

the BIG IDEA CAMP

Most Valuable Partners Package

“The people who are crazy enough to think they can change the world are the ones who do.”

Overview

Big Idea Camp was created to foster innovation, inspiration, and entrepreneurial spirit in the next generation. Over five days in August campers will compete in challenges designed to teach them about the business and non-profit worlds in a hands-on way. For the past two years the camp has evolved and we want to grow it even further.

This year we're hoping to host more campers than ever before. Of course we want to keep the cost to campers low so we can involve as many kids as possible, which means we need help from organizations like yours.

We Believe

- Much of what you need to know about life and business is learned through doing
- Working with a team makes you a better individual
- Investing in and empowering young people creates a better future for all of us
- Our community is full of amazing organizations
- Fresh minds breed big, novel ideas

Fresh Minds for Your Organization

Big Idea Camp isn't just about creating an awesome experience for high school kids in our community, it's about giving organizations like yours access to the minds of the future. Throughout the camp campers work with local businesses and nonprofits to help them solve real problems in real time. Some challenges from last year included:

Carmichael Diaper Challenge: Using social media and personal connections, each team was challenged to bring in the most diapers for Carmichael Outreach within 24 hours. Ultimately the drive brought in 3,330 diapers for the organization.



Conexus Financial Friday: Campers worked in their teams to develop a pitch for Conexus Credit Union. Each team spent the morning brainstorming ideas for marketing to a younger demographic that used new technology and fit with the company's mission and values, then presented their ideas to Conexus' executive team.



What The Food Truck Challenge: Working in partnership with the Regina Downtown Business Improvement District, Campers faced a double challenge. First, each team was tasked with creating a business plan for their own original food truck taking into account factors like strategic partnerships, service logistics, and target markets. Next, they were given a budget of \$50 to create the ultimate Regina Farmers Market meal for 12 people, requiring them to negotiate and work collaboratively with different vendors and business owners.

How Can You Help?

Player of The Game (\$500)

- Prominent logo placement on the all camp materials including [Big Idea Camp website](#)
- Camp challenge based on your organization's needs

All-Star Team (\$1,000)

- Prominent logo placement on the all camp materials including [Big Idea Camp website](#) and camp t-shirts
- Half day camp challenge based on your organization's needs
- Professional video of your challenge for use on your website and social media

Hall of Fame (\$2,000)

- Prominent logo placement on the all camp materials including [Big Idea Camp website](#) and camp t-shirts
- Full day camp challenge based on your organization's needs
- Professional video of your challenge for use on your website and social media
- Naming rights for this year's camp (Big Idea Camp presented by _____)

A few of our Press Conferences...

Leader Post <http://www.cbc.ca/news/canada/saskatchewan/big-idea-camp-summer-camp-1.3708839>

CBC <http://leaderpost.com/news/local-news/business-camp-focuses-on-teaching-kids-in-real-life-situations>

Watch the Conexus Financial Friday Video

<https://www.youtube.com/watch?v=bDeL2RKaPJw&t=24s>



If you're interested in getting involved with Big Idea Camp 2017, give us a holler!

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Our Friends

Some of the awesome organizations we've partnered with.

