

*The iGen Challenge requests financial support to continue creating, developing, and mentoring the next generation of School District 23 entrepreneurs!*

[igc23.com](http://igc23.com)



**SPONSORSHIP  
OPPORTUNITIES**

**INNOVATION GENERATION CHALLENGE**

*Empowering Youth to Make an Impact*

Sponsorship Contact:  
Sarah Wood, Career Consultant  
Central Okanagan Public Schools

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250.860.9729 ext. 8116

Mentorship Contact:  
Tyler Jensen, iGen Lead  
Central Okanagan Public Schools

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250-300-0768

***PROUDLY SUPPORTED BY:***

CENTRAL OKANAGAN PUBLIC SCHOOLS



*Together We Learn*



**CENTRAL  
OKANAGAN**  
ECONOMIC  
DEVELOPMENT  
COMMISSION



# Welcome to SD23's Innovation Generation Challenge

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*The Innovation Generation Challenge (iGen) connects budding young entrepreneurs with the marketplace. By connecting young entrepreneurs with community business members, we're uncovering the next breed of business gurus for the Central Okanagan!*

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The iGen competition offers incredible value to SD23 entrepreneurial **students** by:

- Connecting students with impressive entrepreneurially-minded mentors
- Offering students current business knowledge from currently running successful companies
- Improving iGen start-ups thereby enhancing chances of winning one of the iGen cash prizes (\$5000)

The iGen competition offers incredible value to **sponsors** by:

- Helping to build the Okanagan's next top entrepreneurs and innovators
- Building your brand with the Okanagan's future workforce
- Showcasing your logo on website, social media, and finale program
- Taxable donation receipt

## Calendar of Events

Sept - May

iGen Challenge Tasks include:

- \*Design Thinking Master Class
- \*Elevator Pitches & Being Persuasive
- \*Social Media & Its Impacts
- \*Connecting with local entrepreneurs and mentors

Tuesday, June 4, 2024

Live Pitches – Top 16 Teams @ Innovation Centre (9:00am – 1:00pm)

Tuesday, June 11, 2024

Live Pitch Finale – Top 10 Teams @ Innovation Centre (5:00pm – 8:00pm)

\*Cash prize amount depends on sponsorship.

## Mentors

**Trent Kitsch** - Kitsch Wineries, SAXX Underwear

**Jaclyn Robertson** - Okanagan Lifestyle Apparel

**Shea Weber** - NHL Player

**Krista Mallory** - Central Okanagan Economic Development Commission (COEDC)

**Dan Martell** – Entrepreneur, Investor

**Sarah Oughtred** - Lululemon (Senior VP Business Finance)

*"Igniting Youth to Make an Impact."*

[igc23.com](http://igc23.com)

Yes, I would like to help SD23 foster entrepreneurship by helping sponsor the Innovation Generation Challenge! Here is my contact information for the invoice and donation receipt:

Company: \_\_\_\_\_

Attention: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Please check your sponsorship option:

**Silver \$500**

**Gold \$2000**

**Platinum \$5000**

**SPONSORSHIP BENEFITS**

Develop your organization’s goodwill within the education system and the Central Okanagan business community.

Silver \$500	Gold \$2,000	Platinum \$5000
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√	√	√
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Sponsor/logo recognition on event related marketing and promotional collateral includes social media & competition website.

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Opportunity to provide mentorship and feedback to student teams during the competition (optional).

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Participate on the judging panel for Live Pitch events for the Top 16 teams June 4<sup>th</sup> (optional).

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Sole iGen sponsorship for your businesses industry. Only 3 available.

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Select the winning teams! Participate on the judging panel at the Finale June 11<sup>th</sup>.

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**Please make your cheque payable to:**

**Central Okanagan Public Schools**  
**Attention: Sarah Wood**  
Career Life Programs  
1040 Hollywood Rd S. Kelowna, BC, V1X 4N2

(250) 860-9729 ext. 8116  
Email: sarah.wood@sd23.bc.ca

(Tax Receipts will be issued for all sponsorships)

**Thank you for your interest in iGen!**

*“Igniting Youth to Make an Impact.”*  
**igc23.com**