

OUR MISSION

ORANGEU GOING?

WHY

OrangeU Going? believes that each person has the unique ability to improve the world. We empower Aspirationals—socially-minded, inspired young professionals—to leave their marks on the world and improve their communities.

HOW

OrangeU Going? gives Aspirationals the tools they need to reach their unique goals by informing, connecting, inspiring, and motivating them.

WHAT

OrangeU Going? utilizes live events, technology, insightful content, and impactful volunteer opportunities to inspire innovation and action.

REACH INFLUENTIAL MILLENNIALS

Millennials are gaining influence across the nation. OrangeU Going? Events connect brands and organizations with the next generation of influencers.

1.6M

The number of Millennials who call NYC home.

70%

The number of Millennials who would pay more for a social-impact product.

21K+

The number of socially-minded OrangeU Going? subscribers.

CREATE QUALITY CONNECTIONS

OPPORTUNITY

OrangeU Going? Events connect Sponsors with Aspirationals in person, in print, online, and more.

PRINT AND INTERACTIVE DIGITAL MAGAZINE

Aspirationals want to understand the issues. The OrangeU Going? Magazine features expert insights in print and interactive digital content, enabling attendees to continue to learn post-event.

BENEFIT

Sponsors engage attendees in print and the digital magazine by linking to a video or website.

KNOW WHO'S IN THE ROOM

Network among a curated audience. The Who's Here Guide—with bios and contact information of attendees—enables targeted networking and broadened connections with like-minded professionals.

Select Sponsors will be featured in the Who's Here Guide distributed to all attendees.

ACTION-PACKED EVENT

Our events are uniquely centered around how attendees can effect change. The OUG Squad, our impact group, enables Aspirationals to easily take action while also building meaningful relationships at follow-up events.

Our action-oriented events attract the most influential, engaged NYC Aspirationals.

DATA & POLICY:

Solutions to Youth Criminalization

Thursday, October 25, 2018 • 8:30 - 11:00AM • Berkeley College 12 E. 41st St., Manhattan

HOW DO DATA, POLICY, AND ACTIVISM INTERSECT?



October 2018 marks the first implementation phase of New York's Raise the Age legislation, mandating that 16- and 17-year-olds no longer be automatically tried as adults in court. Experts question the law's loopholes, debate whether data should inform policy & procedure, and outline new policies that could replace the status-quo.

A MILLENNIAL ISSUE

Today, Millennials are demanding an end to institutionalized racism, economic inequality, and the resulting mass incarceration. Juvenile justice is a Millennial issue. On any given day in the U.S., 53,000 GenY and GenZ youth are held in facilities away from home. Nearly half the Millennial cohort identify as people of color, and youth of color are held in custody at a rate 4 times that of white youth. Data shows "Tough on crime" policies have created a system in which youth are systematically tried as adults, though neuroscience research has proven that the adolescent brain does not fully develop until age 25. The U.S. accounts for just 5% of the world's population but harbors 25% of the world's incarcerated people.

EVENT PROGRAM

ISSUE 101: THE STATE OF JUVENILE JUSTICE

Get a snapshot of the juvenile justice issues and statistics plaguing our system.

PANEL 1: JUSTICE BY NUMBERS: DOES DATA HELP OR HARM?

Data increasingly informs our daily lives, but should it also inform our approach to juvenile justice? It's said that "numbers don't lie" but some experts claim data is not value neutral or objective. Expert panelists dive into questions such as where does data fall short, do algorithmic risk assessments work, and can data help craft better policies and programs?

PANEL 2: POLICY LESSONS FROM THE IMPACTED

Experts impacted by the system - such as formerly incarcerated people - outline the shortfalls of current policy, what New York should be working toward, and how to get there. Panelists discuss measures such as Raise the Age, bail reform, and education and employment policies. Panelists describe what youth criminalization looks like, its impact, and how New Yorkers can challenge it.

PARTNERSHIP OPPORTUNITIES

Event partnership opportunities are available for companies and nonprofits seeking to reach and connect with Millennials and engaged New Yorkers. Sponsorships can be customized to meet partner needs.

ENGAGEMENT	PRESENTING PARTNER (EXCLUSIVE)	PARTNER (LIMITED)	SPONSOR	SUPPORTER
Speaking Opportunity	EXCLUSIVE			
Event Table	EXCLUSIVE			
Post-Event Email: Advertisement, messaging & branding	EXCLUSIVE			
Monday Memo Email: Inclusion in email to 21,000+ subscribers	EXCLUSIVE Takeover One month (4 emails)	2 weeks (2 emails) Emails may include other ADs		
Who's Here Guide: Print & digital banding & hyperlinked logo	EXCLUSIVE Presenting Partner Branding & Message	Partner Branding		
OrangeU Going? Magazine: Advertorial with dedicated landing page, social media and email promotion to 21,000+ subscribers	2-page spread	Full page	Half page	
OrangeUGoing.com: Custom advertising on	EXCLUSIVE Takeover week of the event, plus 2 weeks	2 weeks	1 week	
Event Signage & Branding: inclusion in print, digital, social media	EXCLUSIVE Presenting Partner Branding	Partner Branding	Logo display	Logo display
OrangeU Going? Magazine Advertisement in print and digital	Inside front cover, full page	Full page	Half page	Quarter page
Media Press Quote in including rep. quote	✓	✓	✓	✓
Promotional Communications Inclusion in all post-event promotional campaigns and communications	✓	✓	✓	✓
Event Tickets	15	10	5	3
Investment	5,000	3,500	2,000	750