



YouthBiz

YouthBiz Lab Sponsorship Opportunities

YouthBiz, a division of Young Americans Center for Financial Education



Bath Fizzys ,Winner of YouthBiz StartUp Pitch Competition

One of four flagship program areas of Young Americans Center for Financial Education (YA), YouthBiz entrepreneurship programs train and guide young people from diverse backgrounds to think like, act like and be entrepreneurs. On track to serve over 1,400 students in 2017, YouthBiz's rigorous brand of curriculum, facilitation and hands-on training are particularly impactful for youth ages 11 to 18 lacking access to entrepreneurship education, particularly those facing academic, social and economic barriers to success.

The core Start-Up and Out-of-the Box programs involve participants in the complete entrepreneurial process – from developing key mindsets to testing an idea through the rigors of product development to selling products at local marketplaces. YouthBiz Marketplaces are known to be one of the best retail experiences for youth. Workshops train participants in branding, sales success strategies, business law and more.

Reaching students in their schools and communities, YouthBiz introduce them to entrepreneurial skills that support immediate academic success and prepare them for long-term professional success, particularly as business leaders. Participants gain the confidence, knowledge and experience to see themselves as business leaders and develop tangible 21st century skills necessary to navigate in today's complex workplace.

YA works hard to ensure that all students regardless of background have the tools and experiences to succeed in our free enterprise system whether they bring their entrepreneurial spirit to launching their own business or creating opportunities for an existing venture. YA firmly believes all individuals need to think, act and be entrepreneurial to create value.

YouthBiz Lab

Opening in the Spring 2018, YouthBiz Lab is a hub for youth entrepreneurship learning, innovation, collaboration and exploration. Housed at our headquarter location, YouthBiz lab is a dedicated 300 square-foot place where youth come together to learn, share ideas and drive each other forward as they learn how to identify opportunities and create value.



About Young American's Center for Financial Education

Young Americans Center for Financial Education (YA) is a nonprofit organization committed to developing the financial literacy and workforce readiness of young people, up to age 22, through real life experiences and hands-on programs. YA fulfills its mission by offering programs that complement and reinforce each other to build life skills, work skills and financial self-sufficiency for more than 42,000 youth every year. These programs include Young AmeriTowne, International Towne, YouthBiz, Money Matters classes, summer camps, and more.

In addition, Young Americans houses the only real bank in the world for young people, Young Americans Bank, which shares the same educational mission of teaching children to be financially responsible. Since 1987, more than 728,300 youth have participated in the programs or bank. For more information on the Young Americans Center for Financial Education, visit www.yacenter.org

YouthBiz Lab Sponsorship Opportunities

Bringing the YouthBiz Lab to life takes the support, skills and drive of an entire community: entrepreneurs, investors, civic leaders, educators, facilitators and community partners.

YA invites partners to make an investment in this important work and be recognized as a founder of YouthBiz Lab. Your support will enable YA to develop and implement entrepreneurship education in 2018, and empower local middle and high school students to fully benefit from rich entrepreneurship opportunities. The sponsorship agreements are an annual commitment for the period 1/1/2018 – 12/31/2018.



YouthBiz StartUp
participant and business
owner of Handy Helpers.

\$20,000 Angel Investor

Trademark Recognition

- Onsite recognition on the donor wall with priority placement of Partner logo
- Onsite recognition on student Chrome notebooks (N = 50) with a sticker that reads “YouthBiz Lab. Innovation powered by *Sponsor Name*.”

Activation Opportunities

Grand Opening Event

- Sponsor executive will have the opportunity to provide remarks during the YouthBiz Lab Grand Opening event (date and time TBD)
- Sponsor will be recognized as a Leader Partner in all Grand Opening marketing materials and correspondence regarding the event by YA with an opportunity to provide a quote from a company representative
- Sponsor will have the opportunity to provide branded giveaways to all participants
- Sponsor will have right of first refusal for future sponsorship at this level

YouthBiz Marketplace

- Sponsor will be the Presenting Sponsor of the Spring 2018 YouthBiz Marketplace which features 60-75 youth retailers.
- Sponsor can provide employees as volunteers for a variety of employee engagement opportunities including set-up, shopper directions, cashiers and take-down.
- Sponsor can provide a company logoed bag for shoppers’ use.
- Sponsor can provide a one page B/W ad which will be included in Marketplace Retail Listings.

Marketing

- Sponsor will be recognized at the \$20,000 level on the YA website including YouthBiz webpage at <https://yacenter.org/youthbiz/> and the YA sponsor's webpage at <https://yacenter.org/about-us/supporters/>
- Sponsor will have the opportunity to provide signage at the Grand Opening Event
- Sponsor will be recognized in a blog about the Grand Opening Event including the opportunity to provide content regarding your brand
- Sponsor will receive logo recognition in 1-1/4 page, four-color Denver Post ad to run in February 2018.
- Sponsor will be recognized in Facebook posts and Twitter Tweets about the Pre-Event Party by YA
- Sponsor will be recognized at the \$20,000 level in YA's annual report and At-a-Glance materials

2018 Spotlight On YouthBiz Stars Recognition and Hospitality Benefits

- Partner will be receive recognition and hospitality benefits at the Mezzanine Partner (\$5,000) level for the annual gala which will be held on Thursday, October 4, 2018 at the Seawell Ballroom, Denver Center for the Performing Arts.
- Hospitality – VIP seating for eight (8) attendees
- Public relations – featured in all PR announcements
- Event recognition – recognition from an event speaker and logo inclusion in all event materials
- Publicity – post-event ad in Denver Post, website, social media, etc.

\$10,000 Accelerator Sponsorship

Trademark Recognition

- Onsite recognition with priority placement of sponsor logo

Activation Opportunities

Grand Opening Event

- Sponsor will be recognized as an Accelerator Partner in all Grand Opening marketing materials and correspondence regarding the event by YA
- Sponsor will have right of first refusal for future sponsorship at this level

Marketing

- Sponsor will be recognized at the \$10,000 level on the YA website including YouthBiz webpage at <https://yacenter.org/youthbiz/> and the YA sponsor's webpage at <https://yacenter.org/about-us/supporters/>
- Sponsor will be recognized in a blog about the Grand Opening Event



- Sponsor will receive logo recognition in 1-/4 page, four-color Denver Post ad to run in February 2018.
- Sponsor will be recognized in Facebook posts and Twitter Tweets about the Pre-Event Party by YA
- Sponsor will be recognized at the \$10,000 level in YA’s annual report and At-a-Glance materials

2018 Spotlight On YouthBiz Stars Recognition and Hospitality Benefits

- Sponsor will be receive recognition and hospital benefits at the Foundation Circle (\$2,500) level for the annual gala which will be held on Thursday, October 4, 2018 at the Seawell Ballroom, Denver Center for the Performing Arts
- Hospitality – seating for eight (8) attendees
- Public relations – featured in all PR announcements
- Event recognition – name inclusion in all event materials
- Publicity – post-event ad in Denver Post, website, social media, etc.

\$5,000 Incubator Sponsorship

Trademark Recognition

- Onsite recognition with priority placement of sponsor logo

Activation Opportunities

Grand Opening Event

- Sponsor will be recognized as an Incubator Partner in all Grand Opening marketing materials and correspondence regarding the event by YA
- Sponsor will have right of first refusal for future sponsorship at this level

Marketing

- Sponsor will be recognized at the \$5,00 level on the YA website including YouthBiz webpage at <https://yacenter.org/youthbiz/> and the YA sponsor’s webpage at <https://yacenter.org/about-us/supporters/>
- Sponsor will be recognized in a blog about the Grand Opening Event
- Partner will receive name recognition in 1-/4 page, four-color Denver Post ad to run in February 2018.
- Sponsor will be recognized in Facebook posts and Twitter Tweets about the Pre-Event Party by YA
- Sponsor will be recognized at the \$5,000 level in YA’s annual report and At-a-Glance materials



Hospitality

- Sponsor will receive four (4) reserved tickets to Spotlight on YouthBiz Stars Gala on Thursday, October 4, 2018 at the Seawell Ballroom, Denver Center for the Performing Arts

\$2,500 Start-Up Sponsorship

Name Recognition

- Onsite recognition with sponsor name

Activation Opportunities

Grand Opening Event

- Sponsor will have right of first refusal for future sponsorship at this level

Marketing

- Sponsor will be recognized at the \$2,500 level on the YA website including YouthBiz webpage at <https://yacenter.org/youthbiz/>
- Sponsor will be recognized at the \$2,500 level in YA's annual report and At-a-Glance materials

YOUTHBIZ LAB
Sponsorship Commitment Form

Yes, I would like to sponsor YouthBiz Lab and help students learn to think, act and be like an entrepreneur. I understand the term of this sponsorship is 1/1/2018 through 12/31/2018.

Angel Investor Sponsor \$20,000

Accelerator Sponsor \$10,000

Incubator Sponsor \$5,000

Start-Up Sponsor \$2,500

Commitment Signature _____ **Date** _____

Preferred method of payment:

- I have enclosed a check for \$ _____ made payable to “Young Americans Center for Financial Education:
- Please invoice me directly
- Please charge my credit card \$ _____

Number _____ Exp. Date _____

Cardholder's Name _____

Billing Address: _____

Billing City, State, and Zip Code _____

Signature _____ CVV Code _____

Please return this form to Young Americans Center for Financial Education:

Fax: 303-320-6507

Mail: 3550 East First Avenue
Denver, CO 80206

email: bsklar@yacenter.org

Questions or Information

Betsy Sklar

Vice President, Business Partnerships and Development

bsklar@yacenter.org

303-320-3245 work or 303-579-0496 cell



Money Smarts for Kids. Money Skills for Life.®