

**iCUBED
SUMMIT
NORTH**

**INVENTION.
INNOVATION.
INTEGRATION.**

Virtual VIEWING PARTY

March 3, 2022

Invest in the next generation of youth innovators.

The Annual iCubed Summit kickstarts the entrepreneurial thinking for youth from rural communities throughout Northern BC. In non-pandemic years, it is a live event held in Prince George BC on the UNBC Campus where students stay at the University and experience hands-on workshops, meet teachers & innovative entrepreneurs from all over BC, and participate in the business pitch competitions.

With social distancing and other COVID-19 protocols, we hosted last year's event virtually and had an incredible turn out of 945 students at iCubed Summit March 2021. We were careful to design an experience that students were excited about.

What we knew to be true was that teens liked: being with their own cohorts, when things move quickly, and being entertained. In the process of reimagining, we hosted a virtual viewing party with the students joining us together with their classmates.

With a combination of music playlists, activities, swag, and food, we had safe sized groups of teens tune in online to our event from all over the province. Together with their teacher facilitators & our guest speakers, we turned the boring online video call into an interactive experience.

With the uncertainty of restrictions again, we are hosting iCubed Summit 2022 as another virtual viewing party! We hope you will consider joining us as a partner.

We want students to feel encouraged and equipped for the changing future ahead of them, and believe you can be a huge part of that. If your organization cares deeply about the next generation of youth innovators, we have sponsorship opportunities for you. There are sponsorship packages available for all engagement levels.

If you are interested in sponsorship options at the iCubed Summit Virtual Viewing Party 2022, please email north@yellcanada.org



**iCUBED
SUMMIT
NORTH**

**INVENTION.
INNOVATION.
INTEGRATION.**

PARTNER WITH US & INVEST IN YOUTH.

The iCubed (Invention, Innovation & Integration) Summit North is an annual event to kickstart and expose Northern BC youth to innovative businesses and to help to grow their entrepreneurial minds.

Join us on **March 3, 2022** and invest in the next generation of youth innovators from all over BC!

TITLE SPONSOR

- "Powered by" messaging in all iCubed promotion, comms.
- Custom video produced & broadcast at event.
- Ability to provide welcome message video.
- Opportunity to announce pitch competition winner.
- Opportunity to conduct student contest.
- Opportunity to add swag to class kits.
- Custom social media plan.
- Logo visibility in advance promotion.
- Permanent logo visibility during broadcast

1 available

UNBC

PLATINUM SPONSOR

- Opportunity to provide pitch competition judge.
- Opportunity to add swag to class kits.
- Custom social media plan.
- Logo visibility in advance promotion.
- Rotating logo visibility during broadcast.

\$20,000

~~2 available~~

1 available

RioTinto

GOLD SPONSOR

- Opportunity to provide pitch competition judge.
- Advance social media promotion (3 mentions).
- Logo visibility in advance promotion.
- Rotating logo visibility during broadcast.

\$15,000

~~3 available~~

2 available

**HUB
SPACE**

**Virtual
VIEWING PARTY**
March 3, 2022

Register → **www.iCubedSummit.com**

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NORTH**

**INVENTION.
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"iCUBED is planting the seeds of economic diversification through education and the promotion of entrepreneurship, technology advancement and awareness, and youth retention – a valuable contribution to the spirit and strength of Northern B.C."

**Morningstar Pinto
Ministry of Jobs, Trade
and Technology**

LUNCH SPONSOR

- Advance social media promotion (2 mention)
- Emcee mention/opportunity to play video.
- Rotating logo visibility during broadcast.

\$10,000
1 available

KEYNOTE/PANEL SPONSOR

- Advance social media promotion (1 mention).
- Emcee mentions/logo posted during presentation.
- "Sponsored by" notation on all event programs.

\$5,000

~~6 available~~
4 available



BREAK SPONSOR

- Advance social media promotion (1 mention).
- Emcee mention/logo posted during break.

\$2,500
2 available

"It is through unique special events like this that high school students can explore and learn about entrepreneurship and the many unique career paths open to them. Entrepreneurship needs to be encouraged at an early age. We can't all be employees."

**Renata King
Northern Development
Initiative Trust**

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