



# PARTNERSHIP OPPORTUNITIES

for 2020

March 27 2020 - May 15 2020



## INTRODUCTION TO SHIPHT

### Connection for Transformation

The Cedar Valley Fashion Art and Culture Expo (CVFAC) is honored to serve as the largest indoor African American event in the Cedar Valley and announce our 6th year of cultivating diverse talent and innovation in the community.

Each year we take pride in creating programming focused on education, equity, access and career readiness. We started with the STEM in the Arts Urban Outreach Initiative, a collaboration that introduced 6th to 8th grade girls to career opportunities in STEAM.

Last year, our partnership hosted a Youth Expression Cafe on shattering glass ceilings, overcoming stereotypes, and redefining the meaning of leadership and success for women. This year it's time for an even greater impact or a **SHIPHT!**

For 2020 we are launching the SHIPHT Youth Startup Experience, a six week entrepreneurship, tech, and leadership curriculum, aiming to introduce underrepresented populations to career and leadership opportunities. Our curriculum includes mentorship, experiential learning, business fundamentals and much much more!

While this is not a new concept, an intentional approach steeped in equity and access is what separates our program from the rest. We plan to wrap participants in comprehensive learning to nurture a growth mindset and create unforgettable experiences. SHIPHT aims to be the pivotal "Moment" or series of moments that lead to career transformation and long term goal development.

Join us! And help develop a diverse group of the brightest up and coming talent to become the next generation of innovators. We look forward to partnering with you.

**Best Regards,**

*Joy Briscoe* - **Chair & Founder**



# SHIPHT

TECH | YOUTH | ENTREPRENEURSHIP | LEADERS

## HISTORY

The Midwest is home to many thriving businesses, talented people, lower cost of living for metropolitan areas and several communities ranked “best place to live” due to these reasons and more. Yet as of November 2018, the Midwest also had the distinction of housing the top five worst places for African Americans in the US (Waterloo/Cedar Falls IA being #1 in 2018 and #3 as of 2019) according to a 24/7 Wallstreet report. While those of us living in these communities know there are many motivated change agents, striving daily to reduce the opportunity gap; we have to acknowledge the patterns of disproportionately lower homeownership rates, increased unemployment, lower annual incomes and social inequality for African Americans in Iowa, Missouri, Illinois, Wisconsin and Minnesota.

We cannot flourish when talent remains on the sidelines, however for many, full potential often goes unfulfilled. “A nation’s greatness is measured by how it treats its most vulnerable members.” Currently, underrepresented populations in these areas do not lack in capacity, intellect or desire to succeed, but there is a stark disparity in opportunity.

By investing in historically underrepresented communities in the region most affected, we uplift or SHIPHT us all.







## MISSION



# SHIPHT

TECH | YOUTH | ENTREPRENEURSHIP | LEADERS

**WE ARE TRANSFORMATION!**

The objective is to activate the entrepreneurial mindset and transform career trajectory for a new and existing generation of diverse leaders – while expanding talent pipelines in the business, tech and entrepreneurial sector.

Utilizing five essential pillars of development: Leadership, Entrepreneurship; Education, Technology and Innovation; Culture and Economic Inclusion participants learn in real-time the strategies that lead to success. We plan to amplify the voices of industry and entrepreneurial leaders—to share their stories of work and risk to success, social influence and power. Additionally, SHIPHT will place an emphasis on careers under Gov. Reynolds signature workforce policy initiative, the Future Ready Iowa Act and high-demand jobs.

On March 27, 2020 we will kick off our six week youth start up experience at the University of Northern Iowa Center for Urban Education (UNI-CUE), in Waterloo Iowa. Approximately, 150 high school students from all over Iowa will attend sessions hosted by a diverse community of builders, coders, designers, developers, gamers, hackers, makers, thinkers, and visionaries crafting the next generation of innovative solutions for youth.



## INCUBATOR



## **WE ARE CONNECTION!** **Youth Startup Experience** **March 27 2020 - May 15 2020**

The SHIPHT Youth Accelerator will develop diverse talent in entrepreneurship, apparel and tech industries via “Grow Your Own” programming, experiential learning, real-time design application, and business and marketing opportunities. Focused on two career tracks, entrepreneurs and industry leaders serve as mentors to assist students with developing a business concept, product, and model canvas, create a future communications and competitive analysis plan, financial model, and finally pitch the product to a shark-tank style panel.

With the guidance of mentors from the workforce community, a cohort of Waterloo and Cedar Falls high school students channel their learning into the creation of social impact enterprises; to apply business principles to ventures that drive profit and solve critical social issues.

Entrepreneurs and business leaders will visit classrooms to invite learning that is personal, relevant, and pragmatic. The curriculum drives student learning into the world through self-reflection, network building, and the development of academic, pre-professional, executive functioning, and non-cognitive skills.

Additionally, students will travel to varying sites on the campus of the University of Northern Iowa and business locations to nurture a world view of the role education plays in their future career choices.





## Why



## WHY ATTEND SHIPHT

Attendees will:

- Connect with influential leaders and executives who deliver game-changing ideology.
- Discover purpose and what is needed to define, refine and create a formula to enact their vision.
- Leverage resources and potential partners and colleagues through networking opportunities.
- Identify trends and technologies shaping the future and impacting both traditional and contemporary career fields.
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## WHY PARTNER WITH SHIPHT

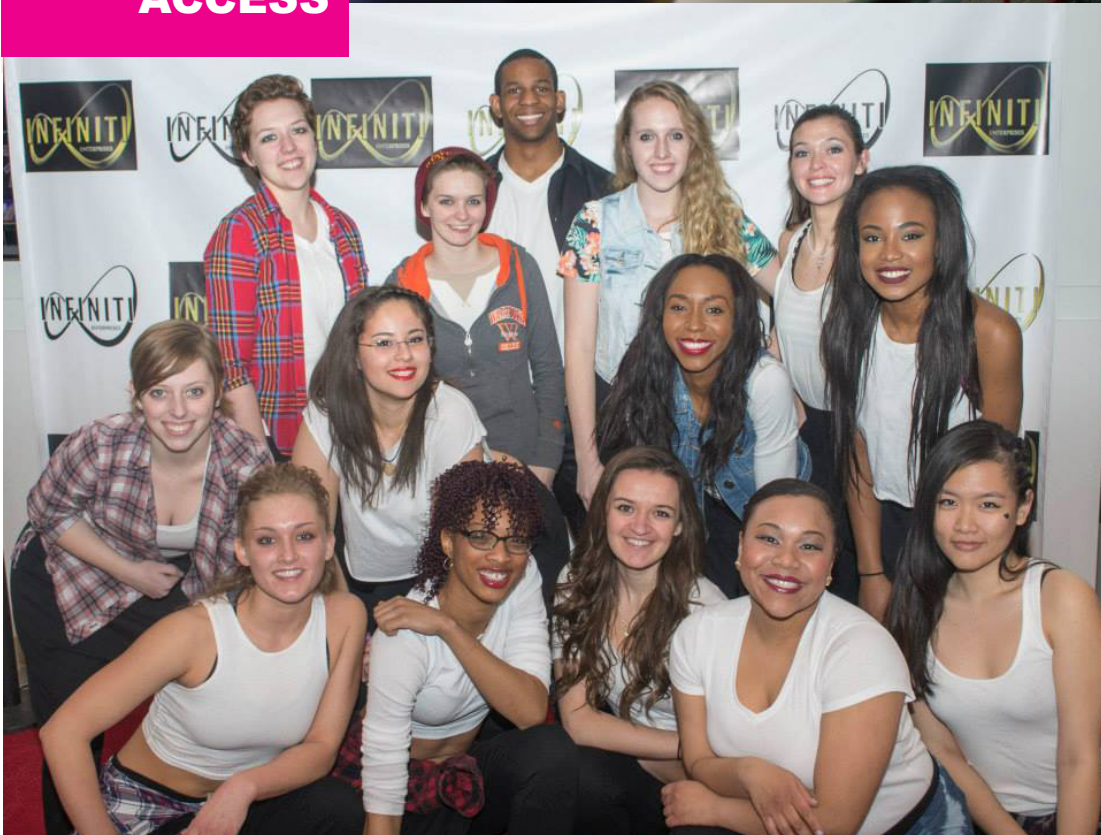
Sponsors, speakers and supporters will:

- Access the buying power of African-Americans as it is approaching \$1.4 trillion dollars (we are the largest indoor event for African Americans in the Cedar Valley).
- Cultural identity and ethnicity are key drivers for consumption for African-Americans.
- Consumers of color are more likely to support or purchase products and services that are represented by people of the same ethnicity.
- African Americans are early adopters of new technology and heavy users of social media and more likely to share your companies products and services with their friends.
- Andrew McCaskill, Nielsen's Senior Vice President, Global Communications and Multicultural Marketing, and long-time diversity advocate, breaks it down. "With 43% of the 75 million Millennials in the U.S. identifying as African American, Hispanic or Asian, if a brand doesn't have a multicultural strategy, it doesn't have a growth strategy," he says.

Below are a few opportunities to partner with this pivotal program.



## ACCESS



### DIAMOND SPONSORSHIP PACKAGE | \$5000.00 |

- 16 VIP Admissions to the Expo.
- Full Page Color Logo in program booklets (5.5" x 8.5")
- Table for product display during youth kickoff event
- Product Placement in VIP Gift Bags.
- Logo placement on CVFAC Expo Social Media Page, with link.
- Logo placement on Step & Repeat Banner.
- Acknowledgment of Sponsorship during the event each day.
- Social Media Blast(s).

### PLATINUM | \$2500.00

- Eight VIP Prime Seating Section.
- One-Half (1/2) Page Color Logo in program booklets.\*
- Product Placement in VIP Gift Bags.
- Table for product display/sales during expo
- Logo placement on CVFAC Expo Social Media Page, with link.
- Acknowledgment of Sponsorship during the event.
- Social Media Blast(s).

### GOLD | \$1000.00

- Four VIP Admission Tickets to the Expo
- Quarter Page (1/4) Page black and white Logo in program booklets.\*
- Logo placement on CVFAC Expo Social Media Page,
- Social Media Blast(s).

### CONTRIBUTOR

WE WELCOME ANY MONETARY OR IN-KIND CONTRIBUTION.

- Sponsors are responsible for providing their own marketing materials.
- Event passes should be used for your staff if you are having a booth. If you are not having a booth, use your passes for employees or giveaways.
- Event passes will be mailed to the address on your sponsorship form





## BRANDING

### DESIGN A SESSION – \$5,000

Put your tech tool or business solution center stage at a sponsored breakout session for our kick off. We'll work with you to select a topic, design a successful format and you'll choose speakers.

### YOUTH MEET-UP SPONSOR – \$3,000

This event is one of the most anticipated parts of program. Includes your logo on signs, non-alcoholic beverages, and snacks. Your brand can have a special place at the meet-up, but unless you're 25 or younger, you'll leave after your welcoming remarks.

### NETWORKING EVENT SPONSOR – \$3,000

Your support gives adult attendees a chance to wind down at the end of a stimulating day. Includes a chance to say a few words to guests, your logo on signs and cocktail napkins, and hosted appetizers.

### TECHCHECK SPONSOR – \$3,000

This non-traditional lunch session showcases dozens of tech tools, apps, games, products, and health intervention and prevention techniques. Includes a chance to say a few words to attendees, prominent double-wide table space for your display, logo and signs.

### NAME TAG LANYARD SPONSOR – \$2,000

Your logo and tagline on hundreds of nametag lanyards.

### COFFEE BREAK SPONSOR – \$1,000

Everyone loves a break. Especially a break with coffee and tea. A sign with your logo greets attendees at one of our well-attended, highly social coffee breaks. Your materials are on display on the coffee table, where they're sure to be seen. Sponsor multiple coffee breaks and get a discount.

### YOUTH STIPEND SPONSOR – \$500

Help more youth learn and network at SHIPHT. Each stipend provides a highly discounted conference registration and a \$250 travel stipend for one special youth leader. Sponsor one, five, ten, or more youth at the kickoff event.



## 2019 SPONSOR RESPONSE FORM



**thank you for your time  
and consideration!**

(Name of Business/Organization)

(Please print Business name as you'd like it to appear on recognition)

has agreed to be a sponsor for **SHIPHT Youth Startup Experience**.

Our sponsorship level will be: (please check one)

- ☐ "Diamond" Sponsor (\$5,000)
- ☐ "Platinum" Sponsor (\$2,500)
- ☐ "Gold" Sponsor (\$1,000)
- ☐ Branding Opportunity \$\_\_\_\_\_ (please fill in opportunity desired)
- ☐ Contributor \_\_\_\_\_

Please return Sponsor /Branding Response Form by January 1, 2019.

for additional information please contact Joy at jbrock2777@gmail.com or call 3198830219.

Mail to:

Community Educational Outreach Inc

1802 PO Box

Waterloo, IA 50704

Indicate form of payment:

- ☐ Enclosed is our check payable to (please note as sponsorship CVFAC Expo)
- ☐ Please charge my gift to my credit card (Fill out card information below clearly)

\_\_\_ Visa \_\_\_ Mastercard \_\_\_ Discover Card Number \_\_\_\_\_

Amount Charged \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Verification # (from back of card) \_\_\_\_\_

Signature \_\_\_\_\_

- ☐ Please bill us at following address:

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Signature/Title: \_\_\_\_\_ Date: \_\_\_\_\_