



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!*

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**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!**

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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 2017 - 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 4th	✓	✓	✓
Opportunity to provide mentorship and feedback to student teams during the competition (Orientation Feb 2 <sup>nd</sup> and Mentorship Feb 22)		✓	✓
Verbal recognition of sponsorship at the Live Pitch Event June 7th	✓	✓	✓
Option to provide marketing collateral at Live Pitch Event June 7th		✓	✓
Recognition on select at-event signage at June 7th Live Pitch			✓
Participate on the judging panel for the Live Pitch Event June 7th			✓

*“Today’s students are tomorrow’s business leaders”*



**Yes, I would like to sponsor the Innovation Generation Challenge for 2018! 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](mailto:info@investkelowna.com)

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## 2018 Sponsorship Calendar of Events

Date	Event	Who Participates	Location
February 2 9:00 am – 12:00 pm	iGen Orientation	<ul style="list-style-type: none"> <li>• Students</li> <li>• Tier 2 and Title Sponsors participate as observers and/or mentors</li> </ul>	Okanagan Centre for Innovation 460 Doyle Ave
February 22 9:00 am – 12:00 pm	iGen Mentorship	<ul style="list-style-type: none"> <li>• Student Teams</li> <li>• Tier 2 and Title Sponsors participate as observers and/or mentors</li> </ul>	1040 Hollywood Rd
March 9 – April 23	Online Video Pitch Competition	<ul style="list-style-type: none"> <li>• Online voting to determine top 10 Jr teams and top 10 Sr teams</li> </ul>	Youtube
April 4 11:30 am – 3:00 pm	Video Pitch Judging by Business Community	<ul style="list-style-type: none"> <li>• All Sponsors participate as judges</li> </ul>	1040 Hollywood Rd
April 6	Crowd Sourcing	<ul style="list-style-type: none"> <li>• Student Teams</li> </ul>	Online –GoFundMe
May 3 11:30 am to 4:00 pm	Live Pitch Top 10 Jr. Teams	<ul style="list-style-type: none"> <li>• Student Teams</li> <li>• Tier 2 and Title Sponsors as judges</li> </ul>	1040 Hollywood Rd
May 4 11:30 am to 4:00 pm	Live Pitch Top 10 Sr. Teams	<ul style="list-style-type: none"> <li>• Student Teams</li> <li>• Tier 2 and Title Sponsors as judges</li> </ul>	1040 Hollywood Rd
May 11 Time TBD	Celebration of Solutions Trade Show	<ul style="list-style-type: none"> <li>• Student Teams</li> <li>• All Sponsors may attend the trade show</li> </ul>	Okanagan Centre for Innovation 460 Doyle Ave
June 7	Live Pitch Finals Top 5 Sr. Teams	<ul style="list-style-type: none"> <li>• Student Teams</li> <li>• Title Sponsor participates as judge</li> <li>• All sponsors may join the audience</li> </ul>	Okanagan Centre for Innovation 460 Doyle Ave

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**PROUDLY SUPPORTED BY**

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