

ABOUT THE BRIDGE CONFERENCE

November 6-7, 2023

Greater Tacoma Convention Center and Marriott Tacoma Downtown

SOWA's annual Bridge Conference brings together youth program professionals, community leaders and organizers, funders, and policymakers from across the country. Many of our attendees work in grassroots youth programs with limited resources. For those attendees, Bridge serves as an important connection to the broader youth development field, relationship building, and knowledge to help them sustain and grow their impact.

Reflected in all aspects of Bridge are the values of equity, belonging, leadership, nourishment, change, innovation, and community. Our conference actively centers diverse BIPOC (Black, Indigenous, and People of Color) voices and youth program providers throughout the event and planning process. In 2022, 64% of attendees identified as BIPOC, and represented a diverse range of urban, suburban, and rural-based programs.

When gathered, our attendees and presenters work toward a collective vision of more equitable systems for young people that includes community care, best practices, and advocacy.

SPONSORSHIP OPPORTUNITIES

The Bridge Conference is a vital gathering in Washington state where sponsors can support strong programs for young people while reaching:

- 500+ educators, youth development professionals, and nonprofit leaders from across the state
- An extended network of more than 10,000 stakeholders serving young people in our region who receive regular news and updates about conference sponsors
- Thousands more reached through social media of SOWA and our many partners, spanning the expanded learning and education sectors

Changemaker Sponsor - \$50,000

Proudly show your company's support of the youth development field and quality expanded learning opportunities for all young people. Your Changemaker sponsorship offers solo marketing benefits, including:

- Prime "podium time" –pre-recorded 2-minute address to be shown at the beginning of the plenary session kick-off
- Dedicated slide recognition at the first day's keynote presentation
- Statement of support from your company to be displayed on the Bridge virtual platform with your logo
- Highest recognition on Bridge event website, event platform, and digital conference materials
- Your logo on Bridge Conference swag (could include lanyard, tote bag, pens and notebooks)
- 2 complimentary conference registrations

Equity Sponsor - \$20,000

Proudly show your company's support of the youth development field and quality expanded learning opportunities for all young people. Your Equity sponsorship offers top marketing benefits, including:

- Prominent acknowledgement from the stage at the beginning of the plenary session kick-off
- Dedicated slide recognition at the first day's keynote presentation
- Statement of support from your company to be displayed on the Bridge virtual platform with your logo
- High-level recognition on Bridge event website, event platform, and digital conference materials
- 2 complimentary conference registrations

Innovation Sponsor - \$10,000

Receive ample exposure and show your support of equitable expanded learning to hundreds of energized attendees and thousands more through social media and extensive e-marketing. In addition to the standard benefits, your company will be featured in multiple ways, including:

- Dedicated slide recognition at the first day's keynote presentation
- Statement of support from your company to be displayed on the Bridge virtual platform with your logo
- Prominent recognition on Bridge event website, event platform, and digital conference materials
- 2 complimentary conference registrations

Belonging Sponsor - \$5,000

Your generous sponsorship will be greatly appreciated by the 500 attendees at the conference. Benefits include:

- Prominent slide recognition at the first day's keynote presentation
- Prominent recognition on Bridge website, app event platform, and digital conference materials
- 2 complimentary conference registrations

Nourishment Sponsor - \$2,500

Show your support for expanded learning and attend the conference! You will receive:

- Recognition in the opening day slide show
- Recognition on Bridge website, app event platform, and digital conference materials
- 1 complimentary conference registration

Community Sponsor - \$1,000

Enjoy all the recognition benefits, plus:

- Recognition in the opening day slide show
- Recognition on Bridge website, app event platform, and digital conference materials

Recognition and Benefits for all Sponsorship Levels

- Logo and weblink on Bridge Conference website
- Logo in all Bridge marketing – e-newsletters, online program
- Social media recognition with logo

2023 BRIDGE CONFERENCE THEME

FORGING BRIGHTER FUTURES **Reflect. Connect. Reimagine.**

We have often heard that there is a “brighter future”, but what does that mean and how do we get there? For young people, that future is dependent on our collaborative effort to make change. At this year’s Bridge Conference, we will:

Reflect on our biases while learning and unlearning how to create more holistic and supportive environments for young people.

Connect to build our collective power and hold space for restoration.

Reimagine our systems and create a foundation for a stronger youth development field.

Together we will forge ahead in our pursuit of more sustainable systems that elevate and empower young people and their communities.