

Networking | Mentorship | Career Growth

YOUNG CHANNEL LEADERS

About Us

Who we are



We are a registered 501(c)(3) nonprofit organization dedicated to uniting and empowering young, ambitious individuals in the technology channel. We focus on bringing together the next generation of leaders, providing them with the resources, support, and connections needed to thrive and revolutionize the channel.

We understand the power of collaboration. By connecting young professionals, we aim to create a network that propels careers forward, fosters innovation, and shapes the channel's future. Our community is built on the belief that we can achieve more and drive significant change together.

Our Mission

Our mission is to unite and empower young professionals under 40 within the channel. We strive to create an environment where members can connect, learn, and grow.

- **Elevate Careers:** We offer abundant networking opportunities, mentorship programs, and leadership training to help young channel members advance their careers.
- **Foster Connections:** We provide a platform for young professionals to build relationships with peers, mentors, and industry leaders. By building community, we create opportunities for connections that can propel careers forward and drive innovation in the channel.
- **Inspire Innovation:** Today's ambitious minds are tomorrow's pioneers. We encourage new ideas and help them become reality.

YOUNG CHANNEL LEADERS

What you're actually buying.

Most sponsorships sell you a logo on a banner. This one sells you the people running the channel in 10 years, before everyone else figures out who they are.



Pipeline access to emerging decision-makers

The under-40 channel professional you meet through YCL today is the VP, the partner principal, the agency owner you'll be selling to in 5 years. Our members are already buyers, builders, and recommenders inside their orgs. Sponsoring YCL puts your brand in front of them while they're still forming vendor preferences. That's not a logo placement. That's a head start.



Talent pipeline for your own bench

The channel's biggest problem isn't leads. It's people. Every supplier, TSD, and agency we talk to is short-staffed and the average age in the room keeps going up. YCL is the only organized pool of under-40 channel professionals in the industry. Sponsors get direct visibility to members exploring their next move, and a credible recruiting story for the candidates they're trying to attract.



Brand authority with the next generation

The companies that show up for the next generation get remembered by the next generation. Sponsoring YCL signals you take succession seriously, you take talent seriously, and you're not waiting until 2030 to start the conversation. Your competitors are. That's the gap.

Three outcomes. One sponsorship. No fluff.

YOUNG CHANNEL LEADERS

Receipts.

We don't pitch potential. Here's what already happened.

381
Approaching 400 active members

1st
under-40 panel ever produced at CP Expo

SRO
Standing room only at our CP Expo panel debut

4
suppliers / TSDs on stage representing the next generation



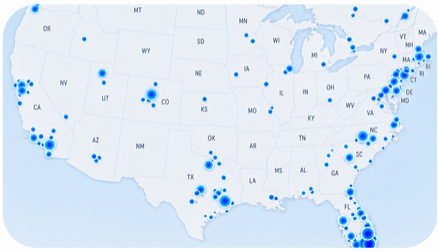
CP Expo 2026 Emerging Leaders Panel

YCL produced the first-ever under-40 panel on the CP Expo main floor. The room filled past capacity. Attendees stood. The panel featured rising leaders from Telarus, CommandLink, Trust Technology Consultants, and GTM Advisory, moderated by Crexendo. Coverage in ChannelVision Magazine Spring 2026.

YCL After Dark

Sold out with a waitlist. Hosted at TAO, Venetian. The under-40 channel community showed up in one room. Sponsors got direct exposure to every attendee on the way in.





Community footprint

Members across every major TSD, supplier, and agency in the channel. Active LinkedIn presence and a recurring content calendar. Mentorship program pairing emerging professionals with established channel leaders.

Year one. Imagine year three.

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The companies already in.

When you sponsor YCL, you're standing next to the channel's most forward-looking brands.

These are the suppliers, providers, and TSDs that decided not to wait. They're already reaching the next generation of channel decision-makers through YCL.

Your logo belongs here.

dialpad

TELARUS

Granite

nhc.

Quest TECHNOLOGY MANAGEMENT

Good company. Be in it.

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Sponsorship Pricing

	Silver $1,000	Gold $3,000	Diamond $6,000
BENEFITS OF SPONSORING			
WEBINAR PRESENTING SLOT Your speaker leads one YCL webinar per year. 30-40 minute slot with full audience access.	-	✓ (1X ANNUAL)	✓ (1X ANNUAL)
COMPANY PAGE ON THE WEBSITE Receive a dedicated page on the YCL website, where your brand's story, and impact will be highlighted to our community.	-	-	✓
VIDEO SPOT ON WEBSITE Engage with YCL members through a featured video spot on our website showcasing your brand.	-	-	✓
NEWSLETTER SPONSORSHIP Become the YCL newsletter sponsor to increase your brand exposure to our audience.	-	✓ (1 ISSUE)	✓ (3 ISSUES)
THANK YOU EVENT VIDEO Your brand will be featured in a short form thank you video posted to all YCL social media channels.	-	✓	✓
CONTRIBUTION TO REGIONAL/LOCAL EVENTS Support regional and local networking events, connect with Members and provide vital industry exposure.	-	1	2
SOCIAL MEDIA APPRECIATION POST Receive quarterly recognition across YCL's social media, showcasing your company's sponsorship.	✓ (1X ANNUAL)	✓ (QUARTERLY)	✓ (QUARTERLY)
LOGO ON WEBSITE Showcase your company's logo on the YCL website, giving your brand visibility to our growing community.	✓	✓	✓
THANK YOU SIGNAGE ALL EVENTS Be recognized with custom signage at YCL events, highlighting your brand's contribution and support to all attendees.	✓	✓	✓
BRANDED ITEMS AT EVENTS Chance to include your branded merchandise in event swag bags, supplied by the sponsor.	✓	✓	✓
CHANNEL PARTNER EVENT SPONSOR Position your brand as a founding partner at YCL's Channel Partner event, supporting young professionals. Enjoy complimentary tickets to our Channel Partners event.	6	8	10

YOUNG CHANNEL LEADERS

À LA CARTE

Sponsor What Matters Most to You.

STARTING AT
$500 single issue

DIGITAL & BRAND

Newsletter Sponsor
single issue — **$500**

Logo, 50-word brand blurb, and a clickable CTA in one monthly newsletter to 300+ channel members.

Newsletter Sponsor
Quarterly, 3 issues — **$1,250**

Three consecutive newsletter placements for sustained visibility.

Social Media Post
Dedicated recognition — **$500**

Sponsor recognition post across YCL's LinkedIn and Instagram.

Podcast Episode Sponsor
Single Episode — **From $750**

Ad placement and verbal recognition in a single podcast episode.

Webinar Brand Sponsorship
Host or co-host — **From $1,500**

Single webinar Branded intro, and recording rights. Speaking slots reserved for Gold and Diamond.

EVENTS

Regional Meetup Sponsor
Market-Specific event — **From $1,500**

Venue branding, on-site signage, attendee list for that event, and verbal recognition from the stage. Cost will vary based on market.

YCL Lanyard Sponsor
single issue — **$1,000**

Logo on badges across all YCL-hosted events for the calendar year.

Raffle Sponsor
Prize donation + admin fee — **$500 fee**

Prize donation with on-stage recognition and social mention.

Event Ticket Bundle
Team access — **Varies**

Bundle of tickets for your team to attend a specific YCL event.

Branded Items
Sponsor supplied merch — **$500 fee**

Include your branded merchandise in YCL event swag distribution.

MENTORSHIP & PROGRAMS

Mentorship Workshop Brand Sponsorship
Virtual or in-person — **From $1,500**

Brand association with a YCL-led workshop. Logo, and intro.

Channel Partners After Dark
Flagship after-hours event — **Varies**

Premium positioning with the channel's most active young professionals at our channel partners event.

How À La Carte Works

- **Pick any mix of items.**
  No minimum spend, no required tier, and no commitment beyond the items you select.
- **Most items activate in 30 days.**
  Event-specific items follow the event timeline.
- **Build up to a full annual sponsorship.**
  À la carte purchases can be credited toward, Silver, Gold, or Diamond within the same calendar year.
- **Ready to build your package?**
  Contact sponsorships@youngchannelleaders.com

YOUNG CHANNEL LEADERS

MEET OUR BOARD



Lynne Zimmerman
President
CommandLink



Adam Basa
Vice President
Channel Partner Directory



Sam Islam
Treasurer
Avega



Andrew Down
Mentorship Director
Vendasta



Madelyn Webster
Sponsorship & Partnerships Co-Director
Net2phone



Reid Starr
Sponsorship & Partnerships Co-Director
Granite



Emily Mast
Marketing & Communications Director
Crexendo



Samuel Mena
Program & Events Director
Uniti Group Inc.



Nicole Ashcraft
Secretary
Rackspace

YOUNG CHANNEL LEADERS

Sponsor FAQ

Clear answers before you commit.

400+
active members under 40

01 How big is YCL's audience?

400+ active members under 40 across advisors, suppliers, providers, MSPs, and TSDs. Members span 37 U.S. states, plus Canada and international markets. Largest concentrations: Florida, California, Texas, New Jersey, and New York.

02 Is YCL a nonprofit?

Yes. Young Channel Leaders is a registered 501(c) (3). Sponsors should consult their tax advisor on deductibility based on the specific benefits received.

03 Where will sponsors see YCL?

YCL is active where the channel is active: Channel Partners, Las Vegas meetups, regional events, member gatherings, newsletters, social media, and sponsor-recognition placements.

04 What does sponsorship deliver?

Brand visibility, direct member access, and relationship-building with the next generation of channel leaders: the people your company may hire, partner with, and sell alongside for years.

05 Can sponsors pick and choose?

Yes. Annual tiers bundle benefits at a value-priced rate. A la carte options are available for sponsors who want to support a specific event, newsletter, or initiative.

06 What is the lowest price point?

À la carte options start at $500 for a single newsletter sponsorship. Annual sponsorship packages start at $1,000.

07 Can sponsors speak at YCL events?

Select tiers include speaking roles, workshop hosting, and regional event sponsorship opportunities. These are limited and assigned based on package, timing, and fit.

08 Can sponsors upgrade later?

Yes. Many sponsors start with one event or tier and expand from there. Existing sponsorship value can be credited toward an upgrade within the same calendar year.

09 Do sponsors get member access?

Sponsors are invited to YCL in-person events, where member access happens naturally. YCL does not sell or share the full member list.

10 How fast do benefits activate?

Most sponsorship benefits activate within 30 days of the signed agreement. Event-specific benefits activate based on the event timeline.

Ready to get started?

Contact the sponsorship directors on the next page.

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Let's make it official

Three steps. We'll do most of the work.

1 Pick your tier.

Review the pricing page or the à la carte menu. If nothing fits, tell us what you're trying to accomplish and we'll build it.

2 Lock the agreement.

We'll send a one-page sponsorship agreement. Sign it. Done.

3 Activate.

We integrate your brand across the relevant touchpoints, introduce you to the membership, and you start showing up where the next generation of the channel is paying attention.

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The next generation of the channel is organizing.
Be one of the names they remember.