



100 2024

BRAND PARTNERSHIP GUIDE

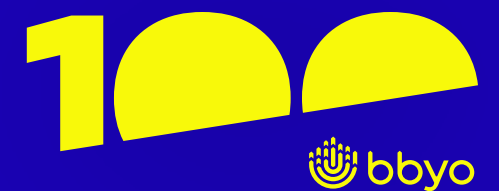
THE ULTIMATE CELEBRATION OF TEEN CULTURE AND LEADERSHIP
ORLANDO, FLORIDA | FEBRUARY 15-19, 2024



“A dynamic meeting place; a real-world classroom for Jewish teens. It’s the Woodstock of Jewish Identity.”

—DAVID BROOKS, THE NEW YORK TIMES

WATCH THE IC TRAILER



WHO WE ARE

A TRUSTED PLATFORM FOR DEVELOPING TOMORROW'S LEADERS

For nearly a century, BBYO has served as the premier platform for empowering Jewish teen influencers around the world. Our dynamic, growing global movement engages **more than 70,000 teens across 725 chapters in 60 countries** and counting. Our programs have shaped an international network of **over half a million living alumni**, many of whom are among the most prominent figures in business, politics, academia, the arts, and Jewish communal life.

BBYO inspires a lifelong commitment to leadership, service, civic engagement, and Jewish values through a variety of fun and meaningful experiences open to any Jewish teen in 8th-12th grade, regardless of background, gender, race, sexual orientation, or socio-economic status; including those with a range of intellectual, emotional, and physical abilities.

BBYO teens are consistently recognized as leaders in academics, sports, the arts, and community service, with an average household income of \$450K.



WHAT WE DO

CREATE EXPERIENCES THAT SHAPE VALUES & BUILD COMMUNITY

BBYO's International Convention (IC) is increasingly recognized as one of the most iconic teen cultural highlights of the year. As the largest annual gathering of Jewish teen leaders worldwide and the largest Jewish communal events in North America, IC's unique five-day program offers a fully immersive experience **shaped by thousands in attendance and amplified by hundreds of thousands more** following along at home via worldwide digital broadcast. IC attracts top philanthropists, celebrities, thought leaders, business executives, and other guests who support the work of our teens. Demand continues to reflect that teens are hungry for this experience; **IC sells out every year.**

At IC, we take a multifaceted approach to empowering and energizing teens through a focus on:



Leadership



Service & Advocacy



Music



Interactive Education



Athletics & Wellness



Global Friendships



THE IC EFFECT

IC IS THE HEARTBEAT OF OUR GLOBAL MOVEMENT, AMPLIFYING OUR PROGRAMMING AND CONNECTION YEAR-ROUND

Click the icons to explore BBYO online



IC 2022



International
Convention

5,000+

Overall Attendees

3,000+

Teen Participants

2,000+

Alumni, Staff, Stakeholders,
Volunteers, Parents, Guests

500+ 100+

Speakers,
Educators,
Celebrities

Partner Organizations

IC 2023 DIGITAL BROADCAST



3.1m

Total Impressions



713k

Total Impressions



395k

Total Impressions



84k

Total Views on Facebook,
YouTube, and Vimeo via
Live Stream & Video Content



IC Website

38k

Unique Visitors

148k

Total Views

YEAR-ROUND GLOBAL NETWORK

70k

Teens Reached Globally

500k

Alumni Households Since 1924

60

Countries

725

Chapters



9.2m

Total Impressions



3.6m

Total Impressions



714k

Total Impressions



181k

Total Video Views



BBYO Website

437k

Unique Visitors

2.9m

Total Views

SHAPING SOCIETY'S MOST INFLUENTIAL TEENS FOR NEARLY 100 YEARS

...AND WE'RE JUST GETTING STARTED

A Decade of Growth

Annual Global Participation

Membership Worldwide

International Convention

70,000

36,000

5,000

36,000

17,000

1,250

2013

2023

BBYO IC Convenes Top Talent and Leaders from Across All Sectors of Society

A taste of some of
our hundreds of speakers,
educators, and performers
from past years



**Israeli Prime Minister
Naftali Bennett**



**Fmr. U.S. President
Barack Obama***



**Fmr. Israeli President
Shimon Peres***



**Israeli President
Reuven Rivlin***



**Canadian Prime Minister
Justin Trudeau***



**Mohammad AL
Samawi**
Activist, Author, and
Speaker



Cornell Brooks
Director, Social Justice
Collaborative, Harvard
and Fmr. CEO, NAACP



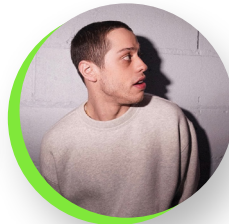
David Brooks
Op-Ed Columnist, The
New York Times



Sophia Bush
Actress, Activist,
Director, and Producer



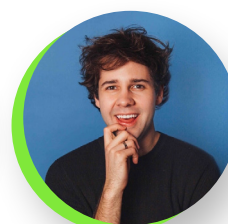
Mark Cuban*
Entrepreneur &
Philanthropist



Pete Davidson
Comedian, Actor, and
SNL Cast Member



AJ Dillon
Running Back, Green Bay
Packers



David Dobrik
YouTube Creative



Avi Garbow
Environmental Advocate,
Patagonia



Nikki Haley*
United States
Ambassador to the
United Nations



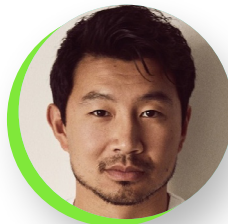
Chelsea Handler
Comedian, Author, and
Activist



Susan Hennike
President, Champion
North America



Cameron Kasky
Co-Founder, March for
Our Lives



Simu Liu
Actor and Writer



Daniel Lubetzky
Founder and CEO, KIND
Snacks



Casey Neistat
Film Director and
YouTube Creative



Aly Raisman
World Champion
Gymnast and Best
Selling Author



Amb. Susan Rice
Fmr. U.S. National
Security Advisor



Adam Rippon
Olympic Medalist and
LGBTQ+ Advocate



Sheryl Sandberg*
COO, Facebook



**Michael
Solomonov**
Chef, Entrepreneur, and
Humanitarian



Meighan Stone
President, The Malala
Fund



**"These kids blew my mind in terms of what their role
is in organizing this event. Walking into a room full of
these teens has very much raised my hopes."**

Abby Wambach
American Soccer Player & Olympic Gold Medalist



Rebel Wilson
Actress, Comedian,
Writer, and Producer



Steve Aoki
Musician



Galantis
Musician



Mike Posner
Musician



Flo Rida
Musician

*Denotes Video Address



Past IC Partners



Blackboard



WHAT WE OFFER

BBYO'S BRAND PARTNERS GAIN DIRECT ACCESS TO OUR GLOBAL NETWORK OF INFLUENCERS INCLUDING TEENS, ALUMNI, STAKEHOLDERS, AND PARENTS



Connections

We can help develop fresh, engaging activations and campaigns to create meaningful ways to connect your brand with our audience while achieving your marketing goals.



Digital Reach

Our professional and teen PR teams can leverage multiple layers of digital, social, and print media to promote partner campaigns around IC and all year long.



Creativity

We design our brand partnership experience to encourage exploration of new and exciting stunts, pop-ups, and experiential sponsorship ideas, both at and around our live event.



BBYO 365

BBYO's unique platform reaches hundreds of thousands of families in-person and online. Explore ways to plug into major local events in target geographies year-round.

ENGAGEMENT OPPORTUNITIES

WAYS TO ACTIVATE YOUR BRAND IN AND BEYOND THE MAIN EVENT

ONSITE ACTIVATION



- Build a dedicated space to host participants
- Place your brand or logo on prominent design pieces in the convention space
- Stop traffic and build buzz with a time-bound stunt experience that will inspire teens to post about your brand on social media (e.g., breakdancing, goat yoga, graffiti walls, raffles, book signings, and more)

DIGITAL PROMOTION



- Promote your brand on one of BBYO's marketing channels with dedicated messaging to reach select audience segments (members in a geographic area, 12th graders, young alumni, parents, etc.)
- Join one of our live broadcasts during convention and be interviewed by teen anchors to promote your brand to viewers at home

MAINSTAGE MOMENTS



- Reach the entire IC audience (live and via broadcast) at our general sessions throughout the event, capturing peak excitement and energy all weekend long
- Show a commercial or brand video before or during one of our general sessions
- Associate your brand with IC mainstage speakers—including today's top leaders, influencers, musicians, and celebrities

ENGAGEMENT OPPORTUNITIES

WAYS TO ACTIVATE YOUR BRAND IN AND BEYOND THE MAIN EVENT

BREAKOUT SESSIONS



- Expose teens, alumni, and/or other stakeholders to all your brand has to offer through an intimate, content-rich educational breakout session
- Engage your top executives with influential Gen-Z teens to gain valuable insights about your brand

CLASS CELEBRATIONS



- Connect your brand with a targeted subset of our audience (graduating seniors, college alumni, staff, etc.) over a meal, during a break, or at another strategic moment during convention

SIGNATURE LOUNGES



- Contribute or takeover one of BBYO's signature lounge spaces or build a brand new one
- Annual Lounges:
 - Men's Leadership Lounge
 - Women's Leadership Lounge
 - Music Studio
 - Jewish Learning Lab
 - Wellness Lounge
 - Convention Store
 - Staff Lounge
 - Summer Camp and Travel Lounge

ENGAGEMENT OPPORTUNITIES

WAYS TO ACTIVATE YOUR BRAND IN AND BEYOND THE MAIN EVENT

SPORTS & WELLNESS



- Become a primary brand partner of BBYO's Sports and Wellness Expo through signage at sports venues, branded swag (jerseys, rally towels, water bottles, etc.)
- Position your brand front and center as part of the growing focus on health and wellness activities that teens crave

LEADERSHIP SUITE



- Take over one of our key spaces for teen, staff, guest networking, meetings, or breaks with your brand's people, product, or décor
- Annual Leadership Suites:
 - Teen Planning Team Suite
 - Teen Press Corps Suite
 - Guest Hospitality Suite (Breakroom for Staff, Speakers, Partners, etc.)
 - IC HQ (Staff Office)
 - VIP Talent Suite

OTHER OPPORTUNITIES



- Daily Snack Boxes
- Mobile Charging Station(s)
- Individual Teen Program Sponsorship
- International Delegate Pre-Week Experience
- Registration giveaways and swag
- Teen Delegation Sponsorship
- Air Travel Sponsorship

...there are endless ways to plug your brand into BBYO IC. If something piqued your interest or you want to learn more, let's talk!

SAMPLE ONSITE ACTIVATIONS



Alpha Epsilon Pi Lounge



Senior Class Shabbat Dinner



Women's Leadership Lounge



Advocacy Graffiti Wall



Esports Live Gaming Arena



Pop-up Bike Demo



Virtual Reality Experience



Live Virtual Golf Station





LET'S MAKE MAGIC HAPPEN

BUILD BRAND LOYALTY AMONG TOP TEEN INFLUENCERS WHILE INSPIRING THE NEXT
GENERATION OF LEADERS WITH BBYO

PARTNERS@BBYO.ORG | [BBYO.ORG/IC](https://bbyo.org/ic)