



iGen
CHALLENGE



**SPONSORSHIP
OPPORTUNITIES**

INNOVATION GENERATION CHALLENGE

CENTRAL OKANAGAN PUBLIC SCHOOLS



Together We Learn



**CENTRAL
OKANAGAN**
ECONOMIC
DEVELOPMENT
COMMISSION

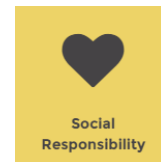
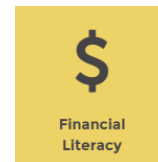
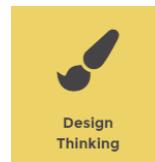
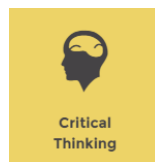
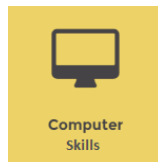
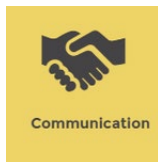
Welcome to the Innovation Generation Challenge

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 2019 - SPONSORSHIP Opportunities

SPONSORSHIP BENEFITS	Tier 1 \$500	Tier 2 \$1,500	Title \$5,000 only 1 available
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	√	√	√
Promotion of your business on the Economic Development Commission newsletter & blog including a short story and photos			√
Participate on the community business panel to evaluate video pitches April 1st	√	√	√
Opportunity to provide mentorship and feedback to student teams during the competition (Orientation Feb 1st and Mentorship Feb 27)		√	√
Participate on the judging panel for Live Pitch events for the top 10 Jr. (May 8) and top 10 Sr. Teams (May 9)		√	√
Verbal recognition of sponsorship at the Live Pitch Event June 13th	√	√	√
Option to provide marketing collateral at Live Pitch Event June 13th		√	√
Recognition on select at-event signage at June 13th Live Pitch			√
Participate on the judging panel for the Live Pitch Event June 13th			√

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Yes, I would like to sponsor the Innovation Generation Challenge for 2019! 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

Title, \$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

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2019 Sponsorship Calendar of Events

Date	Event	Who Participates	Location
February 1 12:00 – 3:00 pm	iGen Orientation	<ul style="list-style-type: none"> • Students • Tier 2 and Title Sponsors participate as observers and/or mentors 	Okanagan Regional Library Downtown Kelowna Branch 1380 Ellis Street
February 27 9:00 am – 12:00 pm	iGen Mentorship	<ul style="list-style-type: none"> • Student Teams • Tier 2 and Title Sponsors participate as observers and/or mentors 	Innovation Centre 460 Doyle Ave Kelowna
March 15 – April 1	Online Video Pitch Competition	<ul style="list-style-type: none"> • Online voting to determine top 10 Jr teams and top 10 Sr teams 	YouTube
April 1 11:30 am – 3:00 pm	Video Pitch Judging by Business Community	<ul style="list-style-type: none"> • All Sponsors participate as judges 	1040 Hollywood Rd Kelowna
April 6	Crowd Sourcing	<ul style="list-style-type: none"> • Student Teams 	Online –GoFundMe
May 1	Expo of Awesome	<ul style="list-style-type: none"> • All Student Teams 	University of British Columbia Okanagan
May 16 11:30 am - 3:00 pm	Live Pitch Top 10 Jr. Teams	<ul style="list-style-type: none"> • Student Teams • Tier 2 and Title Sponsors as judges 	1040 Hollywood Rd Kelowna
May 17 11:30 am - 3:00 pm	Live Pitch Top 10 Sr. Teams	<ul style="list-style-type: none"> • Student Teams • Tier 2 and Title Sponsors as judges 	1040 Hollywood Rd Kelowna
June 13 3:00 – 8:00 pm	Live Pitch Finals Top 5 Sr. Teams Student Trade Show	<ul style="list-style-type: none"> • Student Teams • Title 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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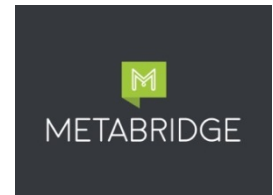
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