

# COYA 2012

*The NORTH is the Future*



**CONFERENCE OF YOUNG ALASKANS (COYA)**  
*CONNECTING ALASKA'S HISTORY WITH ITS FUTURE*  
**JANUARY 4-7, 2012 • JUNEAU, ALASKA – CENTENNIAL HALL**

**HOSTED BY THE INSTITUTE OF THE NORTH • BROADCAST PARTNER: 360 NORTH – DELIVERED LIVE, STATEWIDE ON GAVEL TO GAVEL**



## **AGENDA WILL INCLUDE:**

- An Alaska Primer – Economy, Fiscal Structure and Issue Development
- Ambassador's Dinner – small group discussion with established leaders
- Development of Vision Statement, Goal Setting, Action Items
- Dynamic Speakers and Special Performances

## **COYA DESCRIPTION AND BACKGROUND**

In 2006, the first Conference of Young Alaskans (COYA) took place in Fairbanks to commemorate the 50th anniversary of the Constitutional Convention. The 55 young delegates at that conference came away feeling like they had been part of something special, that they had created something unique and that they could make a difference in the future of their state. They insisted the experience be replicated and expanded. With that in mind, the second COYA was held in 2009 to commemorate the 50th Anniversary of Alaska's Statehood.





Framed by historic and current lessons, young leaders ages 16-25 apply their knowledge and creativity to visions, goals, and proposed actions for the state and its people. Representing a diverse array of communities, delegates deliberate on five topic areas and produce a final document, which represents the consensus of the group. In addition to this report, the delegates develop respect for Alaska's past and present leaders, discover insights into the challenges facing the diverse regions of Alaska, and find inspiration for making a positive difference in our State's future.

## **MISSION STATEMENT**

The mission of the Conference of Young Alaskans is to connect young Alaskans to a rich history, a vibrant present and a thriving future.

## **IMPLEMENTATION**

Beginning in August 2011, invitations to participate will be distributed to schools, university campuses, employers, community leaders and leadership development organizations. The selection process asks potential delegates to describe their vision for Alaska's future and their role in it.

Applications and nominations will be evaluated by the steering committee, which is comprised of past delegates and young professionals representing various regions and perspectives in the state. 55 delegates will be chosen and notified, along with ten alternates. Delegates will be chosen based on the strength of their application, their leadership capacity, their geographical and cultural perspectives, and the recognition by peers and established leaders of their commitment to Alaska.

# SPONSOR OPPORTUNITIES

COYA is a unique, high quality and prestigious event that highlights Alaska's commitment to its future generations while recognizing a rich history. The following sponsor opportunities allow businesses and organizations a way to express the value they place in developing thoughtful, informed and responsible young leaders.

Sponsor support is a vital component of this event. There is no cost to the delegates to participate in COYA in order to ensure the opportunity for full participation.

**\$50,000 Prime Sponsors** *(two opportunities)*

- Two opportunities are available to co-brand COYA.
- Your logo will be represented prominently in all materials, including print, web and video.
- Representatives from your organization will be asked to make closing comments at COYA and participate in a follow up discussion in Anchorage.

**\$30,000 Education Sponsors** *(two opportunities)*

- Throughout this high-profile event, policy experts will make presentations describing factual, up to date information regarding Alaska's economy, history, federal relationship, and international connections.
- The Education sponsor will be highlighted at each of these presentations, as well as in the briefing book that each delegate receives.

**\$20,000 Ambassador Dinner Sponsor**  
*(one opportunity)*

- This exceptional opportunity brings 55 young Alaskans together with some of Alaska's top business, community and political leaders.
- Each table of eight has two established leaders present to answer questions about leadership, their role in the community and thoughts on the economy.
- The Ambassador Dinner will be named in honor of the sponsor and the sponsor will be asked to help invite leaders to this event.

**\$10,000 Corporate Partner** *(ten opportunities)*

- Ten meal opportunities provide corporate sponsors the opportunity to introduce themselves and their organization.
- Your logo and banner will be highlighted at the meal associated with your sponsorship.

**\$5,000 Performance Sponsors** *(two opportunities)*

- Two scheduled performances provide delegates an opportunity to connect with one another in a social setting.
- Your sponsorship will support performances by Alaska bands and artists.

**\$2,500 Delegate Sponsor** *(55 opportunities)*

- The full cost for each delegate to participate is \$2,500.
- Your contribution directly covers lodging, meals and ground transportation.
- You will be recognized as a delegate sponsor in the delegate program.

**\$250-1,000 Report to Legislature**

- A delegate's experience goes beyond the Conference itself. Delegates are invited to participate in a report back to the legislature and governor's office with results of their deliberations.
- This two day opportunity includes travel to Juneau during the legislative session, meals, and lodging for up to seven delegates nominated by their peers during COYA.

*Please keep in mind, COYA is a delegate-driven process. All sponsor opportunities – and associated input – will be vetted by the steering committee to ensure balanced, non-partisan, information is conveyed to delegates. Any attempts to unduly influence delegates toward one position over another will be considered a breach of support.*

The Institute of the North is a 501(c)3 non-profit, educational organization with a tax-identification number of 75-3155877.  
All contributions to this event are tax-deductible. If you qualify, ask us about University tax credits!

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