



# YOUNG ENTREPRENEURS TRAINING INITIATIVE

FOR BIG IDEAS THAT HAVEN'T MET THE WORLD... YET.  
BUT WITH YOUR SUPPORT, THEY CAN!

[yourYETI.ca](http://yourYETI.ca)

**SPONSORSHIP PACKAGE**



# Thank you for your belief in **YETI!**

A “**how-to**” summer business program for high school students, **YETI** is a locally-focused, yet potentially global-reaching, high speed business training initiative with the goal to educate, mentor, train and release the potential of modern teens.

Your much-needed and much-appreciated donation of funds, materials or mentorship will provide the tools, resources and guidance our teens need to help turn their dreams into a full-time money-maker over the summer and well into their future.

Whether shy and elusive, or assertive and determined to release the self-starting beast within, teens today belong to a group unlike any other before them; an entire generation connected to everyone and everything everywhere, every hour of the day.

Maintaining such a big digital footprint has not only lead to a hyper-awareness of both local and global trends, issues and opportunities, but to an entire generation thinking and acting more collaboratively, entrepreneurially and optimistically when taking a stand, pursuing a dream, or furthering a cause toward the betterment of the human condition. As a group of modern creators and inventors, young people value ideas, products and services that they can actively create or co-create while quickly and efficiently flowing between work and play; between devices; and while navigating through a multitude of background distractions. For them, work / life is a true blend, not a balancing act.

As community business leaders, we should strive to harness the potential of this trait. With the continued support and encouragement of our young people, our local business community will serve to benefit from exposure to, and interaction with, the unlimited potential for new ideas and positive experiences.

As a **YETI** sponsor or supporter, your commitment to teen entrepreneurship is not simply an investment toward local economic growth, but in the very fabric and future of our community. At Community Futures, we recognize the raw power of this new generation's intelligence, and their fierce determination to leave their mark and “do good” by the world... in life, and in business.

**In this potential for greatness we trust, and in them we hope that you will choose to invest!**

**YETI is a Young Entrepreneurs Training Initiative where big hairy ideas meet the world...with a “little helping hand” from Community Futures and generous sponsors just like you!**



# PROGRAM DETAILS

- **YETI** enrolment is available to all senior high-school aged students in your community. Students may enrol as an individual or as part of a partnership.
- Participants are required to have an idea to turn into a summer business... one that they're excited about and would like to see flourish. Each student must also submit a completed business plan as part of the initial application process for acceptance into the program
- The program runs from the beginning of July through to the end of August. During this time, they are strongly encouraged to dedicate at least 15 hours per week to operate their business
- Within this program, participants will gain valuable experience toward future business endeavours and post-secondary applications
- Participants receive four days of training presentations and workshops covering everything they need to know in order to run a successful business... through the summer and well into their future. Topics include: **Business 101 Relationship Building Marketing 101 and Branding Marketing Tech Money Management for Business Goal Setting Wellness**
- Participants also receive regular goal setting and status update sessions to keep their business endeavours on-track and targeted toward success. They are also given daily access to Community Futures mentors by phone, email or in-person
- In addition to any profits they make, participants qualify for a \$500 award (1 per business) to cover their start up costs at the beginning of the summer; and if they reach their goals, an additional \$500 at the end of the program. Special awards may also be presented to high achievers

# HOW CAN YOU CONTRIBUTE?

- Your contribution of \$1000 or more will allow your regional Community Futures branch to accept a teen entrepreneur for **YETI** participation
- Contributions under \$500 will pay for workshop supplies, meals, a presenters' fees
- Time donations (in the form of workshop facilitation) may also be considered
- Tech donations of laptops or tablets help us get all our participants online
- Please help spread the word throughout the community in support of **YETI** by displaying posters, leaflets and sharing on your social



# SPONSORSHIP LEVELS



**ADVENTURER**

SPONSOR

**Contributions of \$1,000 or more**

A \$1,000 contribution will provide the award money for one successful student.



**EXPLORER**

SPONSOR

**Contributions of \$500 +**

This contribution will go towards award money for the students and workshop costs.



**SCOUT**

SPONSOR

**Contributions of less than \$500**

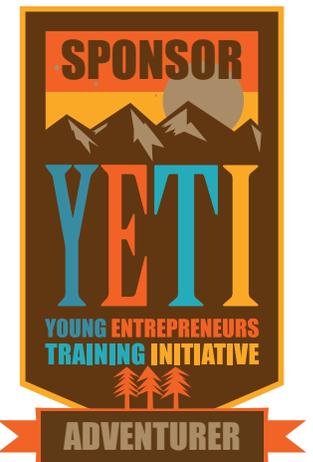
This contribution will go towards:

- Student lunches
- Teaching materials
- Hosting costs

# SPONSORSHIP BENEFITS

**Sponsors of YETI will receive:**

- Numerous social media mentions and thank-yous during the lead up and course of the program
- Your logo featured on the YETI website and any supporting marketing materials
- Recognition at any public event where YETI program representatives are present
- Digital YETI badges to place on your websites to proudly show your support of the program
- Opportunity to come to the final presentation of awards to meet the finalists and join in with success celebrations (*Adventurer level only*)
- Opportunity to sponsor special awards for more coverage (*Adventurer level only*)



The Young Entrepreneurs Training Initiative (YETI) is administered by Community Futures and kindly supported by local communities and businesses just like yours.