

IC 2024 Sponsorship Opportunities



Secure your place at BBYO International Convention, the largest annual celebration of Jewish teen culture and leadership, and give your brand access to a powerful platform from which to educate, entertain, and engage a diverse and influential Gen Z audience.

Whether you select a preset sponsorship package or opt to build a custom arrangement to meet your marketing goals, IC sponsors will have access to **thousands of onsite event attendees plus hundreds of thousands of digital followers around the world. We welcome all inspired organizations to join forces with us, be creative and dream big!** Together, let's create an unforgettable experience at IC to elevate your brand while engaging BBYO's worldwide network long after your sponsorship with us! **For questions, please contact us at partners@bbyo.org.**

Sponsorship Packages for IC 2024							
Brand Partnership Level		Leader	Sibling	Friend	Member	Prospect	Virtual
Single Year Sponsorship		\$50,000	\$25,000	\$10,000	\$5,000	\$3,000	\$1,000
Two Year Sponsorship		\$45,000	\$20,000	\$8,000			
Before	Logo on BBYO IC Website	Large	Large	Medium	Small	Small	Small
	Instagram Story Recognition						
	Cross-collaboration Instagram Story						
	Recognition in Pre-IC Parent Pulse email						
During	Banner Ad Featured on IC Mobile App						
	Complimentary Convention Registrations ¹	5	4	3	2	2	
	Sponsor Signage						
	Booth at BBYO Boulevard Partner Fair ²						
	Engagement During Oneg and Centennial Celebration Events						
	QR Code Scanning ³						
	Interview with BBYO News Desk Livestream						
	Preferred Partner Fair Tabling Location						
	Mainstage Virtual Billboard	2	2	1			
	Shabbat Friday Night Dinner Tickets	2	2	1			
	Custom Push Notification(s) via IC Mobile App	2	2	1			
	Access to Next Century Adult Programming	2	1				
	Interview with BBYO Table Talk Podcast						
	Mainstage Commercial						
	Custom Interactive Activation Space						
After	Recognition in Post-IC Email Blast						
	Stand-Alone Facebook Post						

¹ Registration grants access to convention only. No hotel rooms or meals included.

² Standard partner exhibition space includes a 6' x 8' booth with one 6' x 30" table and tablecloth, 2 chairs, 5 amp power, and power strip, 2' x 3' branded foam board, branded vinyl banner backdrop, branded vinyl banner backdrop.

³ Partners at the \$5,000 who scan teens badges will receive name, email, community, and grad year for any teen they scan. Partners at the \$10,000 who scan teens badges will receive name, email, community, cell phone, and grad year for any teen they scan.