



December 12, 2011

Okanagan College, School District No. 23 and the Central Okanagan Economic Development Commission are partnering again to organize the 18th Annual Young Entrepreneur Program (YEP)—Dragon's Den Edition for 2011. In order to continue to make this rewarding experience a reality for our youth, we are reaching out directly to area businesses and offering the opportunity to help by becoming a sponsor. Please take a moment to review and select the sponsorship package that best fits your business and budget.

Let me take this opportunity to thank you for your support of the Young Entrepreneur Program. The YEP has a proud tradition of developing young business professionals. More importantly, the Program has had a positive impact on the lives of Central Okanagan area youth, their families and the community.

The Young Entrepreneur Program creates an opportunity for middle school and secondary school students to develop their business and entrepreneurship skills. Eighteen years ago the Central Okanagan Economic Development Commission and School District #23 created the Young Entrepreneur Program now known as YEP - Dragon's Den Edition as the structure of the competition is similar to that of the CBC TV program. The program today also has the support of Okanagan College and SIFE (Students in Free Enterprise).

Teams of middle and secondary school students compete with each other in formulating a product or service that they would develop and present as a business plan and are able to use to create a summer job. The plan is broken down into three tasks- creating a product or service, developing a financial plan and a marketing plan. Students work from February to May and are judged throughout the competition by business professionals from many areas of the community. Student teams are mentored throughout the competition by SIFE Okanagan (Students in Free Enterprise) which is comprised of 3rd and 4th year business students from Okanagan College.

Over the years students have emerged from the competition to be successful entrepreneurs and operated their own businesses. Yard crews, web design, graphic design, sign making, pine beetle wood pens, and clothing design have been just a few of the successful ideas that have emerged from previous competitions.

The competition is open to students in grades 7 – 12. In 2011 there were fifty teams who signed up to compete.

This link will provide a snapshot of last year's competition:

http://www.youtube.com/watch?v=T50q0xo_1qQ

"Today's students are tomorrow's business leaders"



There are **FIVE WAYS** to participate in the YEP Sponsorship with benefits and recognition for your organization:

SPONSORSHIP LEVELS

~ BRONZE ~ \$500	~ SILVER ~ \$750	~ GOLD ~ \$1000 (Only One Available)	~ PLATINUM ~ \$1,500+ (Only One Available)
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AS A SPONSOR, YOU WILL RECEIVE:

- ✓ Develop your organizations goodwill within the education system and the Central Okanagan business community;
- ✓ An opportunity to provide a representative from your company to judge the competition
- ✓ Your company logo displayed at the awards event (with approximately 120 attendees) and on promotional materials; you may also provide a trade show/event style banner for display.
- ✓ Wide exposure with distribution of the event to local media; CHBC has provided television coverage in previous years and we hope to have this again.
- ✓ Logo placement on the posting of the event to the COEDC website;
- ✓ Excellent exposure to more than 50 business leaders from across the Okanagan that will be judging the program;
- ✓ Space on the sponsor table at the Awards Luncheon for your company’s collateral marketing materials.
- ✓ Complimentary ticket(s) to the awards luncheon
- ✓ Platinum sponsors receive a speaking opportunity at the Awards Luncheon

Please pledge your support by filling out and returning the enclosed sponsorship commitment form.

We at the COEDC, along with Okanagan College and School District No.23 are committed to preparing young adults in the Central Okanagan to become part of the world of business. The Young Entrepreneur Program, now in its 18th year, is an exciting program that can help make that happen and we look forward to your involvement.

Yours truly,

Robert Fine
Director
Central Okanagan Economic Development Commission

“Today’s students are tomorrow’s business leaders”



Yes, I would like to sponsor the Young Entrepreneur Program for 2012! (Please check your sponsor option below). Here is my contact information:

Company: _____

Attention: _____

Address: _____ City: _____

Province: _____ Postal Code: _____

Telephone: _____ Email: _____

Platinum Sponsor — Suggested Minimum \$1500

- * Speaking opportunity at the awards luncheon
- * 4 tickets to the awards luncheon
- * Right of first refusal for the title sponsorship of the 2013 YE program
- * An opportunity to provide a representative from your company to judge the competition
- * Your company logo placement throughout the program and on promotional materials
- * Your company banner prominently displayed at the Awards Luncheon
- * Your company logo and profile in the COEDC weekly newsletter distributed to over 2300 businesses

Gold Sponsor — \$1000

- * Right of first refusal for Gold Sponsorship of the 2013 YE program
- * 2 tickets to the awards luncheon
- * An opportunity to provide a representative from you company to judge the competition
- * Your company logo placement throughout the program and on promotional materials,

Silver Sponsor—\$750

- * 2 tickets to the awards luncheon
- * An opportunity to provide a representative from you company to judge the competition
- * Your company logo placement throughout the program and on promotional materials
- * Your company logo and profile in the COEDC weekly newsletter distributed to over 2300 businesses

Bronze Sponsor - \$500

- * 1 ticket to the awards luncheon
- * An opportunity to provide a representative from you company to judge the competition
- * Your company logo placement throughout the program

In-Kind Sponsor

- * An opportunity to provide a representative from you company to judge the competition
- * Your company name placement throughout the program

Please provide details of in-kind donation:



Our Company will provide a volunteer judge on the following dates from noon to 4:00 pm

- | | |
|--|---|
| <input type="checkbox"/> March 1 st , Middle School, Innovation | <input type="checkbox"/> April 13 th Secondary School, Marketing and Promotion |
| <input type="checkbox"/> March 2 nd , Secondary School, Innovation | <input type="checkbox"/> May 14 th Middle and Secondary School, Finance |
| <input type="checkbox"/> April 11 th , Middle School, Marketing and Promotion | |

Judge's Name: _____

email: _____

Phone Number: _____

Area of expertise (ie marketing, finance, general business knowledge):

Please make your cheque payable to (receipts will be issued for all sponsorships):

Central Okanagan Economic Development Commission
 1450 KLO Road
 Kelowna, BC V1W 3Z4
 (250) 469-6280
 Email: info@investkelowna.com