



# 2020 Youth Business Summit Partnership Opportunities

**Preparing Students for the Future of Work**

April 21 – 23, 2020  
Brooklyn Cruise Terminal  
Brooklyn, New York

# About VE



VE transforms students through authentic business experiences which prepare them for the future of work. Since its inception in 1996, VE has served over 140,000 students, including many from economically disadvantaged communities.

We currently support 15,000 students across the U.S. each year and are part of a global network spanning 40 countries and 7,500 student-run businesses. **Learn more at [veinternational.org](http://veinternational.org).**



## YBS Overview

The Youth Business Summit (YBS) is a one-of-a-kind global business convention for VE students.

During a dynamic week of business competitions, leadership events, and professional networking, rising talent from middle and high schools around the world display the professional skills and business acumen they have developed by running a VE company during the school year.

**Student events include:**

- National Business Plan Competition**
- National Competitions (Marketing, Finance, Human Resources, QuickBooks)**
- Global Business Challenge**
- International Trade Exhibition**
- Trade Exhibition Competitions**

Participating countries have included Austria, Belgium, Brazil, Bulgaria, Canada, Germany, Indonesia, Italy, Romania, Spain, South Korea

**4,500+**  
students

**200+**  
teachers

**300+**  
partners

**160+**  
schools

**6+**  
countries

# Why Partner?



## Showcase Your Brand



- ✓ **5,000** attendees
- ✓ **6** countries
- ✓ **1,000** daily website visitors
- ✓ **6,500** social media followers
- ✓ **32,000** email subscribers

## Meet the Future of Work



VE empowers students through career-based education. The **4,500 students at the YBS are future superstars** for your organization.

## Engage Your Employees



Provide **5-10 hours of volunteer time** per employee through competition judging and professional workshops for students.

## Recruit College Scholars



Promote your college's **academic programs, scholarship opportunities,** and campus life to the thousands of high school students at the YBS.

# Partnership Packages



Package Benefit	Reach	Transform \$25,000	Summit \$10,000	Growth \$5,000	Impact \$3,000
Exhibition Booth <i>Limited availability</i>	5,000 attendees	✓ <i>20'x20' Pavilion</i>	✓ <i>20'x20' Pavilion</i>	✓ <i>10'x10' Booth</i>	✓ <i>10'x10' Booth</i>
Logo Featured in Event Booklet	1,000 Booklets	✓	✓	✓	✓
Logo Featured on VE Website	1,000 daily visitors	✓	✓	✓	-
Social Media Promotion	6,500 followers	✓	✓	-	-
Email Promotion	2,000 subscribers	✓	✓	-	-
Branding on Event Signage	5,000 attendees	✓	✓	✓	-
Engage Employees as Competition Judges	9 competitions	✓	✓	✓	✓
Naming Rights for Competitions	5,000 attendees	✓	Choose 1	-	-
Speaking Opportunity	5,000 attendees	✓	Choose 1	-	-
Professional Workshops	50-150 participants	✓	Choose 1	-	-

# Sponsorship Opportunities



In addition to partnership packages, the Youth Business Summit offers numerous points of engagement and activation for your organization to make their presence known to thousands of students, hundreds of teachers, and hundreds of industry professionals.

Review the sponsorship opportunities below and let us know which one interests you the most. Please feel free to contact Abril Peña at [apena@veinternational.org](mailto:apena@veinternational.org) or (212) 769-2710 ext. 2456.

Sponsorship Area	Sponsorship Description	Sponsorship Benefits
<b>Prizes &amp; Awards</b> \$5,000-\$10,000	Help students celebrate top competition results with plaques and prizes.	<ul style="list-style-type: none"> <li>✓ Logo featured in event booklet, VE website, and event signage</li> <li>✓ Social media promotion</li> <li>✓ E-mail promotion</li> <li>✓ Brand recognition</li> <li>✓ Employee engagement opportunities</li> </ul>
<b>Food &amp; Beverage</b> \$5,000-\$10,000	Provide attendees with the fuel they need to have an amazing experience.	
<b>Wi-Fi</b> \$15,000	Help keep everyone connected and keep business moving for the student companies.	
<b>Theater</b> \$15,000	Reach thousands of attendees during the opening and awards ceremonies.	
<b>Lounge</b> \$5,000	Support a comfortable space for teachers, business partners, and school administrators to rest and network during events.	

# Benefit Examples



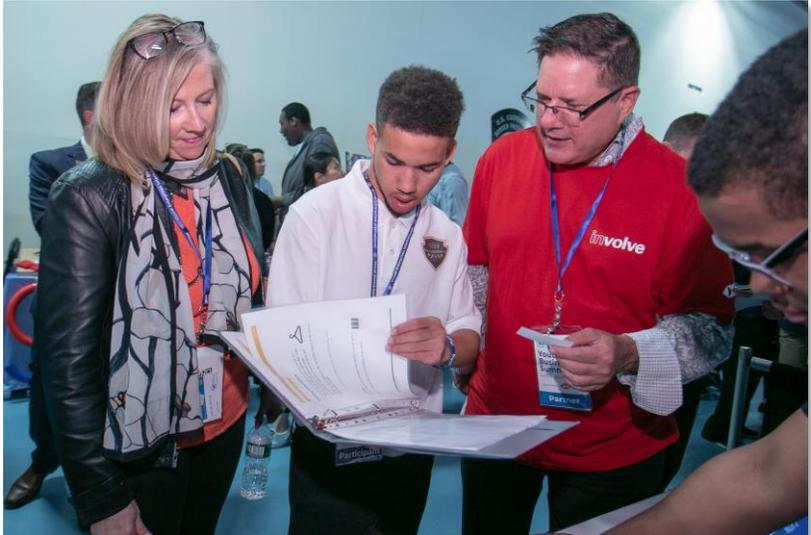
## Exhibition Booths



# Benefit Examples



## Employee Engagement



# Benefit Examples



## Event Signage



# Benefit Examples



## Sponsorship Opportunities



## Speaking Opportunities



## Naming Rights



## Recognition in Official Event Booklet

### THANK YOU TO OUR PARTNERS

**TITLE SPONSOR**

**SUMMIT SPONSORS**

**EUROPEAN-PEN International**  
**EVEREST**  
**CONCORDIA COLLEGE**  
**CSA**  
**TD Bank**

**FIT Fashion Institute of Technology**  
**ST. FRANCIS COLLEGE**  
**FedEx**  
**UFT**

**FAIRLEIGH DICKINSON UNIVERSITY**  
**NYC Department of Education**  
**CTE TECHNICAL CENTER OF NY**

### YOUTH BUSINESS SUMMIT SPEAKERS

**KELLY FISHER**  
Senior Vice President & Head of Corporate Sustainability  
HSBC Bank USA

In 2015, Kelly W. Fisher was appointed Senior Vice President and Head of Corporate Sustainability for HSBC Bank USA. In her role she has helped to launch HSBC's new U.S. volunteer program "Involve" which has been recognized for improving the volunteer experience. She also co-chairs the US Climate Business Council, which is helping to increase HSBC's leadership role in sustainable finance.

Kelly joined HSBC after seven years at Toyota Motor North America, where she created environmental and safety programs that were recognized for having a meaningful impact while greatly improving corporate reputation.

In her tenure there she also created Toyota's first-ever social media giving campaign, called "100 Cars for Good." Prior to that, she worked for four years at Goldman Sachs, helping to manage their global volunteer program and internal marketing campaigns.

In the past, Kelly has held seats on the corporate advisory board of DoSomething and the executive board of Corporate Volunteers of New York. She is an active volunteer with Citymeals-on-Wheels, various animal welfare organizations, and was a recipient of the President's Volunteer Service Award in 2011.

Go to [@veinternational](https://twitter.com/veinternational) on Twitter and Instagram to see Social Media Shout Outs

veinternational VE students: would a career in professional services be a fit for you? You can find out next Monday at the Deloitte Well-Being Hub [@lifeatdeloitteus](https://twitter.com/lifeatdeloitteus) #2019YBS [@Deloitte](https://twitter.com/Deloitte) #veinternational

# Previous YBS Partners



TITLE SPONSOR



SUMMIT SPONSORS



# Register Today



[Click here to register.](https://www.jotform.com/veinternational/2020-ybs-partnershipsponsorship)

Link: <https://www.jotform.com/veinternational/2020-ybs-partnershipsponsorship>

After your registration is complete, a VE representative will reach out with communications about exhibiting, benefits, and the floor plan indicating the location of partner booths. Once the floor plan becomes available, you will have the opportunity to select your desired location.

## Partnership Timeline

Date	Item/Activity
<b>Friday, Jan. 31</b>	Deadline to register
<b>After Registering</b>	VE staff coordinates benefits and details
<b>Friday, Feb. 28</b>	Deadline to submit benefit materials
<b>Friday, Mar. 27</b>	Deadline to pay
<b>March - April</b>	Preparing for YBS experience
<b>April 21 - 23</b>	2020 Youth Business Summit

## Contact Information

### **Abril Peña**

Engagement Coordinator  
[apena@veinternational.org](mailto:apena@veinternational.org)  
212-769-2710 ext. 2456

### **Susan Chan**

National Events Manager  
[schan@veinternational.org](mailto:schan@veinternational.org)  
212-769-2710 ext. 2453