



Central Wisconsin YEA! Program 2016-17 Sponsorship Opportunities



Thank you for your interest in becoming a sponsor of the Central Wisconsin YEA! program. Your generous support will help transform local middle and high school students into real business owners and local entrepreneurial success stories, strengthen our business and educational communities, and secure the next generation of business leaders in our region. It's time to redefine entrepreneurship education in America!

YEA! Program Annual Sponsorships

Annual sponsorships help sustain the YEA! program throughout the year. They include up to 8 months of marketing and recognition opportunities. Higher level sponsorships also include multiple opportunities to engage directly with the students as they progress through the year.

Typical Participation: 15-20 students in class; marketing will reach thousands of people via multiple activities through May 2017

Investment: \$500 - \$5,000 (See Chart Below)

Benefits:	Level:	Presenting	Platinum	Gold	Silver	Bronze
	Maximum Qty:	1	2	3	4	5
Investment:		\$5,000	\$2,500	\$1,250	\$750	\$500
First Right of Refusal		●	●			
Website recognition through May 2017		●	●	●	●	●
Complimentary Registrations at Investor Panel, CEO Roundtable, and Graduation Ceremony		8*	4*	2	1	
Business Plan Mentor Opportunity		●	●			
Elevator Pitch Reviewer Opportunity***		●				
Investor Panel Judge Seat***		●				
Trade Show Booth Judge***		●	●			
Recognition at All Signature Events (<i>Signage & Verbal</i>)		●	●	●	●	●
CEO Roundtable Featured Speaker Option		●				
Graduation Speaker Option		●				
Ad in Printed Program at Investor Panel and Graduation (<i>Outside Back Cover = OBC, Inside Cover = IC</i>)		OBC	IC**	Full Pg	Half Pg	Quarter Pg
Social Media Recognition		Monthly	Bi-monthly	3x	2x	First Month
Inclusion in All Press Releases		●	●	●	●	●

*Reserved seating unless sponsor requests otherwise.

**First choice given to first sponsor secured.

*** Cannot be same person as Business Plan Mentor

Please note: All logos are scaled based on sponsorship levels. Overall ad sizes vary based on the overall size of the publication.

YEA! Investor Panel

During this exciting annual event, the YEA! students pitch their business ideas to real investors in front of a live audience and request funding to help them officially launch the businesses in the community. Judges allocate the available funds to the businesses based upon the perceived need, business viability and overall presentation. One business is also selected to move on to the Saunders Scholars Regional Semifinals competition to compete against other YEA! students from across the nation for a chance to compete nationally for thousands of dollars in scholarships and prize packages.

Typical Participation: 75-125 attendees

Investment: \$250 - \$1,250 (See Chart Below)

Benefits:	Level:	Panel Judge	Supporting	In-Kind
	Maximum Qty:	12	5	N/A
Investment:		\$1,250**	\$500	\$Variable
First Right of Refusal		●		
Pre-Event Marketing (<i>Digital, Print & Social Media</i>)		●	●	
Complimentary Registrations		4*	2*	1
Investor Panel Judge Seat		●		
Award In-Kind Donation(s) Directly to Student(s) During Event				●
Recognition at Event (<i>Signage & Verbal</i>)		●	●	●
Ad in Printed Program		Half Pg	Quarter Pg	Logo only

*Reserved seating unless sponsor requests otherwise.

**Portion of investment goes into funding pool that is disbursed directly back to the student businesses.

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YEA! Business EXPO Trade Show

The YEA! student businesses are revealed to the public during the annual Chamber Business EXPO event. Students set up professional trade show booths, network with potential customers and investors, and experience first-hand the power of a professional trade show. Booths are critically reviewed by trade show judges and awards for the Trade Show winner(s) are announced during the EXPO Business PM.

Typical Participation: 2,500 – 3,000 attendees at Business EXPO; 400-500 attendees at EXPO Business PM

Investment: \$250 - \$1,250 (See Chart Below)

Benefits:	Level:	Champion	Judge	Supporter
	Maximum Qty:	1	3	5
	Investment:	\$1,250	\$500	\$250
First Right of Refusal		●		
Pre-Event Marketing (<i>Digital, Print & Social Media</i>)		●	●	●
Complimentary Registrations for EXPO Business PM		4	1	
Trade Show Judge (<i>Speak with students and help select winner</i>)		Lead*	●	
Present Award to Winning Businesses During Business PM (<i>includes opportunity to speak about your business for 2-3 minutes</i>)		●		
Recognition at Event (<i>Signage & Verbal at EXPO Business PM</i>)		●	●	●

*Lead Judge makes final decision in case of tie and reports winner(s) to Chamber staff.

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YEA! CEO Roundtable

A panel of CEOs and entrepreneurs talk about their paths to becoming successful business leaders in front of the YEA! class and a live audience. The YEA! students ask the panelists questions to help them – and the audience! – identify successful strategies for launching and growing their own businesses.

Typical Participation: 75-100 attendees

Investment: \$250 - \$1,250 (See Chart Below)

Benefits:	Level:	Champion	Speaker	Supporter
	Maximum Qty:	1	3	5
	Investment:	\$1,250	\$500	\$250
First Right of Refusal		●		
Pre-Event Marketing (<i>Digital, Print & Social Media</i>)		●	●	●
Complimentary Registrations		4*	1*	
Featured Panelist Seat Opportunity		Lead**	●	
Recognition at Event (<i>Signage & Verbal</i>)		●	●	●

*Reserved seating unless sponsor requests otherwise.

**Lead panelist speaks first and selects first question from YEA! students.

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YEA! Graduation

Final event celebrating the completion of the YEA! program and the formal launch of the students as real CEOs running their own businesses. Recognizes all of the students, sponsors, volunteers, and other participants that contributed to the success of the YEA! program that year. Open to the public.

Typical Participation: 75-100 attendees

Investment: \$250 - \$1,250 (See Chart Below)

Benefits:	Level:	Champion	Supporter	In-Kind
	Maximum Qty:	1	3	N/A
	Investment:	\$1,250	\$500	\$Varies
First Right of Refusal		●		
Pre-Event Marketing (<i>Digital, Print & Social Media</i>)		●	●	
Complimentary Registrations		4*	1*	
Recognition at Event (<i>Signage & Verbal</i>)		●	●	●
Opportunity to Speak at Event		●		
Logo in Graduation Invitations		●		
Ad in Printed Program		Half Pg	Quarter Pg	Logo only

*Reserved seating unless sponsor requests otherwise.

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YEA! Sponsorship Confirmation Process

For more information or to secure a sponsorship, contact Sara Guild at the Wausau Region Chamber:

Email: sguild@wausauchamber.com

Phone: (715) 848-5940

Fax: (715) 845-6235

Or mail the below portion to the following address: Wausau Region Chamber of Commerce
Attn: Sara Guild, YEA! Program Manager
200 Washington Street, Ste 120
Wausau, WI 54403

Upon receipt, you will be contacted to confirm remaining details and finalize the official sponsorship commitment. Sponsorships are not considered secured until payment is received by the Wausau Region Chamber.

Business Name: _____

Business Location: _____

YEA! Sponsorship Level Interest(s): _____

Contact Name: _____ Job Title/Position: _____

Contact Email: _____ Contact Phone: _____

Signature: _____ Date: _____

I AM ALSO INTERESTED IN LEARNING MORE ABOUT THE FOLLOWING VOLUNTEER OPPORTUNITIES THROUGH YEA!:

- Business Mentor Guest Speaker Field Trip Host Business Plan Reviewer
 Graphic Designer Website Developer OTHER: _____

THANK YOU for supporting the future of business in central Wisconsin and establishing your company as a leader in innovation, entrepreneurship, and civic engagement.

