

SPONSOR GUIDE

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#wydDC

PANAMA in the CAPITAL

JANUARY 26, 2019
WASHINGTON D.C.





Dear Friends in Christ,

In January 2019, an anticipated two million young adult pilgrims, including thousands from the United States will gather with Pope Francis in Panamá, for the 32nd World Youth Day. We believe that all young adults should have the opportunity to encounter Christ through an experience of our global Church regardless of their financial resources or ability to take time off school or work.

Sharing in our mission, we ask you to sponsor our third consecutive stateside celebration of World Youth Day on Saturday, January 26th, *Panamá in the Capital*. As the millions of young adults gather in Panamá to pray, discern, and encounter Christ together, in Washington, DC, thousands more college students and young adults from across our country will join them.

At this national event, we invite college-age students and young adults (18-39) to gather in solidarity with Pope Francis, to be inspired by our Catholic faith, and to discern how God is speaking to each of our hearts and calling each person to a great mission. Together we will mirror the experiences of the international World Youth Day celebration, gathering for Mass, ethnic food, music, prayer, catechesis, Stations of the Cross, and confession.

Panamá in the Capital will be one of the first ways that we as a Church in the United States make a significant effort to implement the October 2018 Synod on *Young People, the Faith and Vocational Discernment*. By investing in our young people together, we invite them to an encounter with the Lord where they can “recognize and accept the call to the fullness of life and love” and, “listening to their aspirations, the Church can glimpse the world which lies ahead and the paths the Church is called to follow.”

Thank you for your support of young people in our local Church. We look forward to seeing you at *Panamá in the Capital*.

Jonathan Lewis
Archdiocese of Washington

Craig Gould
Archdiocese of Baltimore

Kevin Bohli
Diocese of Arlington

Bob Perron
Diocese of Wheeling-Charleston

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

Brandon Pettit
Basilica of the National Shrine of the Immaculate Conception

Daniel Meola
Saint John Paul II National Shrine

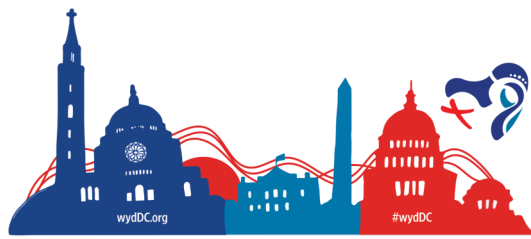
Fr. Frank Donio S.A.C.
Catholic Apostolate Center

Mike St. Pierre
Catholic Campus Ministry Association

Alejandro Lopez-Cardinale
National Catholic Network de Pastoral Juvenil Hispana (La Red)

Franklin Morales
Embassy of Panamá

Nicholas Stein
Sisters of Bon Secours



PANAMÁ in the CAPITAL

	Bronze (\$1,000) Limited to 14 total	Silver (\$2,500) Limited to 14 total	Gold (\$5,000) Limited to 4 total	Platinum (\$10,000) Limited to 3 total
Card insert in name badges				✓
Dedicated email signup at registration				✓
Stage Naming & Branding Rights			✓	✓
Video playing at all event Stages			✓	✓
Speaker Sponsorship (listed in program next to speaker)		✓	✓	✓
2 minute promotional talk to participants to the...		✓ Event stage	✓ Event stage	✓ Whole Group
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	✓ ¼ page ad	✓ ½ page ad	✓ Full page ad	✓ Full page ad
Booth in Exhibit Area	✓ Standard Booth/ Standard Location	✓ Standard Booth/ Premium Location	✓ Double Booth/ Premium Location	✓ Triple Booth/ Premium Location
Event Tickets	✓ 5	✓ 10	✓ 15	✓ 20
Event T-shirt	✓ 5	✓ 10	✓ 15	✓ 20



What is Panamá in the Capital?

Panamá in the Capital is the third consecutive stateside celebration of World Youth Day in DC, mirroring the experiences of the international World Youth Day in Panamá, to help young adults encounter Christ and live as lifelong missionary disciples.

Who attends Panamá in the Capital?

Past #wydDC events have drawn college students and young adults from over 40 dioceses nationwide. The co-hosts for Panamá 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 not only in Washington, DC, Maryland, Virginia, and West Virginia, but nationwide.

What kinds of organizations sponsor Panamá 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 Panamá 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?

Sign up to be a sponsor by visiting wydDC.org/sponsors. 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 at the breakout event stage?

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 made out to the "Archdiocese of Washington" and mailed to: Archdiocese of Washington Office of Young Adult Ministry, 5001 Eastern Ave. Hyattsville, MD 20782. Please indicate 'Panamá in the Capital Sponsorship' in the memo line. Sponsor recognition begins when payment has been received.

Who are the breakout event stage speakers for Panamá 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 Sponsors have the opportunity to speak to the entire group while gold and silver sponsors have the opportunity to speak at a breakout event stages. Bronze sponsors will have booth space at breakout event stages.

How will my organization reach young adults outside the event?

Co-hosts of Panamá in the Capital represent ministry to over 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 Panamá and the Capital will be shared across multiple host websites and social media platforms including a reach of **60,000 twitter followers and over 360,000 Facebook fans.**