



EVENT PARTNERSHIP PACKAGE



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ENTREPRENEURSHIP EMPOWERMENT EXCELLENCE
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www.e3challenge.com

Dear Potential Event Partner,

I am writing to you on behalf of Power Unit Youth Organization (PUYO), a non-profit organization dedicated to youth development and empowerment through philanthropy. PUYO's inception dates back to 2002, when a group of enthusiastic university students came together to organize youth development initiatives.

One of our most important projects is the E3 Challenge. Established in 2005, the E3 Challenge is a business competition for youths aged 16 through 20. This competition allows motivated youth to apply their skills in three real-world projects. Participants are also enrolled in workshops and seminars to further enhance their learning experience.

The success of the E3 Challenge relies on its corporate partners. We work with our Event Partners to develop projects for participants to compete in. Projects range from sales management to marketing campaign design. We would like to invite your organization to come onboard as an Event Partner. This is not a request for a donation but a proposal to partner with E3 in providing youth with an amazing real-life business experience. You will find more details in the package enclosed about some of our past partners and past projects.

On behalf of the E3 Organizing Committee, I would like to thank you for taking the time to consider this partnership. If you would like to learn more about our organization, feel free to visit our website or contact us at any time. Our contact information can be found at the end of this package. We look forward to hearing from you.

Sincerely,

Fiona Cheung
Event Partnership Director
E3 Challenge 2013



Who We Are

Entrepreneurship. Empowerment. Excellence.

The E3 Challenge was established in 2005 to fulfill PUYO's mission to promote entrepreneurship, empowerment, and excellence among youths. Since then, it has offered youth hands-on opportunities to develop their skills and inspired them to take on active roles in their communities. The E3 Challenge, emphasizing teamwork and leadership skills, consists of three challenges in which youth work in teams and compete against one another.

How It Works

Mentors. Workshops. Scholarship.

3 challenges
5 teams

Every summer, the process begins with interviews that are conducted to ensure recruitment of high caliber youths aged 16-20. The participants are then divided into teams. The teams compete with one another in three rounds, each round with its own unique characteristics. The challenges range from direct sales to new product development proposals. Some of the skills that the contestants develop include: teamwork, communication, organization, networking, planning, marketing and budget management.

A support system of mentors, workshops and seminars makes this competition a valuable learning experience. Judged on leadership, adaptability and teamwork, a winning team is selected at the end of three rounds of competition. The winning team is awarded a cash prize to assist them in their pursuit of higher education and broader experiences.

Past Partners

Procter and Gamble



E3 participants were challenged to utilize their knowledge of social media to develop a recruitment strategy for finding high quality employees for Procter & Gamble. With these young participants living in the most tech-savvy era, they explored strategies that implemented online tools like Facebook, LinkedIn, and YouTube. They networked through their own social groups to study the target market of their campaigns – young adults – and deeply researched current social media and recruitment trends. P&G was thoroughly impressed with the amount of creativity and ingenuity found in the presentation ideas and expressed interest in implementing some of them into their actual recruitment program.



HSBC



E3 participants were given an opportunity to create the first student Mastercard for HSBC. Being in the same age group, these young participants explored and created the credit card based on their own desires. They also shed light on the perks and services that are important to youths, bringing fresh new ideas to enhance the attractiveness of the new student line of services. With this project, participants enhanced their teamwork, communication, planning, promotion and research skills. HSBC was thrilled to see the unique credit card designs and stunning promotional offers that our participants presented.

IBM Canada



E3 participants were challenged to design a marketing tool that would enable the IBM Software Lab to efficiently recruit employees at campus visits and job fairs. With lots of room for creativity, the task required participants to cater their tool in a way that would appeal to IBM's target audience – youths and students, much like themselves. After reaching out to their own networks and friends, many inspiring ideas came to light, including promotional T-shirts, summer retreats, and even an impressive virtual tour of the lab itself. IBM was amazed by the practicality and ingenuity of the ideas, and it is in the works of launching a virtual tour.





Past Partners

Microsoft

With Microsoft on the verge of releasing their new smartphone, the Windows Phone 7, E3 participants were challenged to devise a go-to-market campaign targeting the Canadian post-secondary market. Participants quickly took up the challenge and utilized student surveys, social media, and competitive analysis to create a thorough marketing plan for the Windows Phone 7. Using their ingenuity, teams proposed marketing campaigns that utilized creative advertising spaces, large-scale guerrilla events such as the “QR code scavenger hunt”, and online competitions or giveaways. Microsoft was impressed with the amount of research and creativity put in to the presentations and praised the professionalism that the young E3 participants exuded.



Ontario Science Centre

E3 participants were given a chance to market a new monthly event for Ontario Science Centre. The goals of the event were to raise awareness about climate change and to transform the image of Ontario Science Centre to a ‘hip and cool’ place. Participants’ ideas ranged from “Wearing the Earth” fashion show, an underwater themed dance party, to a climate change concert. The project not only allowed participants to experience hands-on tasks but also gave an opportunity for them to present to industry executives. Ontario Science Centre was astonished with the variety of ideas and even incorporated some of the ideas, such as the theme name, “Sci-Fri”, into their actual marketing campaign.



Royal Bank of Canada

RBC, the title sponsor for the WinterCity festival in Toronto, challenged E3 participants to create an activation plan for WinterCity 2009 and pitch it to RBC marketing and sponsorship managers. The plan had to provide RBC the opportunity for on-site activation as well as promoting RBC as an official sponsor of the 2010 Winter Olympics, create a family-oriented environment, while staying within a tight budget. The teams presented creative new ideas such as “human curling”, t-shirt painting, flash mobs, and Wii tournaments. This challenge provided another side of marketing and the opportunity to present in front of high-ranking corporate managers. RBC was very impressed with level of creativity, research, and marketing sense that the participants demonstrated.



Plan



Time Commitment

- 10 hours spread over 4 months
- Planning, briefing, and judging one event
- Awards Ceremony

Goals

LEADERSHIP

To provide young adults with hands-on leadership opportunities.

COMMUNITY AWARENESS

To channel the efforts of young adults towards the betterment of our community.

ORIENT YOUTH TOWARD REAL WORLD BUSINESS EXPERIENCE

To better prepare them for the business world.



Why We Need You

Hands-On Projects

Assist E3 participants in obtaining practical experience through working with your company's established product lines and services. Allow the youths to implement their ideas and observe the Results of their efforts first hand.

Professional Feedback

Take part in evaluating E3 participants' performance. Provide professional feedback to E3ers and help them further their development.

Partnership Benefits

Invest in Our Community's Youths

Your participation in the E3 Challenge provides a valuable learning experience to many ambitious young adults. Cookie-cutter type textbook education no longer suffices in equipping youths with the necessary tools to succeed. Help us make learning fun and project your company as the driving force behind youth-empowering initiatives.

Reach Out to the Youth Market

Through the projects, allow the youths to familiarize with your products and services first hand. Get them involved, engaged, and leave a lasting impression!

Hear What They Have to Say

“ On behalf of the TELUS team, I had a great time working with the E3 organizing primes and student teams. We were very impressed by the detailed marketing strategies that the teams developed under tight timelines and the level of professionalism showcased during the challenge presentations. Not only did the students highlight new marketing insights that we will incorporate into future campaigns, but it was also very rewarding to see the students develop their marketing skills during the challenge. Congrats and a job well done to all the 2013 E3 teams! ”

— Ashley Cameron, Multicultural Marketing, TELUS



“ The expectations at our company were relatively low – we did not expect much to come out of a competition of students during the summer months. Not only were our expectations proven to be wrong, but the ideas espoused at the competition were absolutely fantastic. It was evident that a great deal of hard work and thought that was put into the challenge we provided. Indeed, it was these presentations that made us consider hiring a team or two in order to help us on some of our projects. Overall, we could not have been more grateful and thrilled to participate in the E3 challenge. ”

— Steven D'Costa Flybits

“ The E3 challenge is a great opportunity for youth to push themselves forward and develop into individuals who are ready to take charge of their future. The challenges place them into an untraditional learning experience, where they are forced to think quickly and bring their ideas to life. These challenges are an excellent chance for them to discover where their strengths lie. ”

— Roman Cezar, Mentor of E3's Team Sparta 2013



“ Participating in the E3 Challenge really allowed me to expand my knowledge on business and marketing. This summer challenge enhanced the skills that are crucial for my future, such as teamwork, leadership, and presentation skills. I was able to receive feedback and insights not only from those working in leading companies such as RedFlagDeals.com and ING DIRECT, but also from my mentor and peer advisors, with whom my team and I had worked closely with for each challenge. Aside from the rewarding business experiences, I was also able to meet other talented youths. The E3 Challenge is an amazing experience that builds a strong foundation of business and communication skills for all youths! ”

— Emily Law, participant of E3 2011

Next Step

If you have further enquiries or would like to offer your support, please contact our representative listed below. We look forward to hearing from you.

Event Partnership Director

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www.e3challenge.com

