



**BRANDED**  
YOUTH MARKETING CONFERENCE

# SPONSORSHIP PACKAGE 2016

Supporting the Next Generation of Entrepreneurs



## DEAR PROSPECTIVE SPONSOR,

Thank you for allowing us the opportunity to present our sponsorship proposal. **Branded: Youth Marketing Conference** is the only event of its kind in the GTA. The conference is a meeting place and innovation hub that gives young entrepreneurs real tools that can improve their marketing strategies immediately. It has continued to build momentum since the inaugural event in 2013, and this past year we've again increased registration numbers and have a growing wait list of young people that want to participate. All of this is a strong indication that the work we do is essential to our communities.

We pride ourselves on offering youth with a wealth of information, solid networking opportunities and tangible tools of the trade. These elements set us apart in regards to youth focussed events. It is through our Partners, Sponsors and Supporters that we have been able to succeed in promoting youth economic development opportunities and foster the growth of young entrepreneurs—that is why we are writing to you today. We are hoping to have your support in delivering the **2016 Branded: Youth Marketing Conference** and have designed a number of tiered packages which gives your business the opportunity to support the conference and its participants at all levels.

Our packages offer our sponsors brand exposure through a variety of mediums including, but not limited to, prime placement on print and online materials. This structure provides businesses with an excellent return on investment and the added benefit of supporting a worthy cause. All Partners, Sponsors and Supporters that join the Branded family become a part of this success and an important part of promoting youth economic development opportunities and the creation of the future of entrepreneurs.

Sponsors will enjoy:

- ✓ Banner placement at the actual event
- ✓ The opportunity to speak or present awards to pitch contest winners
- ✓ Social media recognition within our well maintained spaces
- ✓ Opportunity to participate as a mentor
- ✓ Promotional opportunities at lead up networking events with Young Entrepreneurs of Toronto
- ✓ Opportunity to be judges at pitch contest
- ✓ Full page ad in guide book

In return for your investment in our growing legacy, the Branded Conference will support your business by increasing your brand awareness and image, to gain new customers and to further develop relationships with existing customers. **Your support will showcase your committed involvement in supporting local community youth and future entrepreneurs.**

We encourage you to visit [www.brandedto.com](http://www.brandedto.com) and we would like to extend our sincere thanks for taking the time to read our sponsorship proposal. The Branded Team looks forward to welcoming you to our family and strengthening opportunities for continued entrepreneurship.

**- The Branded Team**

## INTRODUCTION

**Branded: Youth Marketing Conference** is the only one day youth conference where you can get professional photos of your product shot and edited, coaching from marketing experts, introductions to current trend-setters and innovative business professionals from across the GTA, inspiration from industry leading speakers and networking opportunities with other young professionals. The conference is a one of a kind experience for both established and up-and-coming entrepreneurs.

**Branded** is all about giving young entrepreneurs real tools that can improve their marketing strategies immediately. We have improved on the concept of teaching through workshops. The Branded model is about hiring skilled young professionals to provide peer to peer, one-on-one and small group consulting to the young entrepreneurs. The conference aims to build the skills, marketing resources and networks of young entrepreneurs from Toronto's priority neighborhoods, focused on supporting African Canadian and New-comer youth.

**Branded: Youth Marketing Conference** features a pitch contest, networking lunch & link, key note speakers, a photography studio for head shots and product photos, and one-to-one consultation on the following:

- ✓ Social Media Marketing
- ✓ Brand Building Business Writing
- ✓ Developing a Press Kit
- ✓ Million Dollar Pitch

## PARTNERS & SPONSORS

Branded is organized through an effective partnership of non-profit organizations, grassroots groups, individuals and entrepreneurs, including: Communities Empowering Education (CEE); Access Alliance Multicultural Health and Community Services; the City of Toronto; Neighbourhood Arts Network; the Youth Enterprise Network, and; the Ascend Youth Enterprise Network.

Branded has received generous support from funders and sponsors including: United Way; the Youth Challenge Fund; Toronto Arts Council; Telus; ByBlacks; Enterprise Toronto; Greenwin Property Management; the Toronto Youth Cabinet, and; AVNU.



## SUCCESSSES

### Branded 2013:

The first ever Branded conference was highly successful. Along with 60 young entrepreneurs, Branded employed 27 youth consultants who delivered coaching and training in marketing skills to youth entrepreneurs and hosted established business professionals and funders for a networking lunch (18 in total).

Evaluation feedback showed that 100% of the participants were satisfied with the conference - with an overwhelming 90% of the participants reporting high satisfaction, the rest reporting moderate satisfaction.

### Branded 2014:

The second Branded Conference garnered full registration, plus a waiting list of 30+, with attendance at approximately 63 individuals. The second conference had a 20% increase in registered participants and a 20% increase in youth consultants. The additions of an interactive pitch contest featuring a top cash prize of \$2,000 and a guidebook featuring entrepreneurs, consultants, mentors and corporate sponsors were well received by those in attendance.

**“Branded was one of the best events that I have ever participated in. As a mentor, I was so impressed with the youth, their business ideas and their drive.”**

- Kay Layne, Founder of Kayambi Media and Training and Branded Mentor

## MEET VERONICA, BRANDED 2014 PITCH CONTEST WINNER



### How was your branded experience ?

My BrandedTO experience was very useful in providing me with pitching experience. I also found the workshops to be very informative and I received advice on how to create press kits and pitching.

### How did your winnings help your business?

I was able to invest my winnings into purchasing a new computer. At the time, I was using a 7 year old laptop that ran slowly, froze often and overheated because the fan was broken. This hindered me from getting tasks, such as working on the website or marketing materials, done in an efficient manner. I definitely feel that having a new laptop has helped me to get more work done faster.

### What's next for your business?

This summer we have been focused on getting our pieces in public spaces for customers to be able to try them on. While we can't afford to open a permanent store location yet, we will have some of our pieces at several festivals and events, including Afrofest and Habari Festival.

- Veronica N.  
COO & Co-founder, [www.kuwalainc.com](http://www.kuwalainc.com)

## SPONSORSHIP PACKAGES

The Branded Team has designed a number of tiered packages which will give businesses the opportunity to support the conference at all levels. Please see below an overview of the Supporter, Silver, Gold and Platinum packages. As a Silver and above level sponsor you will be a vital member of the Branded Conference and receive. There are a variety of opportunities to promote and network your business and be a part of an exceptional conference experience. These are just a few of the beneficial aspects of your support.

In return of your investment you will receive the following benefits:

### BRONZE LEVEL SPONSOR - INVESTMENT: BELOW \$500

- ✓ Social media recognition
- ✓ Opportunity to participate as a mentor
- ✓ Certificate of Appreciation/Recognition

### SILVER LEVEL SPONSOR - INVESTMENT: \$500 TO \$1,999

- ✓ Listed as Silver Partner with placement on print and online materials (flyer, program guide, website)
- ✓ Logos projected throughout event
- ✓ Social media recognition
- ✓ Opportunity to participate as a mentor
- ✓ Your company will be well looked after at the event and we will promote your business to the best of our ability

### GOLD LEVEL SPONSOR - INVESTMENT: \$2000 TO \$4999

- ✓ Listed as Gold Partner with prime placement on print and online materials (flyer, program guide, website)
- ✓ Logos projected throughout event
- ✓ Opportunity to place a banner
- ✓ Opportunity to be recognized/introduction at event
- ✓ Social media recognition
- ✓ Opportunity to participate as a mentor
- ✓ Half page ad in guidebook

### PLATINUM LEVEL SPONSOR - INVESTMENT: \$5,000+

- ✓ Listed as platinum partner with prime placement on print and online materials (flyer, program guide, website)
- ✓ Logos projected throughout event
- ✓ Opportunity to place a banner
- ✓ Opportunity to speak or present award to pitch contest winners
- ✓ Social media recognition
- ✓ Opportunity to participate as a mentor
- ✓ Promotional opportunities at lead up networking events with Young Entrepreneurs of Toronto
- ✓ Opportunity to be judge at pitch contest
- ✓ Full page ad in guide book



## WHAT DOES YOUR SPONSORSHIP MEAN?

We endeavour to build on our successes and empower even more young entrepreneurs. The event has continued to build momentum and increased interest from not only community partners but corporate sponsors, as well. Your sponsorship will support our ability to maintain and exceed our modest goals and most importantly provide young entrepreneurs the tools they need for success.

## CONTACT BRANDED

Thank you for taking the time to view our sponsorship package. The Branded Team is dedicated to marketing their sponsors to ensure optimal benefits for both parties. All packages can be tailored to your specific needs. We look forward to forming a great business partnership with you. Please contact us if you want to know how you can become involved and what we can do for you.

**Email:** [branded@ceetoronto.com](mailto:branded@ceetoronto.com)

**Phone:** 416-246-2388

**Web:** [brandedto.com](http://brandedto.com)



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