

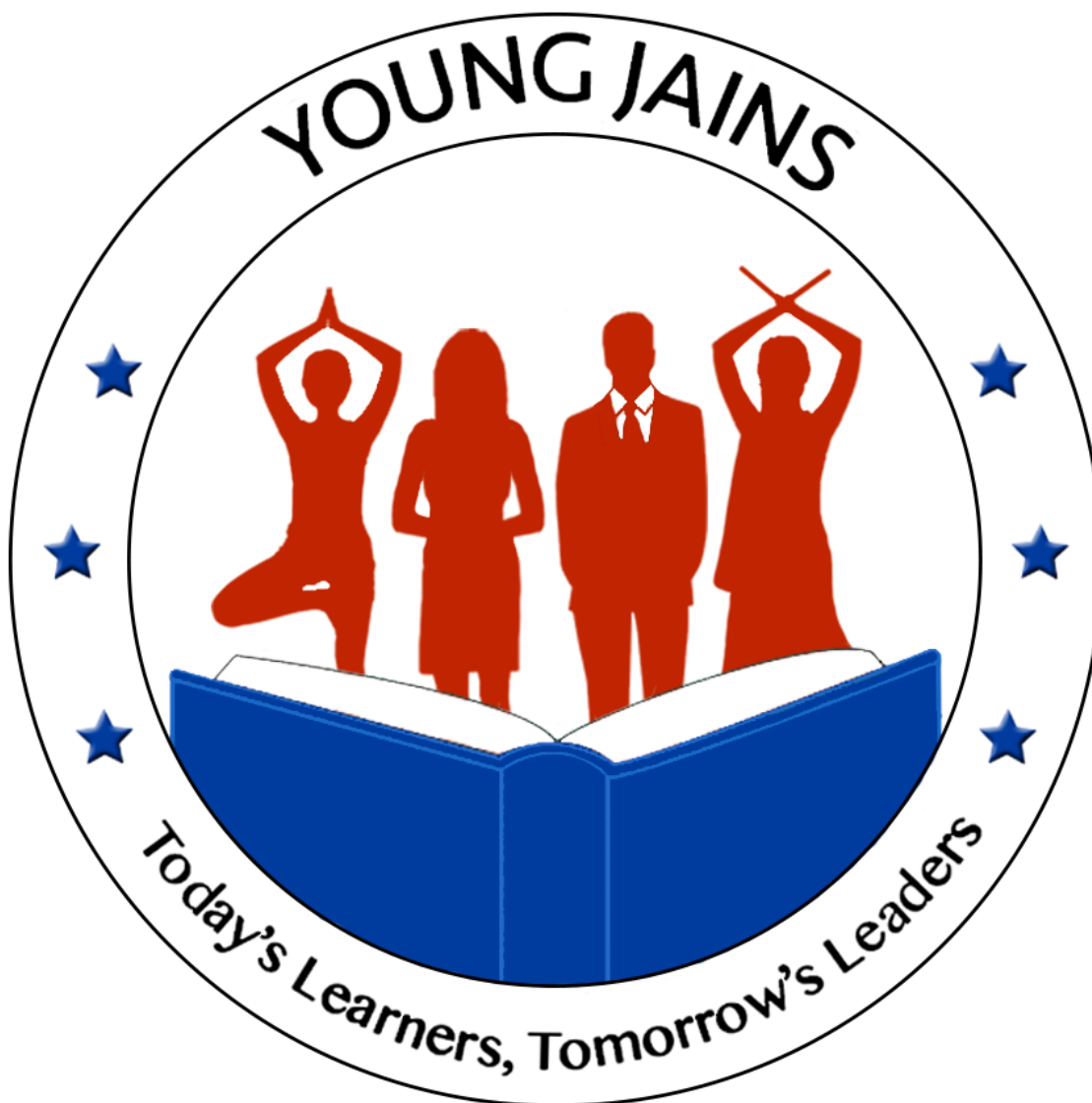


2014 YJA Convention Fundraising

2014 YJA Convention
Eleventh Biennial Convention
July 3rd - July 6th, 2014

In Partnership With:
Jain Society of Metropolitan Washington

Sponsorship Packet - Business



2014 YJA Convention
Washington, D.C.



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Letter from the 2014 Convention Board

Jai Jinendra,

The 2014 Convention Board would like to welcome you to learn about our non-profit organization. In 1991, Young Jains of America (YJA) was founded as an entity of Federation of the Jain Associations in North America (JAINA). Three years later, YJA held its first ever convention in Chicago, Illinois. As we now celebrate 20 years of planning and hosting conventions, we continue to encourage our attendees to practice Jainism as they mature in today's modern society.

During the past ten conventions, attendees have received advice from highly educated Jain monks and scholars. Aside from teaching our members how live the Jain Way of Life, the biennial conventions have given young Jains a chance to develop lifelong relationships, whether they be social, professional, or marital. This is because each member chooses his or her own track, based on age and current status in school (High School, College, and the Jain Networking Forum). Finally, YJA Convention attendees have always gone home with a greater understanding of what it takes to practice the three gems of Jainism: Right Faith, Right Knowledge, and Right Conduct.

As we fast forward to 2014, it is time to take a step forward. We must go beyond providing networking opportunities. We must go beyond educating ourselves. We must go beyond instilling a sense of Jain pride among our members. Now is the time to move away from the present. Instead, we must focus on the future. We must ask ourselves, "How can us Young Jains make a stand in this world?" The 2014 Convention will allow attendees to answer this question, thanks to our theme: **Young Jains: Today's Learners, Tomorrow's Leaders.**

From July 3rd to July 6th, Young Jains of America will hold its 11th biennial convention in our nation's capital: Washington D.C. A city that represents America's rich history, traditions, and values will motivate our attendees to appreciate the Jain principles that have been bestowed upon us by our ancestors. More importantly, as we meet in the same location where American heroes have resolved conflicts, we will learn how to implement our ancestors' teachings to make this world a better place.

We would like to thank you for exploring this packet. We hope you will walk away comprehending the importance of YJA's goals. Also, we hope you will see that each and every one of your contributions will go a very long way for us. Any amount of assistance, no matter how big or how small, will help us achieve our goal: to become Tomorrow's Leaders.

Sincerely,

Your 2014 Young Jains of America Convention Board



What is Jainism?

Jainism is more than a religion. It is a Way of Life, built upon one basic idea: *ahimsa* (nonviolence). Jains believe that all living beings should be treated equally. Thus, we must come to respect each and every soul we meet. While encountering other forms of life, such as humans, animals, or plants, we must refrain from using any type of violence (physical, mental, or verbal).

This Nonviolent Way of Life creates the avenue for the other four vows that a Jain must partake: Truthfulness, Non-Stealing, Celibacy, and Non-Attachment. When these five vows are taken into serious consideration, each and every one of us has the ability to protect the souls who we interact with on a daily basis. Once we create a sense of peace within ourselves and with those around us, we will shed off bad karmas. In doing so, we will advance our journey to liberation.

In today's modern age, we have found multiple ways to practice nonviolence inside and outside of our homes. In order to avoid harm to other souls, we are strict vegetarians. We refrain from utilizing products whose creation may have hurt a living being. Furthermore, we make an effort to practice nonviolence while going about our professional lives. Jains are restricted from taking part in jobs that may involve some type of violence, such as animal abuse.

As Jainism has become a symbol of humanitarianism, our religion has continued to spread throughout the United States. Currently, there are over 160,000 Jains living in this nation. The 70 Jain Centers provide a place for us to meet and share our vision to make this world a peaceful place for all living beings. In recent years, we have found ourselves practicing our nonviolent ideals by giving to charity, working for environmental-friendly groups, promoting animal rights, etc.

By contributing to the 2014 Young Jains of America Convention, you are showing your support for making this world a better place. You are showing your support for nonviolence and humanitarianism. You are showing your support for the Jain Way of Life.

"Non-violence is the greatest force at the disposal of mankind. It is mightier than the mightiest weapon of destruction devised by the ingenuity of man." Mahatma Gandhi

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What is YJA?

Young Jains of America, or YJA, is an organization under the National Federation of the Jain Associations of North America (JAINA). Both JAINA and YJA are dedicated to promote cultural awareness of Jain practices an organization for young Jains, by young Jains, the goals of cultural awareness and community are focused on the generations of Jains that have grown up here and aim to foster Jain culture alongside American culture and build lasting Jain communities.





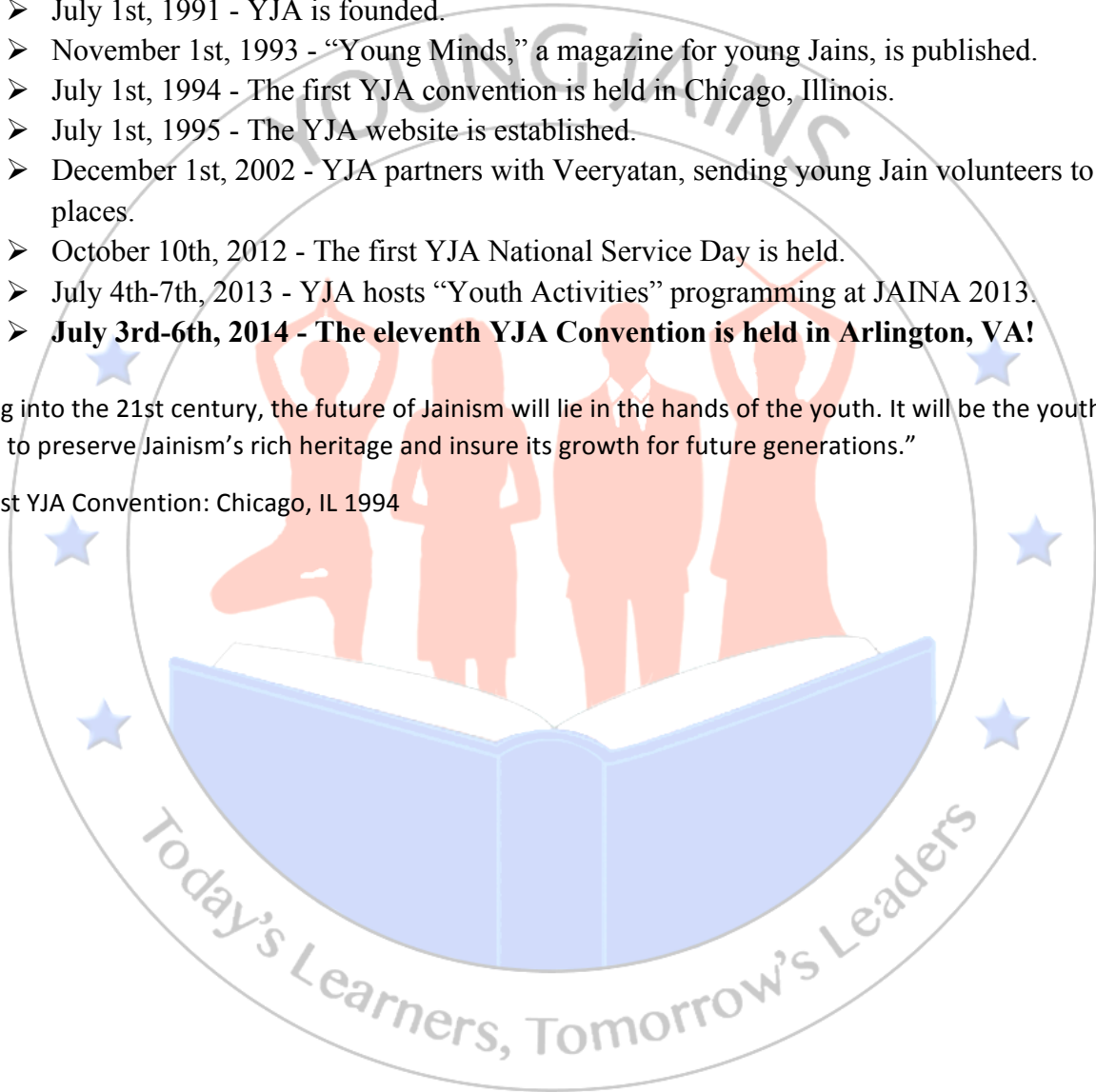
YJA's History

In its 23 year history, YJA has become more than just a religious organization. As we have embarked on new projects, we have increased our presence within and outside of our respective Jain communities.

- July 1st, 1991 - YJA is founded.
- November 1st, 1993 - "Young Minds," a magazine for young Jains, is published.
- July 1st, 1994 - The first YJA convention is held in Chicago, Illinois.
- July 1st, 1995 - The YJA website is established.
- December 1st, 2002 - YJA partners with Veeryatan, sending young Jain volunteers to needy places.
- October 10th, 2012 - The first YJA National Service Day is held.
- July 4th-7th, 2013 - YJA hosts "Youth Activities" programming at JAINA 2013.
- **July 3rd-6th, 2014 - The eleventh YJA Convention is held in Arlington, VA!**

"Leading into the 21st century, the future of Jainism will lie in the hands of the youth. It will be the youth's mission to preserve Jainism's rich heritage and insure its growth for future generations."

-The First YJA Convention: Chicago, IL 1994



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YJA's Goals and Projects

- To create understanding regarding Jain ideals and principles in North America and the world;
- To create a forum for sharing Jain religion;
- To instill a sense of pride among youth about Jain heritage;
- To address the difficulties and concerns facing Jain youth;
- To help young Jains assimilate Jain values into their daily lives;
- To assist with and to promote charitable community activities;
- To prepare youth who ascribe to Jain values to become successful leaders of tomorrow;
- To develop friendships among the youth who ascribe to Jain values; and
- To foster and strengthen local Jain youth groups.

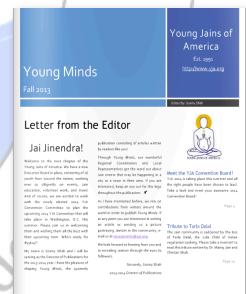
These goals are accomplished through our projects...

Regional Retreats - Our 6 Regional Retreats last 3 days. All the food is Jain-friendly in order to limit violence. The Retreats **instill a strong sense of community** amongst Jains in the region and expand our attendee's knowledge about Jainism.



Educational Webinar - These Webinars **educate participants about Jainism** today and how it is applicable in the modern world.

Young Minds - A quarterly publication that consists of articles, recipes, educational information, and regional updates. Everything is written, edited, compiled **for the youth BY the youth**. Young Minds is distributed electronically to prevent wastage of paper and it is accessible by everyone!



Jiv Daya Pooja - Every year, Jiv Daya Poojas are held in collaborating with Jain Sanghs. These poojas take place around Thanksgiving, so we can **pray for the well-being** of the millions of turkeys that are killed. This year, 16 Jiv Daya Poojas were held.

Community Service - This year's National Service Weekend consisted of 10 events throughout the country where young Jains **gave back to their community** through serving food at homeless shelters, spreading smiles, etc.

National Dinner - In November of 2009, the first National Convention Dinner was held. The purpose of the dinner is to give young Jains **social networking opportunities**, introduce them to YJA, and encourage everyone to take part in future events.





2014 YJA Convention - Today's Learners, Tomorrow's Leaders

What: The 11th Biennial Young Jains of America Convention

Who: Young Jains (Ages 14-29) from All Around the World

Where: Crystal Gateway Marriot in Arlington, Virginia

When: July 3rd - 6th, 2014

Why: Continuing the legacy of our previous ten conventions, YJA will provide everyone with the opportunity to connect with one another through our interactive daytime sessions, which cover a wide variety of subjects. Because our attendees will be able to choose their track based on age and occupational status, they will easily foster social, professional, and relationship development. Also, our unique social events will create lifelong memories, whether it is someone's 1st or 8th convention. Finally, this specific convention is geared towards ensuring all of our attendees leave Washington knowing not only how to implement Jain ideals into their daily lives, but to use these ideals in becoming Tomorrow's Leaders.

Dates to Remember:

1. Attendee registration begins January 22nd, 2014 online at <http://www.yja.org>
2. Phase 1 of registration ends March 12th, 2014. After this day, Phase 2 registration begins. Registration fee increases by \$50.
3. Phase 2 of registration ends May 7th, 2014. After this day, Phase 3 registration begins. Registration fee increases by an additional \$25 (\$75 increase over Phase 1)
4. Online attendee registration closes on June 18th, 2014.

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YJA Convention Highlights

Speakers - At the 2012 Convention in Tampa Bay, Florida, YJA hosted a variety of inspirational speakers. We invited Vivek Maru (former senior counsel in the Justice Reform Group of the World Bank), Prem Jain (served in various senior positions at Cisco), and Robert Cheeke (bodybuilding champion, one of VegNews Magazine's Most Influential Vegan Athletes). Such diverse groups of speakers have the power to motivate any individual to live the nonviolent and peaceful Jain Way of Life.



Jain Networking Forum - JNF is programming designed for the 21-29 year old age range. The unique interactive sessions and events foster networking and relationship building. Sponsors have the opportunity to donate towards JNF activities, which provide a forum for young Jains to interact with prominent professionals with the goal of becoming tomorrow's leaders.

Sessions/Social Events - Aside from educational daytime sessions, we also have social events every night. For example, we hold a garba/raas night, game night, talent show, and a formal. On the night of talent show, we will be projecting messages from our sponsors in between acts. Therefore, you will have the opportunity to showcase your support.



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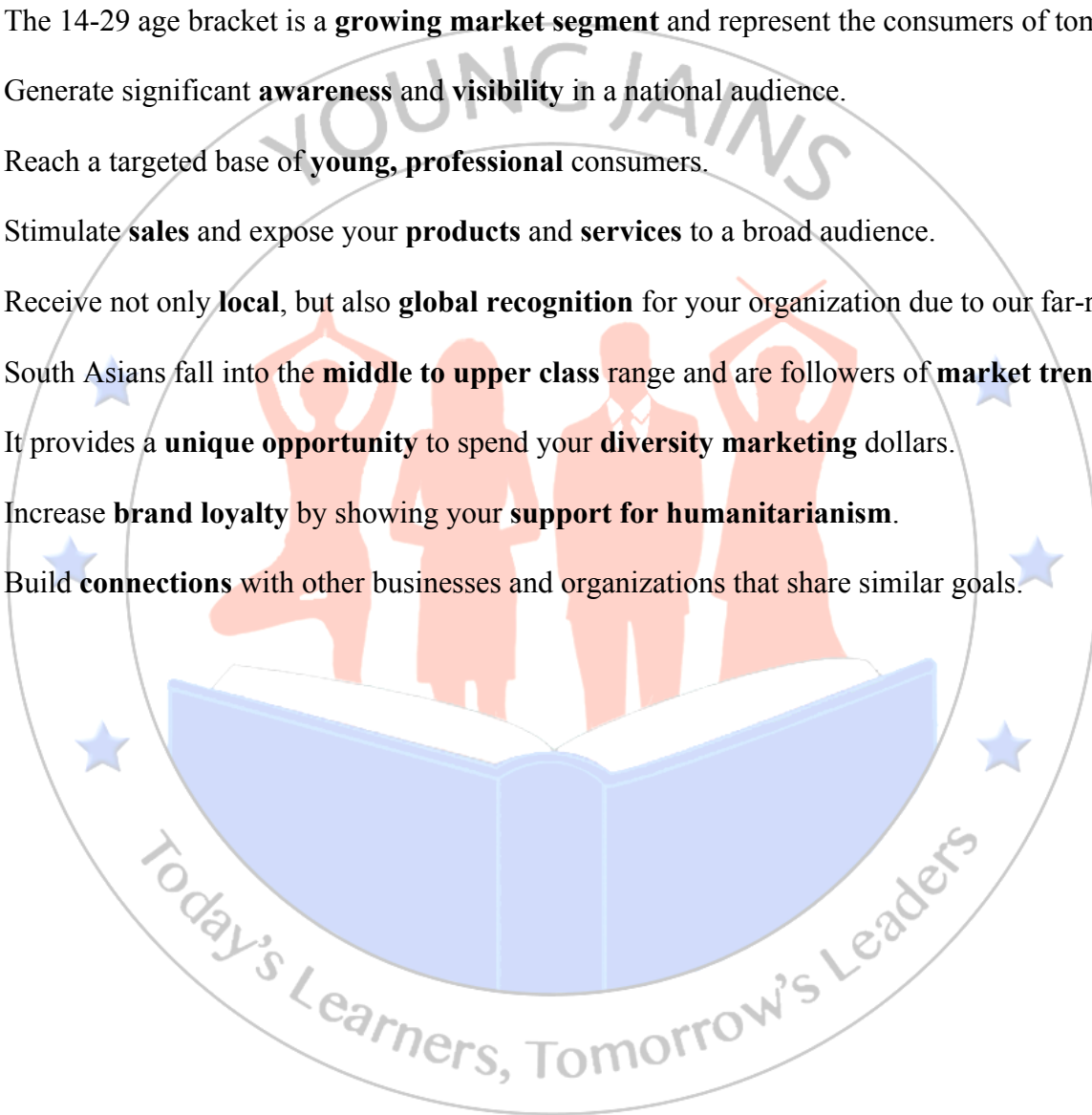
Relive Moments from Previous Events





Why Should your Business/Organization Sponsor the 2014 YJA Convention?

1. With nearly **700 youth**, approximately **100 adult volunteers** and over **80 scholars and speakers** in attendance, our convention is a great opportunity to gain **direct exposure** for your business.
2. The 14-29 age bracket is a **growing market segment** and represent the consumers of tomorrow
3. Generate significant **awareness** and **visibility** in a national audience.
4. Reach a targeted base of **young, professional** consumers.
5. Stimulate **sales** and expose your **products** and **services** to a broad audience.
6. Receive not only **local**, but also **global recognition** for your organization due to our far-reaching
7. South Asians fall into the **middle to upper class** range and are followers of **market trends**.
8. It provides a **unique opportunity** to spend your **diversity marketing** dollars.
9. Increase **brand loyalty** by showing your **support for humanitarianism**.
10. Build **connections** with other businesses and organizations that share similar goals.



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2014 YJA Convention Sponsorship Levels

Donor \$51-151

- Recognition of contribution in the YJA Convention Souvenir Booklet & YJA Website

Contributor \$201

- Business Card size ($\frac{1}{8}$ page) advertisement in the Souvenir Booklet
- Recognition of contribution in the YJA Convention Souvenir Booklet & YJA Website

Sponsor \$501

- $\frac{1}{4}$ page advertisement in the Souvenir Booklet
- Recognition of contribution in the YJA Convention Souvenir Booklet & YJA Website

Bronze Sponsor \$751

- $\frac{1}{2}$ page advertisement in the Souvenir Booklet
- Full YJA Convention Souvenir Bag
- Recognition of contribution in the YJA Convention Souvenir Booklet & YJA Website

Silver Sponsor \$1,251

- $\frac{3}{4}$ page advertisement in the Souvenir Booklet
- Full YJA Convention Souvenir Bag
- Recognition of contribution in the YJA Convention Souvenir Booklet & YJA Website

Gold Sponsor \$2,501

- Full page advertisement in the Souvenir Booklet
- Full YJA Convention Souvenir Bag
- Recognition of contribution in the YJA Convention Souvenir Booklet & YJA Website

Platinum Sponsor \$5,001

- Public recognition during opening and closing ceremony
- Full page color advertisement in the Souvenir Booklet
- A copy of the Souvenir Booklet & Full YJA Convention Souvenir Bag
- Recognition of contribution in the YJA Convention Souvenir Booklet & YJA Website

Diamond Sponsor \$10,001

- Endorsement as Key Supporter
- A message of greeting attendees at the hotel
- Public recognition during opening and closing ceremony
- Full page color advertisement in the Souvenir Booklet
- A memorable plaque from YJA in recognition of their contribution to 2014 YJA Convention
- A copy of the Souvenir Booklet & Full YJA Convention Souvenir Bag
- Recognition of contribution in the YJA Convention Souvenir Booklet & YJA Website



Advertisement Options

The following 3 fonts are available to choose from for your advertisements:

Baskerville Old Face
[Young Jains of America 2014]

Franklin Gothic Medium
[Young Jains of America 2014]

Calibri Light
[Young Jains of America 2014]

These are the options for advertisement sizes:

Contributor: 1/8th page - 3.5" x 2" *page 12
Sponsor: 1/4th page - 3.5" x 4.5" *page 13
Bronze: 1/2 page - 7" x 4.5" *page 14
Silver: 3/4th page - 7" x 7" *page 15
Gold, Platinum (color), and Diamond (color): Full page - 7" x 9" *page 16

* boxes will be spaced out evenly on the page

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Vendor Booth Registration

11th Biennial YJA Convention – July 2014

Vendor Booth Registration

Name of Organization: _____

Products/Services Offered: _____

☐ Profit (Booth Price - \$501)

☐ Non-Profit (Booth Price - \$251)

Contact Name: _____

Title: _____

Address: _____

Phone #: _____

E-Mail: _____

With a standard expo booth, we provide a table and linen and two chairs. Booth timings are 12pm to 5pm on July 3 and 8am to 5pm on July 4-6. You may bring any materials that you require. An additional \$35 charge would provide electricity for your booth. If desired, you may sell your products to the attendees.

Please list in the space below, the description and quantity of items that you will be bringing with you (specify give away items, for sale items, and presentable items) to the convention. If you require electricity, please make note of it in the space provided.

1. Item:	
2. Description:	
3. Quantity:	
4. Sale Price (if any):	
5. Power required (Y/N):	

If you have any questions, please feel free to contact fundraising.dc@yja.org.

Thank you!

Signature _____

Date _____



Pledge Form

I would like to contribute to **YJA 2014 – Today's Learners, Tomorrow's Leaders**

YJA, under the umbrella of JAINA, is an IRS recognized 501 (c)(3) charitable organization.
EI #54-1280028

A letter of appreciation & a receipt for your tax-exempt donation will be mailed to you at:

Name: _____

Address: _____

Phone #: _____

E-Mail: _____

Comment: _____

Pledge Amount:

- ☐ \$51
- ☐ \$101
- ☐ \$151
- ☐ \$201
- ☐ \$251
- ☐ \$501
- ☐ \$751
- ☐ \$1,251
- ☐ \$2,501
- ☐ \$5,001
- ☐ \$10,001
- ☐ Other Amt: _____
- ☐ I would like to sponsor one the items on the following page.

Signature

Date

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Sponsorship Items

In addition to the sponsorship types on the previous page, YJA has several sponsorship opportunities listed below.

Any contribution of \$5,001 or greater includes the following:

- Complimentary membership attendance to the opening ceremony and evening festivities
- Public recognition during opening and closing ceremony – 700-person audience.
- A promotional banner provided by the sponsor to display during the convention.

Sponsorship	QTY Available	Unit Cost Or Cost per Individual Item	Total
Breakfast	3	\$5,001	\$15,003
Lunch	2	\$11,111	\$22,222
Dinner	3	\$15,501	\$46,503
Specialty Snacks	2	\$2,501	\$5,002
Speaker Travel	20	\$501	\$10,020
Speaker Gifts	50	\$25	\$1,250
T-Shirts	1,000	\$5	\$5,000
Souvenir Bags	1,000	\$10	\$10,000
Donor Gifts	50	\$25	\$1,250

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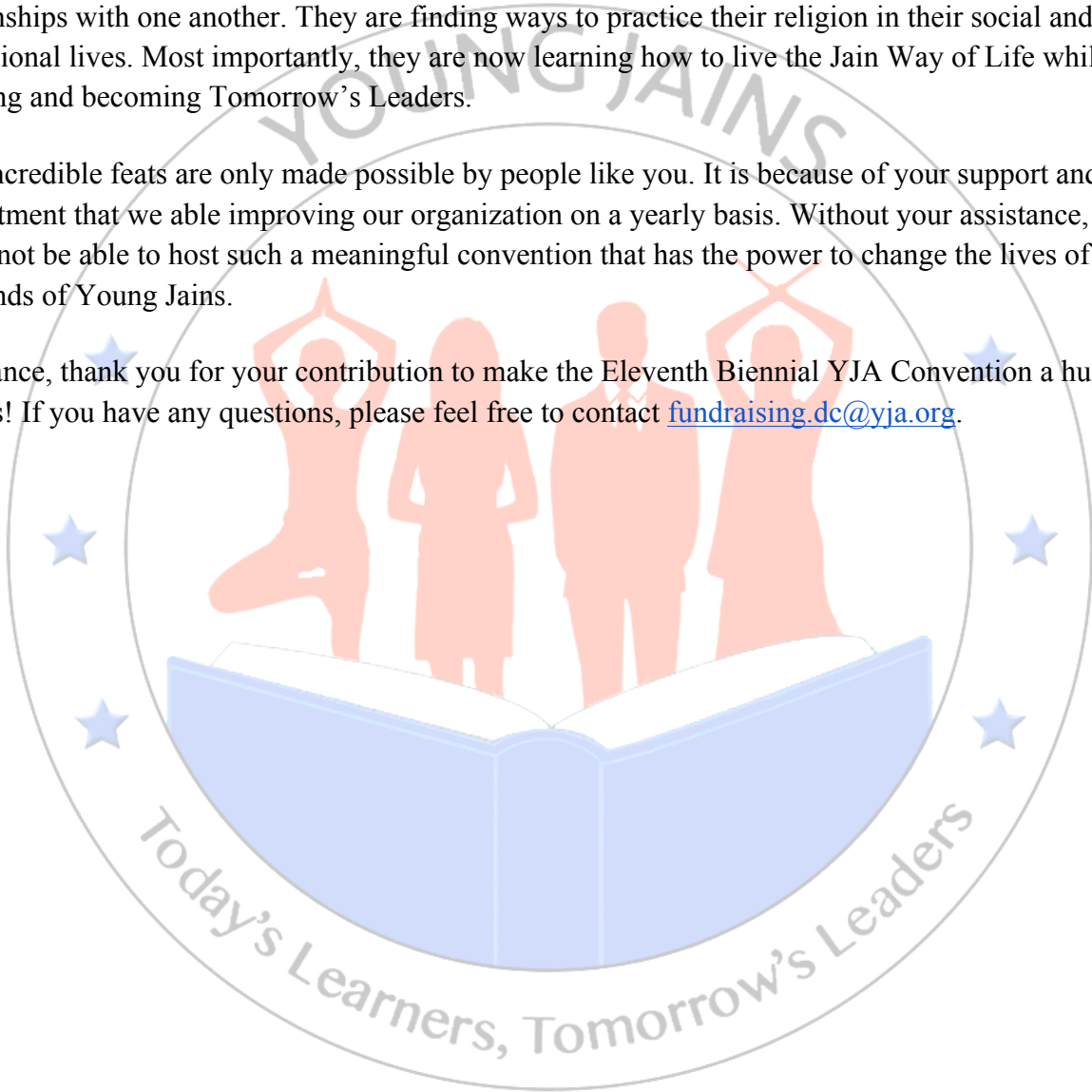


A Note from the Convention Fundraising Committee

As we celebrate the 21st Anniversary of our very first convention, we shall take the time to reflect upon how much Young Jains of America has flourished. As we are now well into the 21st Century, we truly feel that YJA is successfully meeting all of its goals. Today's young Jains are developing strong relationships with one another. They are finding ways to practice their religion in their social and professional lives. Most importantly, they are now learning how to live the Jain Way of Life while maturing and becoming Tomorrow's Leaders.

Such incredible feats are only made possible by people like you. It is because of your support and commitment that we are able to improve our organization on a yearly basis. Without your assistance, we would not be able to host such a meaningful convention that has the power to change the lives of thousands of Young Jains.

In advance, thank you for your contribution to make the Eleventh Biennial YJA Convention a huge success! If you have any questions, please feel free to contact fundraising.dc@yja.org.



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