

Partner with Youth Business Trinidad and Tobago (YBTT) For Global Entrepreneurship Week 2015

Theme: Building our Entrepreneurial Connectivity
Date: November 16th – 22nd, 2015



"Nurturing the Business Spirit in Youth"



About Global Entrepreneurship Week

Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators who launch start-ups and bring ideas to life, drive economic growth and expand human welfare.

During one (1) week each November, people are inspired by local, regional and international entrepreneurial activities, designed to assist them in exploring their potential as self-starters and innovators. These activities range from large scale competitions to network gatherings that connect participants to potential collaborators, mentors and even investors... introducing them to new possibilities and exciting opportunities.



Millions who had never before considered launching their own ventures, soak up advice and inspiration from the likes of *Richard Branson*, *Michael Dell* and *Muhammad Yunus*. Thousands of brand new start-ups emerge through bootcamps such as Start-Up Weekends. Hundreds of universities strengthen connections that assist in commercializing research from their labs. Researchers and policymakers engage in discussions around the world to examine the

underlying policies necessary to promote entrepreneurial growth.

World leaders have embraced the GEW concept, as they believe that entrepreneurship fuels the economic growth of global economies. GEW is more than just an awareness campaign. It is a platform for connection and collaboration, engaging all players along the entrepreneurial spectrum in strengthening ecosystems around the world.

About The GEW 2015 Campaign

Our commemoration of GEW 2014, focused on the launch of the National Entrepreneurial Eco-System themed **“Get Connected... Start Now.”**

This initiative was the beginning of the process of meeting of the minds of the country’s stakeholders, whose mandate includes the fostering of an entrepreneurial environment, as well as potential and existing entrepreneurs, who were able to connect with these stakeholders.

For *GEW 2015* which will be commemorated worldwide from *November 16th – 22nd, 2015*, we would be further developing the eco-system by increasing the connectivity for entrepreneurs throughout Trinidad and Tobago. In this regard, several activities would be facilitated during the week and beyond aimed at properly connecting our entrepreneurs.



GEW 2014 South Symposium

Who is a GEW Partner?

A Partner is defined as an organization that is willing to host an entrepreneurial activity during or close to *Global Entrepreneurship Week*; this event will be branded and promoted as a *GEW event*.

Why Become a GEW Partner?

Youth Business Trinidad and Tobago (YBTT) has been the T&T host of *Global Entrepreneurship Week* for the past five (5) years.

During that period and by virtue of the mandate of the organization, YBTT has been successful in its ability to not only galvanize support from major corporate sponsors and partners, but was also able to influence and motivate individuals into becoming entrepreneurs.

Given the importance which many stakeholders have attached to entrepreneurial development in Trinidad and Tobago, many private and public sector organizations have supported GEW over the years as partners.

What are the Partners' Benefits?

- Link to the GEW website (tt.gew.co)
- Inclusion in a Full-Page Press Ads
- Mention in all GEW publications/literature.
- Opportunity to co-host events with other partners.
- Highlight of the organizations' work/events/activities on *Social Media*.



Some of our past Partners include:

- AMCHAM Trinidad and Tobago
- Arthur Lok Jack Graduate School of Business
- CARIRI
- Cipriani College of Labour and Co-operative Studies
- CME Consulting Limited
- Conec Marketing and Financial Services Limited
- Couva/Point Lisas Chamber of Commerce
- Export Centres Limited
- Junior Achievement of Trinidad and Tobago
- Launch Rockit
- Ministry of Planning & Sustainable Development
- Republic Bank Limited
- The Lily Foundation
- The University of Trinidad and Tobago
- The University of the West Indies
- We Are Better Youths (WABY)
- YTEPP



Why Become a GEW Sponsor?

Why Become a GEW Sponsor?

A GEW Sponsor is defined as an organization that is willing to invest in the marketing and promotion of the national activities which would be hosted during **Global Entrepreneurship Week**, aimed at further developing our entrepreneurs.

Some of our past Sponsors who have also hosted events as Partners include:

- *Ministry of Labour and Small & Micro Enterprise Development*
- *National Entrepreneurship Development Company Ltd. (NEDCO)*
- *YTEPP*
- *Arthur Lok Jack Graduate School of Business*

What are the Sponsors' Benefits?

Our sponsors are provided with excellent opportunities to showcase their products and services at the various events that are hosted in commemoration of **Global Entrepreneurship Week**. Media and co-branded opportunities are also provided. For 2015, we are proud to have **BG Trinidad and Tobago** on board as our **Platinum Sponsor**. The issue of diversification is pivotal to the renewed economic thrust for Trinidad and Tobago, and entrepreneurship is the *lead* in this regard.

Sponsorship Packages:

\$30,000 GOLD

- Appearance on a Television Morning Programme (*CNC3, Channel 4, CCNTV6, or CNMG*).
- One (1) **Corporate Exclusive** in the Trinidad Guardian or the Newsday (*accompanied by a corporate photo*).
- Entitlement to host one (1) GEW activity which would be promoted in the media.
- Inclusion in CNC3's **"Business Watch"** segment which is aired in the 7pm Newscasts.
- An Exclusive Feature on a **"Top Female Executive"** in the Newsday.
- Display of company logos on all promotional material including press ads, brochures and banners.
- One (1) Display Booth at **"Showcasing the Entrepreneurial Ecosystem"** at the Brian Lara Promenade to be hosted by *JW & Blaze of SLAM 100.5FM*.
- Airing of *twenty-five (25) 30-sec. radio ads* throughout the Guardian Media Network (*bonus spots to be included*).
- Brief interview on either *SLAM 100.5FM*.
- Inclusion of logo on *GEW website*.

\$25,000 SILVER

- Appearance on a Television Morning Programme (*CNC3, Channel 4, CCN TV6 or CNMG*).
- One (1) **Corporate Exclusive** in the Trinidad Guardian or the Newsday (*accompanied by a corporate photo*).
- Entitlement to host one (1) GEW Activity which would be promoted in the media.
- One (1) Display Booth at **"Showcasing the Entrepreneurial Ecosystem"** at the Brian Lara Promenade to be hosted by *JW & Blaze of SLAM 100.5FM*.
- Display of logos on all promotional material including press ads, brochures, flyers and banners.
- Airing of twenty (*20*) *30-sec radio ads* throughout the Guardian Media Network (*bonus spots to be included*).
- Brief interview on *SLAM 100.5FM*.
- Inclusion of logo on *GEW website*.



\$15, 000

BRONZE

- An Exclusive Feature on a **“Top Female Executive”** in the Newsday *(accompanied by a corporate photo).*
- Entitlement to host one (1) GEW Activity which would be promoted in the media.
- Airing of fifteen (15) 30-sec. radio ads through the Guardian Media Network (bonus spots included).
- Display of logos on all promotional material including press ads, brochures, flyers and banners.
- One Display Booth at **“Showcasing the Entrepreneurial Ecosystem”** at the Brian Lara Promenade to be hosted by *JW & Blaze of SLAM 100.5FM.*
- Inclusion of logo on *GEW website.*



Sponsorship Summary:

	<u>GOLD</u>	<u>SILVER</u>	<u>BRONZE</u>
Television Appearance (Morning Prog)	Yes	Yes	No
Corporate Exclusive in the Trinidad Guardian or Newsday.	Yes	Yes	No
Exclusive Feature in the Newsday (Top Female Executive)	Yes	No	Yes
Company Logo displayed on GEW Promotional Material	Yes	Yes	Yes
Radio Ads on Guardian Media Network	25	20	15
One (1) Display Booth at the "Showcasing the Entrepreneurial Ecosystem"	Yes	Yes	Yes
Brief Interview on SLAM 100.5FM	Yes	Yes	No
Inclusion in CNC3'S "Business Watch"	Yes	No	No
Inclusion of Logo on GEW website	Yes	Yes	Yes
Cost	\$30,000	\$25,000	\$15,000

CONNECT WITH US - GEW 2015!

Youth Business Trinidad & Tobago (YBTT)



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