ✓ Acknowledgement during plenary sessions
- ✓ Logo included on Youth Assembly website, banners and promotional materials
- ✓ Short description of organization included in conference program and website
- ✓ Social media content reaching over 390k followers
- ✓ Branded promotional materials provided to delegates
- ✓ Sponsor video on media platforms
- ✓ Exhibit Booth at the Opportunities Fair to connect with youth delegates

IMPACT

\$10,000

- ✓ Complimentary tickets
- ✓ Acknowledgement during plenary sessions
- ✓ Logo included on Youth Assembly website, banners and promotional materials
- ✓ Short description of organization included in conference program and website
- ✓ Social media content reaching over 390k followers



Specific Sponsorship Opportunities

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.



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).



About the Youth Assembly Organizers:

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.



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| **Diversity**

| **Youth
Leadership**

| **Sustainable
Development**

Reserve Your Sponsorship
of the Youth Assembly Now!

Contact:

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