

## **North American Youth Exchange History**

Since it was conceived in 1958, Rotary Youth Exchange, or as it was once known, Rotary Student Exchange has become one of Rotary's most respected and valuable programs. The Rotary Club of Copenhagen, Denmark initiated the first exchange in 1927. Rotary Youth Exchanges (RYE) began in Europe and have spread world-wide.

These were for a period of about two weeks and occurred during school holidays. Then in 1929 the Rotary Club of Nice, France, arranged similar exchanges. These were the forerunner of the different types of short-term exchanges for young people that now run successfully between many countries.

The most respected of all student exchange programs is the present long term Rotary Youth Exchange.

This had its origin at an international assembly of Rotary Governors, held at Lake Placid in the USA in 1958. Harley Shaver, a past Governor from Nebraska asked many of those present to go home and consider this new idea of student exchange. This proposed exchange would enable students to spend a year in a different country, in a different culture while going to school. Joe Bradbury, an incoming Governor from District 280, Australia, accepted the challenge of an exchange between his district and the district in Nebraska, currently District 5450. That was the beginning.

Today there are between 8,000 and 9,000 exchanges arranged each year, both the traditional long term and different types of a short-term duration. These exchanges allow students from roundabout 80 countries of the Rotary world the opportunity of a lifetime. These are an opportunity to develop international friendships, learn about different cultures and the need for a tolerance of each other's cultural differences.

## **North American Youth Exchange Annual Conference**

On behalf of Rocky Mountain Youth Exchange committee District 5450, we are proud to be the host of the 2019 NAYEN Conference, thank you for your consideration for sponsorship to the 2019 Conference.

All proceeds from the event, including sponsorships and ticket sales, will benefit Youth Exchange. Youth Exchange began in 1929. Students from around the world have the opportunity to experience and live and learn about another culture. As one of our students has said, "It does not matter where you go, but if you experience another culture and meet the people there would not be war. How can you declare war on the people you know?" (Clare Montgomery). This conference helps bring leaders from around the world together to help create opportunities for exchange students and for the leaders to learn best practices for working with our students.

### **Event Overview:**

2019 marks the 20<sup>th</sup> year for the NAYEN conference. Average attendance for the conference is 425, we average over 1500 hits on the conference website.

### **Event Information:**

When:

March 14-16, 2019

Goal of 500 people to attend

Where:

The Westin in Westminster

Booth set up:

Time 9am March 14<sup>th</sup>

### **Marketing Strategies for the conference (including but not limited to):**

- Website (NAYEN.org)
- National Public Radio promotion
- Print promotion, including Rotary newsletters
- Email marketing
- Social Networking
- Television: Appearances on 9 News Colorado and Company
- Public Relations

## **Sponsorship Levels and Inclusions:**

### **Crystal - \$250.00**

- Company listing in conference brochure

### **Bronze - \$500.00**

- Company listing in conference brochure
- 2 Tickets to Banquet

### **Silver - \$1,000.00**

- Acknowledgement on Sponsor banner
- Company bio, logo and link to website on Sponsor page on NAYEN website
- Listing in the *conference Brochure* (to be distributed at conference)
- 4 Tickets to Banquet

### **Gold - \$2,500.00**

- Items listed above
- Listing on the Website
- Promotion of business during Conference (to be provided by sponsor)
- Complimentary attendance at Hospitality Room
- Donor Posters and/or Banner (3x8 max) Displayed in Conference Area
- 4 Tickets to Banquet

### **Platinum - \$5,000.00**

- Items listed above
- Company logo on promotional material
- Complimentary attendance at President's Reception
- Listing on the website with link to business's website
- Booth at the Conference all three days
- 4-Tickets to closing Banquet

### **Diamond - \$10,000.00 (exclusive)**

- Items listed above
- Company Logo on name badge holder (to be available to each attendee)
- Company logo on promotional t-shirt (Never done this – would we sell the shirts? NAYEN used to do some merchandising this way but stopped maybe in 2012)
- Donor Posters and/or Banner (4x10 max) Displayed in Conference Area
- 6 Tickets to the closing Banquet with reserved seating

### **Title -- \$15,000.00 (exclusive) .**

- Items listed above
- Company Logo on bag (to be handed out to each attendee)
- Name in the Title of conference
- 10 minute Presentation at 2 plenary session to promote business
- 10 Tickets to the Banquet with reserved seating

## **NAYEN in kind Participation Information:**

We cordially invite you to participate in the 2019 NAYEN Conference as one of a limited number of featured in kind Sponsors. In-kind donation must equal a minimum of \$2,500

Inclusions:

- Draped 8' table and chairs
- Logo, bio and link to website under Sponsor level gold
- Logo featured on promotional items
- Event Signage (to be provided by vendor)

## REGISTRATION FORM

Yes, I would like to become a Sponsor of the 2019 NAYEN Conference:

Inkind                       Crystal (\$250)                       Bronze (\$500)  
 Silver (\$1,000)                       Gold (\$2,500)                       Platinum (\$5,000)  
 Diamond (\$10,000)                       Title (\$15,000)

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Website Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Special Requests: \_\_\_\_\_

Signature: \_\_\_\_\_ Please print name: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Please submit completed registration form:

Rocky Mountain Youth Exchange

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