



# yena sponsorship

an opportunity to develop new  
relationships with future business leaders

Featured in:

**Forbes**

  
**THE SUNDAY TIMES**

 **PIONEERS**

**STARTACUS**  
the self start society



**"The power of YENA is simply undeniable. Both the network and opportunities you'll get by being a part of this exciting and fast growing community is incredible."**

**Jon Basker, Audio Bay Management**

## **Brand Sponsorship** **£14,000 (Excl. VAT) p/a**

### **Brand Activation**

Use YENA's distinctive, recognised branding, and membership packages included to enhance your entrepreneur engagement.

### **Brand Reach**

Engage with YENA's highly targeted audience via branding on our website (2,500 unique visitors), features in our e-mails (3,000 contacts 3x per month), social media (3 million per annum).

### **Event Presence**

Introduce your business at 10 YENA events, with a manned-stand, and sampling opportunities at events.

### **Access to Future Insights**

A Complimentary session of our Future Insights service to empower your business strategy.

### **CSR & Employee Development**

Mentoring programmes, speaking opportunities and workshop events provide the ideal platform for employee development and fulfilling CSR goals.

### **Media Content**

YENA produces professional video & photographic content for your commercial use.

# Brand Sponsorship Benefits

## Just some of the benefits on offer

- Video shoot & interview
- Access to team for sponsor content
- Sponsor profile on the YENA website
- YENA home page feature
- Event directory listing branding inclusion
- Social Media Mentions
- Agreed use YENA Branding for commercial use
- Speaker talk videos (both logo on video and in links on content)
- Entrepreneur Skill videos / Co-branded webinars
- Full YENA Memberships for partner giveaways
- PDF invitations for your distribution
- Co-branded workbooks for members
- Content in member welcome packs
- Company branding at the events
- Logo on member plastic cards
- Banners - Designed & printed by YENA
- Tweets & photos with partner mentions
- Event e-mail follow-up
- Complimentary Future Insights session
- Event video & photographic content
- Sponsor logo on attendee badges
- Speaking at events introduction or full slot for you or your clients
- Opportunity for partner giveaways and sampling at events
- Audience impact survey - Designed by sponsor
- ROI/ROO & outcome review meeting



# Our Audience

## who are you reaching?

Over 3m people reached per year via social channels

40,000+ pageviews on website per year

2,500+ database of startups, growing businesses and ambitious & connected professionals

Average of 45 people attending each event

5-10% of attendees at events actively seeking investment

Over £1m raised by YENA companies in 2016

Attracting individuals who are serious about business

Under 35s, actively looking for tools & services to help aid their business & personal growth

Our network features many multi-award winning businesses & entrepreneurs

Thought leaders, influencing their communities



**“YENA has been a fundamental part of starting my business two and a half years ago. YENA is the ONLY networking event I consistently go to every month, without fail.”**

**Dave Inglis, Gadgetline Films**

# Who's in the YENA network?

Just a few examples of the awesome people we call friends

ultrahaptics 

Raised £10.1m Series A funding round in 2016

 helpfulpeeps

welcome to the karma economy

Award Best Startup at Apps World by Pocket Founder, Paul Swaddle

SuperJam<sup>®</sup>

Founder awarded MBE at 24 years old for services to business

wriggle

Over-funded to £448,000 on Seedrs in 2016

 open bionics<sup>™</sup>

Partnered with brands such as Disney & Marvel. Featured by TechCrunch, TEDx, WIRED & more

 ANGELBERRY

Launched in more than 11 locations worldwide

 TRUESTART

Winners of the Brand of the Future at the NatWest Everywoman awards 2016. Stocked in Wiggle, Ocado and Holland & Barratt



Beambox founder, Callum Short, awarded Future Spark Award at TechSpark Sparkies Awards

 Ordbo Why Wait

With over 11,000 users, the innovative coffee app is saving people time when ordering food & drink

# Partners we work with

## Joint Ventures:



Nation-wide mentoring programme supporting our members



Exclusive co-working partnership at Ministry of Sound's London offices



Supporting members with free workshops & programmes

## Resource Partners



& more...

# Our Story

**Who are you going to be working with?**



## **Ash Phillips** Founder

Ash started YENA to help young people start and grow businesses easier, faster & more affordably; connecting people with opportunities and growing future business leaders.

His work with YENA has earned him a place on the coveted Maserati 100 list, alongside household business names.



## **Abby Scarborough** Head of Operations

Having spent her last year at university working with entrepreneurs, Abby realised how disconnected the startup community could feel to a newcomer.

At YENA she ensures that no entrepreneur is left behind in their quest for impact, whatever form that may take.

As for the future of YENA, Abby is dedicated to expanding our reach and connecting like-minded individuals to further establish our community.



**"YENA allows young people to meet up and network in a comfortable and welcoming environment. I always look forward to the events and getting know new people, talk about my business, and listen to others."**

**Amy Young, A Y Dance**

**We're excited to work with you!**

**What's the next step? Get in touch.**

**[info@yena.co.uk](mailto:info@yena.co.uk)**