YMGE

YALE MODEL GOVERNMENT EUROPE

2018 SPONSORSHIP GUIDE

INSPIRE. COLLABORATE. INNOVATE.

YMGE: Who are we?

- Europe's premier educational, Model Government conference
- Eighth iteration
- Brings together 350+ delegates from around the world to Budapest, Hungary to debate and propose solutions to current issues.
- Builds a community that fosters discussion about international relations in the European context.
- Educates delegates to be effective thinkers and leaders through innovative and collaborative simulations of global crises.
- Run by 23 passionate Yale students involved in the Yale International Relations Association (YIRA) who facilitate discussion and lead committee sessions during the conference.

Why YMGE?

- An educational and dynamic reimagining of the usual Model UN format, combining the best of American and European conferences to create a simulation devoted to issues pertaining Europe.
- A unique crisis conference: every cabinet, council, and specialized committee receives the same crisis and must work within and across committees and national barriers to solve this large-scale crisis.
- Commitment to small committees: 13 of our 17 committees will have 12 or less students, with 4 larger specialized committees, allowing each delegate to have individualized attention and feedback from their committee's director.
- Created and staffed entirely by a diverse group of committed, knowledgeable and enthusiastic Yale undergraduates
- A unique financial aid program to make YMGE accessible to students from all socioeconomic backgrounds

YMGE & YIRA

- YMGE is a constituent program of the Yale International Relations Association (YIRA), a registered 501(c)(3) non-profit organization that seeks to further knowledge and debate on global affairs at Yale
- YIRA is one of the largest and most successful undergraduate organizations at Yale University, having recently attained advisory status with the United Nations too.
- In addition to YMGE, YIRA runs Yale Model United Nations Taiwan, Yale Model United Nations Korea, Yale Model United Nations and the Security Council Simulation at Yale.
- YIRA also holds a Speaker Series, with past dignitaries including Kofi Annan, Anna Vedouta, and Jolyon Howorth.
- A unique financial aid program to make YMGE accessible to students from all socioeconomic backgrounds
- The Model UN Team at Yale (MUNTY), another YIRA program, ranks as one of the top competitive teams in the United States.
- YIRA members also educate the local community about global affairs through Hemispheres, a community service project that pairs Yale undergraduates with New Haven youths.

Opportunities with YMGE

- Exposure of your organization's goals and opportunities to nearly 350 delegates and faculty advisors from all over the globe and from diverse backgrounds
- Attract highly motivated future leaders to your organization's vision and projects by demonstrating a commitment to international education and cooperation
- Support the continued success of YMGE by facilitating a conference that promotes diverse engagement and discussion of global affairs
- Help provide a better conference experience for all attending members, including by funding social impact programs, delegate events and financial aid
- Help make YMGE accessible to all students, regardless of socioeconomic background, by providing the funds to aid schools in attending the conference.

Yale International Relations Association

SPONSORSHIP PACKAGES

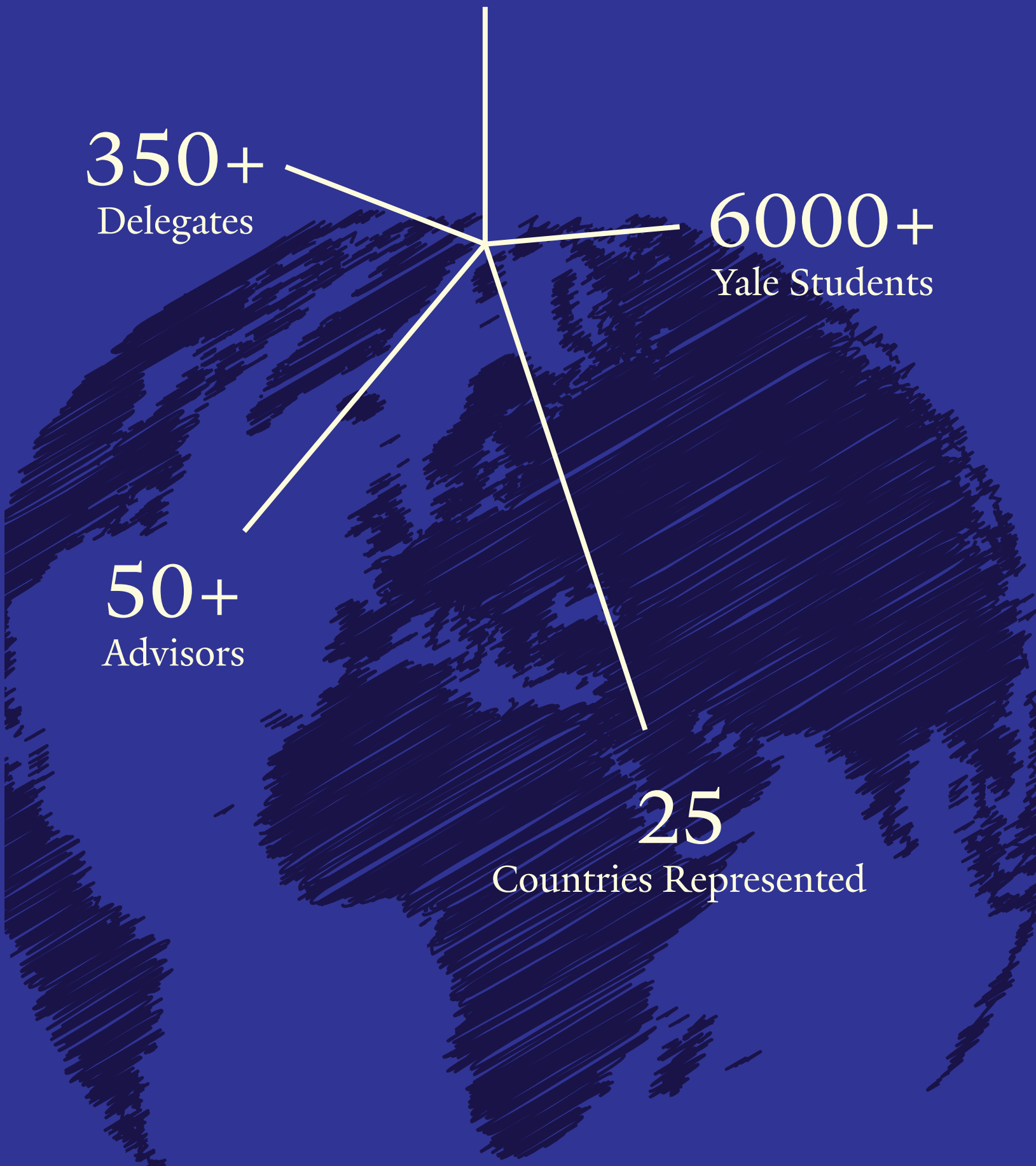
LEVEL OF SPONSORSHIP	PLATINUM 4400 EUR Waives participation cost of 20 delegates	GOLD 3200 EUR Waives participation cost of 15 delegates	SILVER 2000 EUR Waives participation cost of 9 delegates	BRONZE 1400 EUR Waives participation cost of 6 delegates
Advertisement in Delegate Guide	Full inside-front or back cover	Full page in guide	Half page in guide	Quarter page in guide
Insert in Delegate Folder	A4 size brochure	Full page	Full page	Half page
Acknowledgment as sponsor on social media	Every month	Every two months	One time	One time
Acknowledgement in List of Sponsors on website	Sponsorship page advertisement with link	✓	✓	✓
Acknowledgement in List of Sponsors in Delegate Guide	✓	✓	✓	✓
Acknowledgement at Opening and Closing Ceremonies	✓	✓	✓	✓
Sponsorship booth and representative at YMGE	All Conference	During Opening & Closing		
Logo on YMGE merchandise	✓	✓	✓	
YIRA wide outreach	✓	✓		
Distribution of sponsor promotional material	Pens, folders, bags, etc	Pens and folders		

*All prices are negotiable.

INDIVIDUAL SERVICES

DELEGATE GUIDE	WEBSITE AND SOCIAL MEDIA	MERCHANDISE	PHYSICAL PRESENCE AT YMGE
Acknowledgement on List of Sponsors with logo: 100 EUR	One time acknowledgement as sponsor on Social Media: 75 EUR	Distribution of sponsor promotional material (1 item): 250 EUR	Business Cards in Delegate Folders: 150 EUR
Quarter Page Ad: 250 EUR	Acknowledgement as sponsor on Social Media every two months: 200 EUR	Distribution of sponsor promotional material (3 items): 450 EUR	Half page size inserts in Delegate Folders: 250 EUR
Half Page Ad: 350 EUR	Acknowledgement on List of Sponsors on website with logo: 100 EUR	Distribution of full page flyers/ pamphlets: 450 EUR	A4 size inserts in Delegate Folders: 350 EUR
Full Page Ad: 450 EUR	Sponsorship Page Advertisement with link: 250 EUR	Logo on YMGE Merchandise: 500 EUR	Acknowledgement in Opening & Closing Ceremonies: 700 EUR
Front Page Logo: 500 EUR	Logo on website homepage: 400 EUR		Sponsorship booth and representative: 1000 EUR
Full Back Cover: 750 EUR			In-kind donations

Reach Potential



Delegate Guide

Distributed to all delegates, this booklet contains essential information that every delegate needs to participate in the conference, such as the schedule and committee rooms. Delegates refer to this guide throughout the conference, and use it for all three days.

Website & Social Media

These are the main sources for information, news and inter-delegate interaction for YMGE: http://ymge.org and https://www.facebook.com/yalemgeurope/. Students, advisors and parents all use these two online forums for updates, before and during the conference. Registration takes place through the website, and articles from the Press Corps committee are also published on it for students and parents to read. The website and our social media receive heavy web traffic daily.

Merchandise

We are willing to distribute your organization's promotional material, like pens, folders, bags, etc to the 350+ students and 50+ advisors who will need such materials for the duration of the conference. We also sell merchandise like T-Shirts, with our sponsors' logos at the back, at the conference.

Physical Presence

Participating organizations may send a representative to set up a sponsorship booth at the conference, and speak to students throughout the conference. Yale students, delegate's advisors, and other guests will also be present.

Other

YMGE is continually working to improve its sponsorship opportunities. If you would like to discuss other options not listed in this guide, please contact us.

CONTACT US

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