

THE



CHALLENGE

2009

EVENT PARTNERSHIP PACKAGE

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Dear Potential Event Partners,

I am writing to you on behalf of Power Unit, the youth division of The Dove Intercultural Society, a non-profit organization dedicated to leadership development within Canadian youths. Power Unit's inception tracks back to 2002, when a group of enthusiastic university students came together and began to organize various leadership development initiatives.

One of our most important projects includes the E3 Challenge. Established in 2005 by Power Unit, E3 Challenge is a business competition modeled after the hit reality television series, The Apprentice. This competition targets youths between the ages of 16 to 19. The E3 Challenge provides an avenue for these motivated youths to apply their skills in real-world projects. E3 participants are also enrolled in workshops and seminars throughout the course of the competition to further enhance their experience and learning.

The success of E3 Challenge is highly dependent on its partnering companies. We work with our Event Partners to develop projects for the contestants to compete in. Such projects can range from booth management to marketing campaign development. 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 youths with an amazing real-life business experience. You would find more details in the package enclosed with regards to some of our past partners and some of our 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, please visit our website or contact us anytime. Our contact information can be found at the end of the package. We look forward to hearing from you.

Sincerely,

Charmaine Yip,
E3 Challenge 2009
Event Partnership Committee



who we are

entrepreneurship empowerment excellence

Since 2005, E3 Challenge has offered youths hands-on opportunities to develop their skills. In addition, it has prompted youths to take on active roles in the community. E3 was established to fulfill Power Unit's mission to promote entrepreneurship, empowerment, and excellence among youths. A business competition with an emphasis on teamwork and leadership skills, E3 was modeled after Donald Trump's reality television series, The Apprentice, consisting of challenges in which youths come together and compete against one another.

how it works

mentors workshops scholarship

3 challenges
4 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.

In addition to the challenge, 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.

pastpartners

ontarioplace

In 2006, Ontario Place launched its first Chinese Lantern Festival. With 60 master craftsmen and 45 days to build the set, Ontario Place filled the night with 30 elaborate, grand-scale lanterns on both land and water. It was the most magnificent illustration of Chinese culture ever seen in North America.

E3 participants were challenged to do a viral marketing plan for Ontario Place. They had to create YouTube commercials to promote the Chinese Lantern Festival. Each group was assigned a different access code. Using this code, consumers received a \$3 per ticket discount on online ticket purchases. The access code was a means to track ticket sales generated through each team's commercial. The challenge was exciting and required each member to combine his or her creativity and knowledge to fulfill all the task requirements. Ontario Place was amazed by the work Team Ace had done, who intelligently incorporated humor into the project and themed their YouTube commercial on Asian stereotypes.

hsbcstudentmastercard

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.


torontozoo

E3 participants were challenged to create a print ad to promote the new Tundra Trek exhibition at the Toronto Zoo. The ad needed to be suitable for use in newspapers, magazines and/or other on-site graphics to promote this new area. Each team was assigned a graphic designer who executed the ad, based on the concepts developed by the team. After two weeks of grueling brainstorming, unsatisfactory drafts, and worn out designers, the participants came out with creative themes such as "Race you to the Zoo", "White is the new Black" and "They're coming". This challenge provided the participants a welcomed break from the standard textbook problem solving project and had their creative juices running again. The challenge also provided participants an opportunity to interact not only with industry executives but also other professionals (i.e. designers). The Toronto Zoo was amazed with the level of ingenuity and professionalism presented by the E3 participants.




pastpartners

torontonightmarket




E3 participants were given an opportunity to host a game booth at the Toronto Night Market, a local cultural festival held at the heart of Markham every summer. The challenge tested the participants' commitment and teamwork to create an innovating and attractive game booth. All profits were donated to the selected beneficiary of the festival, Youth Out Loud. The groups were given a budget of \$150 and their own choice to pitch for donations. The games created were based on the demographics of Toronto Night Market as well as past game booth ideas. The groups used many different games to attract customers, from Glow-in-the-Dark Ring Toss, traditional Japanese summer festival games, to Connect 5. The challenge required the members to work together as a team and bring forth creative and feasible ideas in trying to earn a profit. All the groups did an outstanding job and raised approximately \$4000 within a span of 14 hours.

ontariosciencecentre




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.

royalbankofcanada



In 2007, RBC signed on to be the title sponsor for the WinterCity festival in Toronto. After a successful 2008 festival, RBC challenged E3 participants to create an innovative activation plan for WinterCity 2009 and pitch it to the regional RBC marketing and sponsorship managers. The plan had to provide RBC the opportunity for on-site activation as well as accommodating to goals such as promoting RBC as an official sponsor of the 2010 Winter Olympics, creating a family-oriented environment, catering to VIPs, accounting for environmental conditions and staying within a tight budget. The teams were able conceive creative new ideas such as "human curling", t-shirt painting, flash mob, and Wii tournaments. This challenge provided participants with 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.



plansandgoals

FINALIZE all event partnerships

April

COORDINATE event logistics

May

WORK with event partners to devise challenges (and/or seminars)

June

July

EXECUTE event 1 (early July)

EXECUTE event 2 (near end of July)

EXECUTE event 3 (early August)

AWARDS ceremony

August

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 SCENARIOS To better prepare them for the business world.

why we need you



Hands-On Projects: Assist E3ers 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 effort first hand.

Professional Feedback: Take part in evaluating E3ers' performance. Provide professional feedback to E3ers and help them further their development.

partnershipbenefits

Invest in Our Community's Youths

Your participation in E3 Challenge provides a 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!



hearwhattheysay

“ We at Ontario Place are extremely impressed with the effort each team put into their presentations. Each is a winner, by gaining valuable skills learned with this project. However, there is one clear winner, ACE! They not only blew everyone out of the water with respect to sales results, but also had a very well defined marketing strategy, which incidentally was very much aligned to Ontario Place’s marketing strategy for this event. ”

- Lynne Woodley, Marketing, Ontario Place

“ It is our distinct pleasure to have gotten involved with the E3 Challenge! Working with a group of young people was thoroughly enjoyable and their positive attitude was definitely infectious! In fact, the contestants brought forth many fresh ideas that we thought were worth exploring in our future campaigns. ”

- Joe Ng, General Manager, North Toronto Mitsubishi

“ E3 has taught me many lessons that would be useful for my future endeavors. I have met new friends and have grown more mature through the process. The three challenges have given me a great sense of accomplishment in the end, as they were experiences that I cannot obtain from school. Not only that, this program taught us that work can be both challenging and fun at the same time. I enjoyed and benefited from it tremendously. ”

- Stephanie Ngai, participant of E3 2007

“ The E3 Challenge has taught me more than any classroom or teacher ever could. With so many wonderful opportunities to hone my skills, I can honestly say that, as a participant in 2008, E3 has changed me for the better. With a wide array of challenges and activities, I thoroughly enjoyed being immersed in such a professional business environment, while meeting so many of my like-minded peers. Reflecting back, I can honestly say this was one of the best summers of my life. ”

- Shantanu Kandukuri, participant of E3 2008





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 Committee

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