



Young Athens Professionals
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Dear Devoted Athens Community Member,

Founded in December 2009, **Young Athens Professionals (YAP)** is a group sponsored by [Next Step](#) & [Business Remixed](#). Its purpose is to encourage young professionals of the Athens area to meet and network while supporting local businesses. There are no member dues and all events are open to the public.

It is important that we provide outlets for young professionals to connect to our vibrant community since attracting and retaining talent is increasingly competitive and key to the success of our local businesses and organizations.

YAP hosts Happy Hour events every month at area businesses, and our records indicate continual increase in attendance month to month. We currently have an outreach of over 300 young professionals in Athens who receive and read our emails and our Facebook page boasts over 600 “likes.” All of these young professionals are your potential customers, and they’re also a demographic that is never easy to reach.

As we look forward, we hope to continue this growth and are planning to expand the range of events we offer, such as bowling night, hiking trips, workshops etc. However, our limited budget cannot sustain the growing interest and, therefore, we are asking for some community support.

Keeping an organization like YAP growing is a win-win proposition for your business and the community. Young professionals are able to attend events specifically designated for them, increasing the appeal of living and working in Athens, and your business will gain visibility with a group of working individuals with disposable income to spend.

YAP Happy Hour events take place on the second Thursday of each month, from 5:00pm-7:00pm. The specific locations vary from month to month, but they are typically establishments that serve, or allow, adult beverages. Complimentary appetizers are made available to all attendees, courtesy of that month’s sponsor. Each guest is responsible for purchasing his/her own beverages.

We send out monthly emails promoting this event and its sponsor to over 300 individuals locally who have specifically asked to be on the YAP email list. We also promote events on our Facebook page with a weekly total reach of over 3200 individuals. This is a great way to support our growing business community, while gaining a valuable marketing opportunity.

We would like to ask for your support in sponsoring an upcoming event. Sponsorship includes promotion of your business on all marketing materials we send out as well as the opportunity to have a representative at the event to connect and network on behalf of your business. The cost to sponsor an event is \$250. We are also always happy to receive sponsorship in the form of goods, services or space to host events.

Thank you in advance for your support.

Sincerely,

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