



KEY CLUB INTERNATIONAL

New Jersey District

ICON 2026

International Convention

June 28 – July 5, 2026 • Dallas, TX

Hilton Anatole

Sponsorship Assistance Packet

A guide to help Key Clubbers fund their trip to the world's largest high school service organization convention.

njkeyclub.org/icon

What Is ICON?

ICON — Key Club International Convention — is the largest annual gathering of high school student leaders in the world. Over 20,000 Key Club members, advisors, and Kiwanis Family members come together each summer for a week of leadership development, service recognition, networking, and community.

This year, ICON comes to Dallas, Texas — and NJ Key Club will be there. The full itinerary runs June 28 through July 5, with pre-convention excursions before the official convention begins July 1st.

Keynote Speakers & Special Events

ICON 2026 features world-class speakers and exclusive experiences you won't find anywhere else:

Olivia Zhang Founder & CEO of Cancer Kids First — the world's largest youth-led cancer nonprofit, with 43,000+ volunteers in 80 countries. Harvard student, Forbes 30 Under 30 honoree, and TEDx speaker. She founded her organization at age 14.

Sofia Carson Actress, singer, and UNICEF Ambassador. Key Club International has an exclusive partnership with UNICEF, and Carson will bring that global mission to life on the ICON stage.

Global Leadership Certificate (GLC) Masterclass An exclusive, application-based leadership certification program held July 3–4 during ICON. Selected students participate in intensive masterclass sessions and earn a recognized Global Leadership Certificate. Apply at the Kiwanis International Foundation application portal.

The GLC Masterclass is application-based — space is limited. Interested students should apply early at: cognitofrms.com/KiwanisInternationalFoundation/_2026GLCMasterClassApplication

What's Included in the Package?

The NJ Key Club ICON package covers the following. Note: airfare to and from Dallas is NOT included and must be arranged separately.

Package Includes

- Convention registration & all sessions
- 7 nights at the Hilton Anatole, Dallas
- All meals throughout the week
- Always-accessible snacks
- All ground transportation in Dallas

Special Experiences

- Dude Ranch at Broken Bow Ranch
- Horseback trail rides
- Line dancing & lasso roping class
- Archery, fishing & outdoor games
- BBQ lunch

- Tour of Dallas Cowboys AT&T Stadium
- Six Flags Over Texas tickets
- Sixth Floor JFK Museum at Dealey Plaza
- Dallas Aquarium
- All other educational museums
- Downtown Deep Ellum experience
- Convention shirt & pin
- GLC Masterclass opportunity (application required)
- International elections & caucusing

Airfare is NOT included in the package cost. Flights must be booked separately. See the FAQ section for NJ Key Club's suggested flights.

Service is bigger in Texas — and so is the opportunity to grow as a leader.

Cost & Payment Timeline

The NJ Key Club ICON package covers hotel, meals, ground transport, registration, and all activities. Airfare is booked and paid separately by each student's family.

The One-Third Strategy

Key Club International recommends a simple approach to funding your trip:

- **One-third:** Raise on your own through personal savings and fundraisers.
- **One-third:** Ask your Key Club to pay for or fundraise on your behalf.
- **One-third:** Seek support from your sponsoring Kiwanis Club or local businesses.

Cost by Room Type

Room Type	Cost Per Person
Quad Rate (per person) ★ Best Value	\$1,153.25
Triple Rate (per person)	\$1,276.92
Double Rate (per person)	\$1,524.25
Single Rate (per person)	\$2,266.25

Most students register at the Quad Rate. The more friends you bring, the lower your cost — and the more fun you'll have.

Payment Deadlines

Deadline	Amount Due	Notes
April 10, 2026	\$350	First payment — secures your spot
May 10, 2026	\$300	Final registration deadline
June 1, 2026	Final Balance	Remaining balance due in full

All payments after May 1st are NON-REFUNDABLE. Register early and start fundraising now!

Refer a Friend — Get Up to \$300 Off! Refer up to 3 friends who register for ICON and receive \$100 off per referral — up to \$300 off your total cost.

Why Sponsor Me?

Use this section as a guide when approaching potential sponsors. The most effective asks are personal and specific — sponsors respond to real stories, not generic descriptions.

What to Include in Your Ask

Who you are: Your name, grade, school, and how long you've been in Key Club.

What Key Club has meant to you: A specific service project or moment that shaped your experience.

What ICON is: A brief explanation — international convention, leadership and service focus, 20,000+ attendees from around the world.

The speakers: Mention Sofia Carson (UNICEF Ambassador) and Olivia Zhang (founded a global nonprofit at 14) — these names resonate with sponsors.

What you'll bring back: How attending will benefit your club, school, or community when you return.

What you're asking for: A specific dollar amount, tied to a payment deadline if possible.

Sample Talking Points

"Key Club is the world's largest high school service organization, with over 250,000 members in 36 countries. ICON is our annual international convention — a week of leadership development, service, and community with 20,000 students from around the world."

"This year's keynote speakers include Sofia Carson, UNICEF Ambassador and actress, and Olivia Zhang, who founded the world's largest youth-led cancer nonprofit at just 14 years old. These are the kinds of voices and role models I'll have direct access to."

"I've been a Key Club member for [X years] and have completed over [X] service hours. Attending ICON would give me access to leadership training and workshops I can bring back directly to my club and community."

"I'm hoping to raise \$[X] to help cover the cost of the trip. Any contribution — even a partial one — makes a real difference."

Who to Ask

- Local businesses — especially ones you or your family already support
- Your sponsoring Kiwanis Club chapter — supporting Key Club students is their mission; ask them early and respectfully
- Your school's PTSA or parent booster organization
- Family friends, neighbors, and community members

- Employers (yours or your parents') — many have community giving or employee match programs
- Private organizations and foundations that support youth leadership or education

When asking your sponsoring Kiwanis Club: be respectful, ask early, and offer something in return — volunteer at their events or help with a project. Remember: Kiwanis is not the bank, but they are your biggest advocates.

Sponsor Request Letter Template

Fill in the brackets and personalize as needed. Print on your school's letterhead if possible — it adds credibility.

[Date]

[Sponsor Name / Business Name]

[Address]

[City, State, ZIP]

Dear [Mr./Ms./Title Last Name or To Whom It May Concern],

My name is [Your Name], and I am a [grade] student at [School Name] in [Town, NJ]. I am a member of [School] Key Club, part of Key Club International — the world's largest high school service organization, with over 250,000 members in 36 countries.

This summer, I have the opportunity to attend ICON 2026, Key Club's International Convention, in Dallas, Texas, from June 28 through July 5. ICON brings together over 20,000 student leaders for a week of leadership development, service recognition, and community. This year's keynote speakers include Sofia Carson, UNICEF Ambassador and actress, and Olivia Zhang, founder of the world's largest youth-led cancer nonprofit — someone who started her organization at just 14 years old.

During my time in Key Club, I have [briefly describe your service — projects, hours, leadership roles]. [Optional: add one specific meaningful story or accomplishment.]

The package cost is \$[amount] per student and covers hotel, meals, ground transportation, convention registration, and all excursions. Airfare is an additional expense I am covering separately. I am working hard to raise the funds through personal savings, club fundraisers, and community support. I am respectfully asking for a contribution of \$[specific ask] to help me reach my goal. Any amount is deeply appreciated.

[Optional: Contributions may be made payable to [School/Club/Booster Org Name]. Please check with your advisor on proper donation processing for your club.]

I would be happy to provide more information about Key Club or ICON, and I am glad to recognize your support in our club's newsletter, social media, or at our events. Thank you so much for your time and generosity.

Sincerely,

[Your Name]

[School Name] Key Club

[Your Email]

[Your Phone Number (optional)]

Sponsorship Tiers

Give potential sponsors a clear menu of options. It's easier for someone to say yes when they know exactly what they're contributing to.

Tier	Amount	What It Covers
Trail Boss 🧑‍🌾	\$1,153+	Covers the full quad-rate package cost
Lone Star	\$500	Covers the first two payment installments
Wrangler	\$280	Covers the April 1st deposit — gets the student registered
Pioneer	\$100	Meaningful contribution toward any payment
Supporter	\$50	Every dollar counts — all partial contributions welcome

These are suggested amounts — sponsors can contribute any amount. Be flexible and grateful.

Recognition Ideas for Sponsors

Offering something in return isn't required, but it makes the ask feel more like a partnership. Consider offering:

- A handwritten thank-you note after the trip
- A mention in your club's social media or newsletter
- A photo or postcard from Dallas
- Recognition at a club meeting or school event
- A brief follow-up update on what you learned at ICON

Fundraising Ideas

Beyond direct sponsorship asks, there are plenty of ways to raise funds on your own. Mix and match — the goal is to hit your first payment deadline of April 1st.

Restaurant Spirit Nights

Partner with a local restaurant for a spirit night — they donate a percentage of sales when customers show your flyer or mention your club. Easy to organize and great for spreading the word.

- **Chipotle:** 20% give-back — tied to a location, needs a fundraiser code used in-app or with a flyer. Set up at marketing.chipotle.com/partner/fundraiser-request
- **Panda Express:** 28% give-back — virtual fundraiser, any location nationwide, pick your date. community.pandaexpress.com/fundraisers
- **Chick-fil-A:** ~15% give-back — spirit night tied to a specific location and date.
- **Panera Bread:** 25% give-back, minimum \$100 in sales — tied to a location and flyer. fundraising.panerabread.com
- **Pizza Hut:** 20% give-back — tied to a location and flyer. pizzahutgivesback.com
- **Applebee's:** 25% give-back — in-restaurant fundraiser. applebees.force4good.com
- **Krispy Kreme:** 50% give-back on Digital Dozen orders. groupraise.com/offers/krispykreme
- **Buffalo Wild Wings:** 20% give-back. groupraise.com/buffalowildwings

Ask your local businesses too — some may be willing to do a give-back night or make a direct donation.

Product Fundraisers

Sell products with a high give-back rate — many ship directly to customers so there's no distribution hassle.

- **Double Good Popcorn:** 50% of proceeds — virtual, ships nationally. doublegood.com/virtual-fundraising
- **Mrs. Fields Cookies:** 50% give-back, ships nationwide. NJ Key Club is running a group Mrs. Fields fundraiser for ICON — email administrator@njkeyclub.org to join once you're registered!
- **Yankee Candle:** 50% of proceeds, ships nationwide. gntinc.com/yankee-candle-fundraising
- **Gertrude Hawk Chocolates:** Up to 50% profit on chocolate bar fundraiser, ships nationally. fundraising.gertrudehawkchocolates.com
- **Custom Shirts (CustomInk / Bonfire):** Design a Key Club-themed shirt and sell online — set your own profit margin. customink.com/fundraising or bonfire.com/fundraising

On-Campus & Club Ideas

- Bake sale — members bake and donate goods to sell for profit
- Candy grams — great around Valentine's Day or holidays
- Friendship bracelet sales — low cost, high margin, easy to make in bulk
- Photography sessions — offer mini portraits for a donation (great if your club has a photographer)
- Pie a teacher — auction off the chance or charge a set amount (find a willing teacher first!)
- Locker decorations — decorate a classmate's locker for a birthday or special occasion
- Locker clean-out service — offer end-of-year cleanouts for a donation

Online & Personal Fundraising

- GoFundMe or personal fundraising page — share your story and post the link widely
- Post on social media with a direct donation link and update followers as you hit milestones
- Ask family and friends to share your post — reach multiplies fast
- Offer services to neighbors — lawn care, pet sitting, car washing, or errands in exchange for a donation

Quick Reference & FAQ

At a Glance

Event	ICON 2026 — Key Club International Convention
Dates	June 28 – July 5, 2026
Location	Hilton Anatole, 2201 N Stemmons Fwy, Dallas, TX 75207
Package Cost (lowest)	\$1,153.25 per person (quad rate) — airfare not included
Suggested Flights	United UA 1494 & UA 2107 — approx. \$423 round trip with 1 carry-on
Keynote Speakers	Sofia Carson (UNICEF Ambassador) and Olivia Zhang (Cancer Kids First)
GLC Masterclass	Application-based — July 3–4. Apply at cognitoforms.com/KiwanisInternationalFoundation/_2026GLCMasterClassApplication
First Payment	\$350 due April 10, 2026
Final Registration	May 10, 2026
Final Balance	June 1, 2026
More Info / Register	njkeyclub.org/icon

Frequently Asked Questions

Why isn't airfare included?

Airfare is not included so families have flexibility to use their preferred airline, loyalty points, or miles. NJ Key Club's suggested flights are United UA 1494 and UA 2107, approximately \$423 round trip with one carry-on (\$80 for a first checked bag). All flights must arrive June 28th and depart July 5th. Ground transportation in Dallas is included once you land.

Is this trip supervised?

Yes. All students travel with background-checked chaperones provided by NJ Key Club, and a chaperone is always on the bus. Parents and advisors are welcome to register and attend as well. Email administrator@njkeyclub.org for the full chaperone list or to inquire about chaperoning.

What exactly does the package cost cover?

The quad rate of \$1,153.25 covers 7 nights of hotel, all meals, always-accessible snacks, all ground transportation in Dallas, convention registration, and all included excursions and activities. Airfare is not included and must be booked separately.

What is the Global Leadership Certificate (GLC) Masterclass?

The GLC Masterclass is an exclusive, application-based leadership certification program held during ICON on July 3–4. Selected students participate in intensive sessions and earn a recognized Global Leadership Certificate through the Kiwanis International Foundation. Space is limited — apply early at cognitofrms.com/KiwanisInternationalFoundation/2026GLCMasterClassApplication.

What is the refer-a-friend discount?

Refer up to 3 friends who register for ICON and receive \$100 off per referral — up to \$300 off your total cost.

Can my sponsoring Kiwanis Club help cover costs?

Yes — reach out to your local sponsoring Kiwanis Club and ask if they are able to help offset the cost. Ask early, be respectful, and offer to give back by volunteering at their events or helping with a project. Remember: Kiwanis is not the bank, but they are your biggest advocates.

What if I can't raise the full amount by April 1st?

Talk to your advisor right away and start fundraising as soon as possible. Even raising the \$280 first payment buys you time to keep working on the rest. Don't let a deadline keep you from going — ask for help early.

What if I can't go at the last minute?

After May 1st, no refunds can be offered. By that point, most logistics have been paid and finalized. If someone can take your place, that may be an option — contact administrator@njkeyclub.org immediately.

Is there a Mrs. Fields cookie dough fundraiser I can join?

Yes! NJ Key Club is running a Mrs. Fields Cookies fundraiser for ICON. Once registered, you'll receive details via email. You can also reach out to administrator@njkeyclub.org with your name and contact info to get started.

Questions? Contact administrator@njkeyclub.org or visit njkeyclub.org/icon

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