

Conference Sponsorship Packet

RAISING THE BAR 2011

A conference for clinicians, youth development advocates,
public health and social service professionals,
community leaders, and health educators

October 19 & 20, 2011
Doubletree Hotel Denver Tech
7801 E Orchard Road,
Greenwood Village, CO 80111

presented by
Colorado Youth Matter
The Healthy Colorado Youth Alliance

For more information contact Lisa Pittari at
LPittari@coloradoyouthmatter.org or 303.225.8870

www.RaiseTheBarColorado.org



The **Healthy Colorado Youth**
Alliance

colorado
YOUTH
matter

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A Message to our Prospective sponsors

Every day, Colorado teens are rushed into adulthood before they are prepared because of an unplanned pregnancy or health complications resulting from a sexually transmitted infection or HIV. For thousands of teen parents in Colorado, finding ways to balance their own adolescence with the health and welfare of their own children is another great challenge.

It has been two years since Colorado Youth Matter hosted a conference on this topic and scope. In the past, Raising The Bar has brought together hundreds of professionals and advocates committed to improving the sexual health and academic outcomes for youth across the state.

Raising The Bar 2011 is an opportunity for communities, professionals, clinicians, and advocates to build knowledge, provide insight, and share best practices about how to serve the sexual and reproductive health and developmental needs of youth in a manner that is thoughtful, effective, and culturally relevant. Colorado Youth Matter and The Healthy Colorado Youth Alliance invite you to join in our efforts to assemble leading health experts, trainers, and educators with professionals and clinicians working to build healthy lives and promising futures for Colorado youth.

The low cost and high quality of resources and training provided at this conference will allow a wide range of professionals to participate. Your financial support for this event is critical in furthering the missions of both Colorado Youth Matter and The Alliance to promote the healthy sexual and reproductive development of all youth and advance the well-being of parenting teens.

Various levels of visibility/impressions for your organization or company will be available depending on your sponsorship level. An exhibition space for all conference sponsors will be located at or near plenary areas of the conference. Please review the sponsorship levels and consider making the highest possible contribution to this conference and **the process to improving reproductive health outcomes for adolescents.**

The conference **focus areas and learning objectives** are to:

- **Health Access and Delivery** - Increase knowledge and skills about age-appropriate, LGBTQ, and culturally inclusive health services and health education for teens
- **Policy** - Identify holistic policy solutions for increasing access to comprehensive sex education, increasing health equity, & supporting pregnant and parenting teens
- **Advocacy Leadership Development** - Increase knowledge and skills around advocating for effective policies and programs and being a community leader
- **Community Organizing** - Increase skills to educate and build community support for health education resources and services
- **Evidence-Based Comprehensive Approaches** - Identify evidence-based approaches for promoting positive health outcomes for youth.

About Raising the Bar

Raising The Bar
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Conference Attendees

Conference hosts expect to attract 200 state and regional clinicians, youth service professionals, health educators, social workers, and advocates to this two day conference.

Conference participants represent a variety of organizations and fields, including:

- School-based health centers
- Schools
- After-school programs
- Youth development programs
- Family planning clinics
- Public health departments
- Foster care organizations
- Community health centers and clinics
- Youth advocacy organizations
- Professional and medical associations
- Family advocacy and parent involvement programs

Conference Focus Areas:

Health Access & Delivery
Policy
Advocacy Leadership Development
Community Organizing
Evidenced –Based Comprehensive Approaches

Topics under these focus areas include:

- Teen pregnancy and HIV/STD prevention
- Reproductive health care and access
- Sexuality education
- Science-based approaches
- Male involvement
- Cultural competency
- Serving and engaging disenfranchised youth and their communities
- Teen parenting and young families
- Best practices in program implementation and evaluation
- Local and state policy responses
- Emerging research on adolescent reproductive health
- Youth development and teen pregnancy prevention
- Highlights of local efforts and programs
- Impact of school-based health centers
- Family and adult involvement and engagement

About Raising the Bar

Raising The Bar

October 19 & 20, 2011

Doubletree Hotel Denver Tech

Title Champion (2 available) \$8,000

- Prominent exhibitor table at plenary and in resource area
- Recognition of organization and its mission at plenary breakfast and lunch
- Brief speaking opportunity for Champion Sponsor at all plenary breakfasts and lunches
- Banner at front podium of plenary room
- Logo and website link on home page of conference website
- Logo and website link on sponsorship page of conference website
- Logo on conference marketing emails
- Prominent logo and Title Champion sponsorship recognition on conference announcement emails
- Logo and name on sponsorship page of conference program
- One page ad in conference program
- Opportunity to provide promotional items/information to event attendees (in program bags)
- Organizational recognition in The Healthy Colorado Youth Alliance's quarterly e-newsletter, *The Core*, and Colorado Youth Matter's monthly e-newsletter, *e-KNOW*, through October 2011 with organizational website link and logo
- Two conference registrations
- Ongoing social media mentions leading up to the conference and during the conference

Leader in Health \$4,000

- Prominent exhibitor table at plenary and in resource area
- Recognition of organization at plenary breakfast and lunch
- Banner in hallway or back of plenary room
- Logo and website link on sponsorship page of conference website
- Logo on conference marketing emails
- Logo on sponsorship page of conference program
- Half page ad in conference program
- Two conference registrations
- Continuous Social Media Mention
- Prominent mention of organization on all news releases, media alerts, and email announcements
- 2 conference registrations
- Ongoing social media mentions leading up to the conference and during the conference

Sponsorship Levels

Raising The Bar
October 19 & 20, 2011
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Partner \$2,000

- Exhibitor table in resource area
- Banner in exhibitor area
- Name and website link on sponsorship page of conference website
- Name and website link on conference marketing emails
- Name on sponsorship page of conference program
- 1/4 organizational page ad in conference program
- One conference registration
- Social media mention announcing sponsorship

Supporter \$1,000

- Exhibitor table in resource area
- Name and website link on sponsorship page of conference website
- Name on sponsorship page of conference program
- 50% off one conference registration
- Social media mention announcing sponsorship

Friend \$800

- Exhibitor table in resource area
- Name and website link on sponsorship page of conference website
- Name on sponsorship page of conference program
- Social media mention announcing sponsorship

Corporate Exhibitor Only \$500

- Exhibitor table in resource area

Non-Profit Exhibitor Only \$250

- Exhibitor table in resource area

About Colorado Youth Matter (formerly COAPPP)

Founded as a 501(c)(3) organization in 1988, Colorado Youth Matter is a statewide leader in promoting positive adolescent reproductive and sexual health in communities across Colorado. Colorado Youth Matter works closely with community-based organizations, health providers, leaders, and advocates to raise awareness, provide public education, and advocate for programs, policies, and funding that reduce adolescent pregnancy, improve access to effective reproductive health programs, and support the healthy development of parenting teens.

Colorado Youth Matter partners in a variety of ways with over 1,000 organizations, providers, leaders, and youth across Colorado to support local education, advocacy, and programs that positively impact youth. Colorado Youth Matter works together with communities to create opportunities so that youth and their families can be engaged and empowered to make healthy and informed decisions regarding their reproductive and sexual health.

Colorado Youth Matter Mission

Colorado Youth Matter actively engages Colorado communities to promote the healthy sexual and reproductive development of all teens and advance the well-being of parenting teens.

What Colorado Youth Matter Does

Advocate for teens, parenting teens, and their families through public policy and public education

Support the capacity of youth serving organizations and local communities to effectively address the issues of adolescent reproductive and sexual health through training, technical assistance, and public education

Disseminate and analyze current research, data, and policies related to teen sexual and reproductive health and positive youth development

Enhance and increase the understanding and implementation of evidence-based approaches and programs to pregnancy and HIV/STD prevention among adolescents

About The Healthy Colorado Youth Alliance

The Healthy Colorado Youth Alliance is a statewide coalition of community-based organizations representing educators, health care providers, parents and individuals who are working to improve and increase access to quality and complete sexual health education.

The Healthy Colorado Youth Alliance Mission

The Alliance seeks to reduce rates of unintended pregnancy and sexually transmitted infections (STIs), including HIV, in Colorado youth by ensuring that all young people have access to science-based, comprehensive, medically-accurate, culturally sensitive, and age-appropriate sexuality education, information and resources to make informed decisions about their health and relationships.

What The Alliance Does

Education - to dispel myths, address concerns, highlight benefits and promote implementation of comprehensive sex education.

Community Organizing - to help build local power and inform policy change.

Policy Advocacy - to support sustainable comprehensive sexuality education, locally, statewide, and nationally.

Coalition Membership Development - to reflect the depth and breadth of support for comprehensive sex education throughout Colorado.

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Sponsorship Form

Contact Name	
Organization/Company	Program Name (if applicable)
Mailing Address	City, State, Zip
Email	Phone
Website	Fax
Name of Attendee	Email
Name of Attendee (if applicable)	Email

Sponsorship Level

Champion \$8,000	_____	Will you be exhibiting?
Leader in Health \$4,000	_____	Yes _____
Partner \$2,000	_____	No _____
Supporter \$1,000	_____	
Friend \$800	_____	
Corporate Exhibitor \$500	_____	
Non-Profit Exhibitor \$250	_____	

Send completed form and payment: Thank you for choosing to support our conference. Please make checks payable to **Colorado Youth Matter** and mail to **Franklin Street, Lower Level, Denver, CO, 80218.**

Once we have received your information, we will email guidelines for exhibiting and a request for logos and marketing information.

If you have any questions or would like additional information, please contact Lisa Pittari at lpittari@coloradoyouthmatter.org, 303.225.8870