



Kraków in the **CAPITAL** 2016 July 30, 2016

Visit Washington.
Experience Krakow.
Encounter Christ.

SPONSORSHIP GUIDE

Featuring:

Polish food and music • Bilingual catechesis talks with Bishops and national speakers • Visit the National Holy Door of Mercy to receive a plenary indulgence • Adoration and Confession • Stations of the Cross • Vocation and long term service fair • Vigil Mass with Cardinal Donald Wuerl • Veneration of the relics of St. John Paul II and Blessed Pier Giorgio Frassati • Late night concert • Overnight camping sites available • and more!

Hosted By:

- Archdiocese of Washington
- Archdiocese of Baltimore
- Diocese of Arlington
- Diocese of Wheeling-Charleston
- The Catholic University of America
- Basilica of the National Shrine of the Immaculate Conception
- Saint John Paul II National Shrine
- Dominican House of Studies
- Catholic Student Center at University of Maryland



Dear Friends,

In July 2016, an anticipated two million young adult pilgrims, including 30,000 from the United States will gather with Pope Francis in Kraków, Poland, for the 31st World Youth Day. We believe that all young adults should have access to encountering Christ through an experience of our global Church regardless of their financial resources or ability to take time off work. Sharing in our mission, we ask you to support a historic stateside celebration of World Youth Day in Washington, D.C., *Kraków in the Capital*. As the millions of young adults gather in Kraków to worship, pray, and encounter Christ together, in Washington, DC, thousands more young adults from across our country will join them and be transformed.

On July 30th, our communities will come together to host *Kraków in the Capital* as an experience of World Youth Day. This regional event will allow more young adults from our country to make a pilgrimage of the heart during the Year of Mercy and encounter Jesus through a dynamic stateside celebration in solidarity with international World Youth Day pilgrims.

During this event, we invite young adults (18-39) across our region to walk in the footsteps of Pope Francis during his recent visit to our country. We will gather at the National Year of Mercy Holy Door for this encounter at the National Shrine of the Immaculate Conception, the site where Pope Francis canonized a great missionary to our country, Saint Junípero Serra. Together we will mirror the experiences of the international World Youth Day celebration, gathering for ethnic food, music, prayer, catechesis, Stations of the Cross, confession, and culminating with the celebration of the Eucharist.

In his visit to the United States, Pope Francis encouraged our American church in our outreach to young adults saying, “one of the great challenges facing the Church in this generation is to foster in all the faithful a sense of personal responsibility for the Church’s mission, and to enable them to fulfill that responsibility as missionary disciples.” *We invite you to help make this state-side World Youth Day event possible through your sponsorship and participation. Join us in our effort to help young adults encounter Jesus and be inspired to live as missionary disciples.*

Thank you for your support of young adults in our local Church as we celebrate their faith, strengthen them as missionary disciples, and send them into their local communities as leaven. We look forward to seeing you at *Kraków in the Capital*.

Faithfully in Christ,

Jonathan Lewis
Archdiocese of Washington

Brandon Pettit
Basilica of the National Shrine of the Immaculate Conception

Craig Gould
Archdiocese of Baltimore

Daniel Meola
Saint John Paul II National Shrine

Brendan Gotta
Diocese of Arlington

Fr. Luke Clark O.P.
The Dominican House of Studies

Bob Perron
Diocese of Wheeling-Charleston

Lisa Greey
Catholic Student Center at University of Maryland

Fr. Jude DeAngelo O.F.M. Conv.
The Catholic University of America



Kraków in the CAPITAL 2016

Sponsorship Levels

	Booth Rental (\$175)	Bronze (\$1,000)	Silver (\$2,500) Limited to 10 total	Gold (\$5,000) Limited to 4 total	Platinum (\$10,000) Limited to 1 total
Card insert in name badges					✓
Dedicated text/email communications featuring your organization				✓	✓
Video playing in Exhibit Hall				✓	✓
2 minute promotional talk to participants at...			✓ Breakout catechesis session	✓ General session	✓ General session
Access to hang banner in main tent			✓ 8 foot banner	✓ 16 foot banner	✓ Tent Naming Rights
Items in giveaway bags to all participants		✓ 1 small item	✓ 1 large item	✓ 2 items	✓ 3 items
Name on Slideshow Display		✓	✓ Name and Logo	✓ Name and Logo	✓ Name and Logo
Sponsor Information on website and promotional materials		✓ Name on website & printed materials	✓ Name on website with web link, event registration page, and printed materials	✓ Name and logo on website with web link, event registration page, and printed materials	✓ Name and logo on website with web link, event registration page, and printed materials
Program Advertising	✓ Name listed	✓ ¼ page ad	✓ ½ page ad	✓ Full page ad	✓ Full page ad
Booth in Exhibit Area	✓ Standard Booth/ Standard Location	✓ Standard Booth/ Standard Location	✓ Standard Booth/ Premium Location	✓ Double Booth/ Premium Location	✓ Triple Booth/ Premium Location
Event Tickets	✓ 2	✓ 5	✓ 5	✓ 10	✓ 20

A La Cart Sponsorship Options

Event Program: Full page ad: \$500, Half-page: \$300, Quarter-page, \$200

-Slideshow: One slide in looping slideshow in Exhibit Area: \$300

-Giveaway Bag: One small item in each participant's give away bag: \$200



Sponsorship FAQs

What is Kraków in the Capital?

Kraków in the Capital is a one day World Youth Day celebration, mirroring the experiences of participating in the International World Youth Day in Kraków, to help young adults encounter Christ and inspire them to live as lifelong missionary disciples.

Who attends Kraków in the Capital?

College students and young adults across the Mid-Atlantic region and across the nation. The co-hosts for Kraków in the Capital reach out to hundreds of thousands of young adults through their ministries each year and are responsible for the spiritual care for young adults in Washington, DC, Maryland, Virginia, and West Virginia.

What kinds of organizations sponsor Kraków in the Capital?

Organizations and communities that care about helping college students and young adults discern their vocation and live out lifelong missionary discipleship sponsor Kraków in the Capital. Including but not limited to: long term service organizations, men's and women's religious communities, lay ecclesial movements, graduate institutions, Catholic publishers, Catholic media, retreat centers, national organizations, etc.

How can we sign up to be an event sponsor?

Visit our sponsorship page at wydDC.org/sponsors to submit a sponsor request! For questions on event sponsorship contact Jonathan Lewis at wyddc@adw.org or 301-853-4559.

What information do I need to know about my booth in the exhibit area?

Each booth includes a 6-foot table and two chairs. Outlet access and table coverings may be available upon request.

How do I make my sponsor payment?

Payment can be mailed separately to 'Kraków in the Capital Sponsorship', c/o Jonathan Lewis, 5001 Eastern Ave. Hyattsville, MD 20782. Sponsor recognition begins when payment has been received.

Who are the catechesis speakers for Kraków in the Capital?

TBA! Find out first by signing up for our event texts and/or emails at wydDC.org or by texting wydDC to 84576.

How will my organization reach young adult participants at the event?

Access to share about your organization is based on your level of sponsorship. Platinum and Gold Sponsors have the opportunity to speak to the entire group and silver sponsors have the opportunity to speak at a catechesis session. Bronze sponsors and booth sponsors will have booth space at our main Exhibit Area where we will also hold our largest catechesis session as well as host events throughout the day. Sponsors also have the option of purchasing a la cart items as a way to promote their organization. All a la cart options are included for Bronze, Silver, Gold, and Platinum sponsorships.

How will my organization reach young adults outside the event?

Co-hosts of Kraków in the Capital represent ministry to nearly 500,000 young adults. For as many thousands as will participate in the day-of event, thousands more will have an impression of your organization's sponsorship by visiting our wydDC.org website, signing up for texts and emails, and following event information and announcements on social media.

How will my organization's sponsorship reach social media followers?

The unique and far-reaching collaboration among the co-hosts of Kraków and the Capital will be shared across multiple host websites and social media platforms including a reach of **50,000 twitter followers and over 150,000 Facebook fans.**



Kraków in the **CAPITAL** 2016

A one-day World Youth Day experience for young adults (18-39) in Washington, D.C.

Visit Washington.
Experience Krakow.
Encounter Christ.

Featuring:

- Polish food and music
- Talks in English and Spanish by national speakers (including a deaf track and a track for persons with intellectual disabilities)
- Powerful prayer including adoration, confession, Stations of the Cross, prayer with the relics of St. John Paul II and Bl. Frassati and Vigil Mass with Cardinal Wuerl
- Late night concert with Marie Miller and overnight camping

Event Details:

Saturday, July 30, 2016
at
**The Catholic University
of America**

- 12:00pm-1:00pm – **Registration**
- 1:00pm-2:00pm – **Welcome and Prayer**
- 2:00pm-5:30pm – **Catechesis talks**
- 5:30pm-7:30pm – **Polish Dinner**
- 7:30pm-8:30pm – **Stations of the Cross**
- 8:30pm-9:30pm – **Vigil Mass**
- 9:30pm-11:00pm – **Concert**

Register:

Event Cost:
\$25 online or \$40 at the door
Register at wydDC.org

Connect:

Text '**wydDC**' to **84576** or visit
www.wydDC.org for more
information, to sign up for email
updates, and to receive the latest
news on speakers and event
details!

www.wydDC.org | [#wydDC](https://twitter.com/wydDC)

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