



iGen
CHALLENGE



**SPONSORSHIP
OPPORTUNITIES**

INNOVATION GENERATION CHALLENGE

CENTRAL OKANAGAN PUBLIC SCHOOLS



Together We Learn



**CENTRAL
OKANAGAN**
ECONOMIC
DEVELOPMENT
COMMISSION

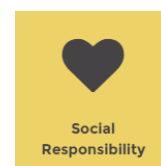
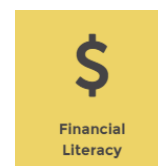
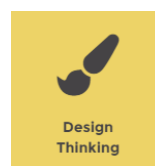
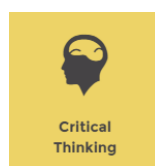
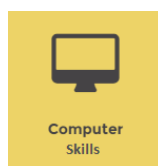
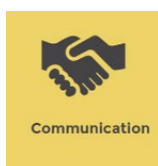
Welcome to the Innovation Generation Challenge

a challenge for middle and secondary students to start their own businesses!

The Innovation Generation Challenge connects budding young entrepreneurs with the marketplace in a way never seen before. By connecting young entrepreneurs with community business members, we're uncovering the next breed of business gurus in the Central Okanagan!

The iGen challenge is for grade 7-12 students that want exposure to mentors and learning in innovative sectors of our local economy. The students gain access to mentors from local businesses to help them find innovative solutions to real world problems. Students will be guided through a startup process to create companies and pitch their ideas to members of the innovation ecosystem in the Central Okanagan. Many young entrepreneurial minds in our schools need coaching and opportunity to innovate. The iGen challenge has been created to meet this need.

What Students Will Learn:



We would like to invite you to go over our sponsorship opportunities.

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

Innovation Generation Challenge 2020 - SPONSORSHIP Opportunities

SPONSORSHIP BENEFITS	Tier 1 \$500	Tier 2 \$1,500	Tier 3 \$5,000
Develop your organization's goodwill within the education system and the Central Okanagan business community	√	√	√
Sponsor/logo recognition on event related marketing and promotional collateral includes social media & competition website	√	√	√
Participate on the community business panel to evaluate video pitches April 6	√	√	√
Opportunity to provide mentorship and feedback to student teams during the competition February 27		√	√
Participate on the judging panel for Live Pitch events for the top 16 teams May 13		√	√
Option to provide marketing collateral at Live Pitch Event June 11		√	√
Promotion of your business on the Economic Development Commission newsletter & blog including a short story and photos			√
Recognition on select at-event signage at June 11 Live Pitch			√
Participate on the judging panel for the Live Pitch Event June 11			√

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Yes, I would like to sponsor the Innovation Generation Challenge for 2020! Here is my contact information for the invoice and receipt:

Company: _____

Attention: _____

Address: _____ City: _____

Province: _____ Postal Code: _____

Telephone: _____ Email: _____

Please check your sponsor option:

Tier 1, \$500

Tier 2, \$1500

Tier 3, \$5000

Thank you to our Title Sponsor QHR Technologies!

**Please make your cheque payable to Regional District Central Okanagan - EDC
(Receipts will be issued for all sponsorships)**

Mailing Address:

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

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

2020 Sponsorship Calendar of Events

Date	Event	Who Participates	Location
February 27 9:00 am – 12:00 pm	iGen Mentorship	<ul style="list-style-type: none"> • Student Teams • Tier 2 and Tier 3 Sponsors participate as observers and/or mentors 	Innovation Centre 460 Doyle Ave Kelowna
March 4	Media Arts Day	<ul style="list-style-type: none"> • All sponsors may attend to view the displays 	Innovation Centre 460 Doyle Ave Kelowna
March 13 – April 3	Online Video Pitch Competition	<ul style="list-style-type: none"> • Online voting 	YouTube
April 6 11:30 am – 3:00 pm	Video Pitch Judging	<ul style="list-style-type: none"> • All Sponsors encouraged to participate as judges 	Hollywood Road Education Services 1040 Hollywood Rd Kelowna
April 9	Crowd Sourcing	<ul style="list-style-type: none"> • Student Teams 	Online –GoFundMe
May 6	Expo of Awesome	<ul style="list-style-type: none"> • All Student Teams • Sponsors may attend to view the displays 	University of British Columbia Okanagan
May 13 9:00 am - 3:00 pm	Live Pitch Top 16 Teams	<ul style="list-style-type: none"> • Student Teams • Tier 2 and Tier 3 Sponsors as judges 	1040 Hollywood Rd Kelowna
June 11 3:00 – 8:00 pm	Live Pitch Finals Top 5 Sr. Teams (5:00 pm) Student Trade Show	<ul style="list-style-type: none"> • Student Teams • Tier 3 Sponsor participates as judge • All sponsors may join the live pitch audience and view trade show 	Innovation Centre 460 Doyle Ave Kelowna

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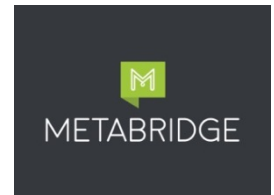
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