



## CONTACT

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# SPONSORSHIP PACKAGES

Earth Island Institute's New Leaders Initiative Presents

## **25<sup>th</sup> Annual Brower Youth Awards for Outstanding Environmental Leadership**

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Tuesday, October 8<sup>th</sup>, 2024, 5:30 p.m.

Freight & Salvage, 2020 Addison St., Berkeley, CA

The Brower Youth Awards are the premier youth environmental leadership awards in North America. The annual award ceremony is the signature event of Earth Island's New Leaders Initiative program, which supports and celebrates young environmentalists seeking to build a better, more just world.

The goal of the Brower Youth Awards is to identify, grow, and empower young environmental and social justice activists through leadership training, creation of a supportive and powerful peer network, and amplification of their accomplishments. At this pivotal moment in history, we believe that investing in the new generation of youth-led activists is critical to galvanizing change all across North America.

## THIS YEAR'S THEME

Currents are forces of nature that energize and move things — electricity, water, air — forward in a definite direction. Our Brower Youth Award winners are like such currents. Their environmental activism is propelling the changes we need to support a healthy, safe, and equitable planet for all. These young forces are not



Winners of 2023 Brower Youth Awards on stage

deterred by inertia or outright resistance to environmental action. We are here to recognize their leadership and celebrate the currents of resiliency their projects have ignited.

Currently, we are also facing multiple existential threats, including the collapse of biodiversity and the climate crisis, threats that require immediate action. Our winners bring solutions to current problems with a sense of urgency and dedication. We are inspired to share their work with you.



Guests mingling at our intimate 2022 post-event reception at Gather Restaurant in Berkeley

## **ACT TODAY – SUSTAIN BOLD ENVIRONMENTAL LEADERSHIP FOR TOMORROW**

Your support of the Brower Youth Awards demonstrates your commitment to cultivating a diverse and skilled network of innovative and creative youth leaders while gaining visibility and a positive reputation in the community. Your investment will support environmental solutions and propel bold young leaders forward as they tackle the most pressing environmental challenges in their communities.

# TIERS AND BENEFITS FOR 2024

## Title Sponsor

**\$10,000+**

- Up to 6 tickets to our awards ceremony and post-event reception
- Opening remarks at the post-event special reception
- Exclusive branding for virtual panel discussion on eco-anxiety with former BYA winners hosted one month in advance of the award ceremony
- ½ page ad in the fall edition of our award-winning international *Earth Island Journal*
- Branding on event promotional materials, slideshow, and digital event program
- Recognition on our website, weekly social media for each of the three months prior to the event, and our in our monthly IslandWire newsletter following the event
- Invitation to exclusive meet and greet with winners one week prior to the event

## Advocates

**\$5,000-\$9,999**

- Up to 6 tickets to the award ceremony and post-event reception
- 1/4 page ad in the fall edition of our award-winning international *Earth Island Journal*
- Branding on event promotional materials, slideshow, and digital event program
- Recognition on our website, weekly social media posts leading up to the event, and our monthly IslandWire newsletter
- Invitation to exclusive meet and greet with winners one week prior to the event
- Recognition at all New Leaders Initiative events which includes two youth poetry slams
- Invitation to panel discussion on eco-anxiety with former winners

## Innovator

**\$2,500-\$4,999**

- Up to 4 tickets to our award ceremony and post-event reception
- Recognition in the fall edition of our award-winning international *Earth Island Journal*
- Branding on event promotional materials, slideshow, and digital event program
- Recognition on our website, weekly social media posts leading up to the event, and our monthly IslandWire newsletter
- Invitation to exclusive meet and greet with winners one week prior to the event.
- Invitation to panel discussion on ecoanxiety with former winners

## Partner

**\$500-\$2,499**

- 2 Tickets to the award ceremony and post-event reception
- Branding on event promotional materials, slideshow, and event program
- Recognition on our website, weekly social media posts leading up to the event, and our monthly IslandWire newsletter
- Invitation to exclusive meet and greet with winners one week prior to the event
- Invitation to panel discussion on ecoanxiety with former winners

**Post-Event Reception Ticket - \$200/person**

## BYA REACH

We have a deep commitment to elevating voices from different socio-economic and culturally diverse backgrounds. Our audience includes youth, teachers, community leaders, local activists, journalists, sponsors, donors, allies, and philanthropic supporters of youth environmental leadership.

### **In Attendance at Award Ceremony**

490 Audience Members

### **Earth Island Distribution List**

15,000 People

### **Earth Island Journal Magazine**

5,000 Quarterly Edition

### **Earth Island Online Visitors**

350,000/year

### **Social Media**

100,000+ (X / Facebook/ Instagram/ LinkedIn)

## PREVIOUS SPONSORS

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## TO BECOME A PARTNER

For more information on sponsorship opportunities and sponsorship terms, please contact:

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# THANK YOU