



BUSINESS &
EDUCATION
PARTNERSHIP
OF WATERLOO REGION

Connecting youth, parents, industry, and education
through career exploration in Waterloo Region

ABOUT US



The Business & Education Partnership of Waterloo Region (BEP) is a charitable organization dedicated to youth career exploration, skill development, and experiential learning.

Since 2002, local companies and community members have supported **over 100,000 youth** through BEP programs and events. By helping youth understand and prepare for the career opportunities of today and tomorrow, organizations make a meaningful investment in their future workforce.

THE PROBLEM



We know that students “can’t be what they don’t see” and that parents are the most significant influencer of their children’s career decisions. Unfortunately, we hear from our community that students and parents are **confused** and **lack direction** about how to identify opportunities and navigate ongoing career development:

“ Kids are overwhelmed with options and parents are overwhelmed not knowing how to help. ”

“ My kids don't have any ideas of what they want to do - I don't know what to encourage them towards. I don't want to make the mistake of pushing them in a direction they don't like - as my parents did. ”

EXPLORE YOUR FUTURE



Initiated in 2017, **Explore Your Future** is an annual community forum designed to allow employers to educate and inspire local youth, parents, and educators about in-demand career opportunities and effective career development.

Wednesday, April 10, 2019 | 5:30pm - 8:30pm | Bingemans Conference Centre



400+ Registrants



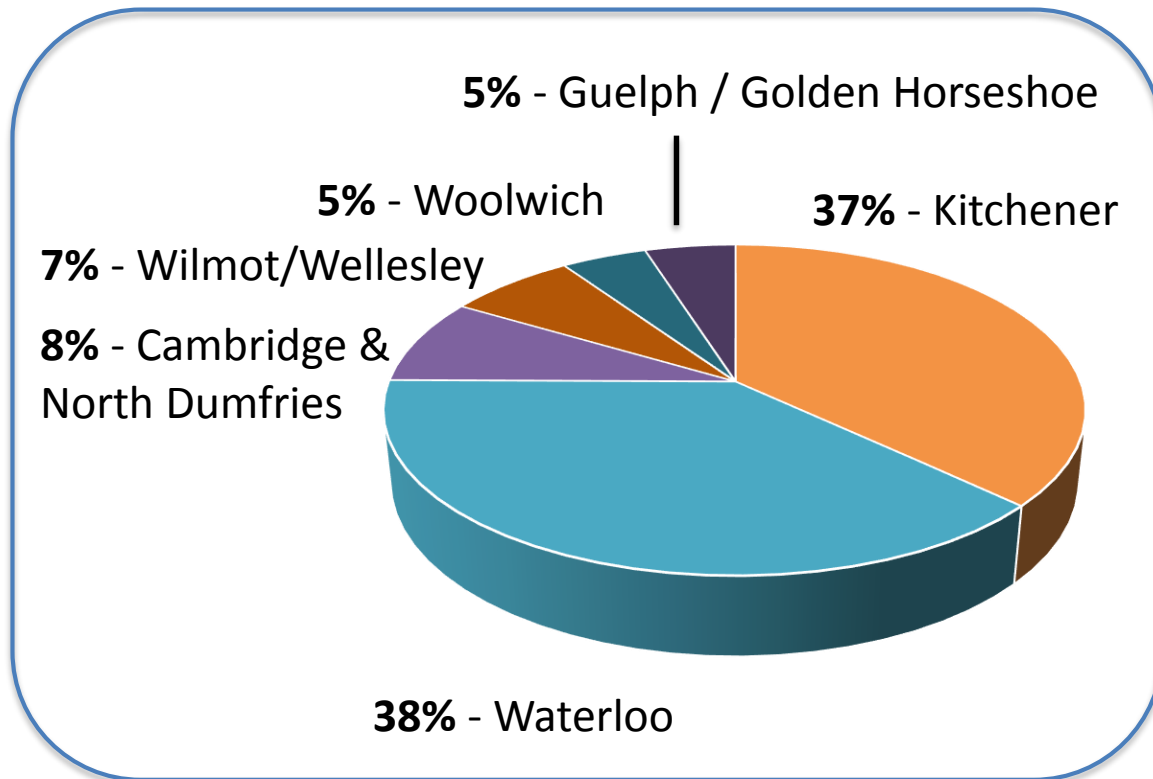
Customized Breakout Sessions



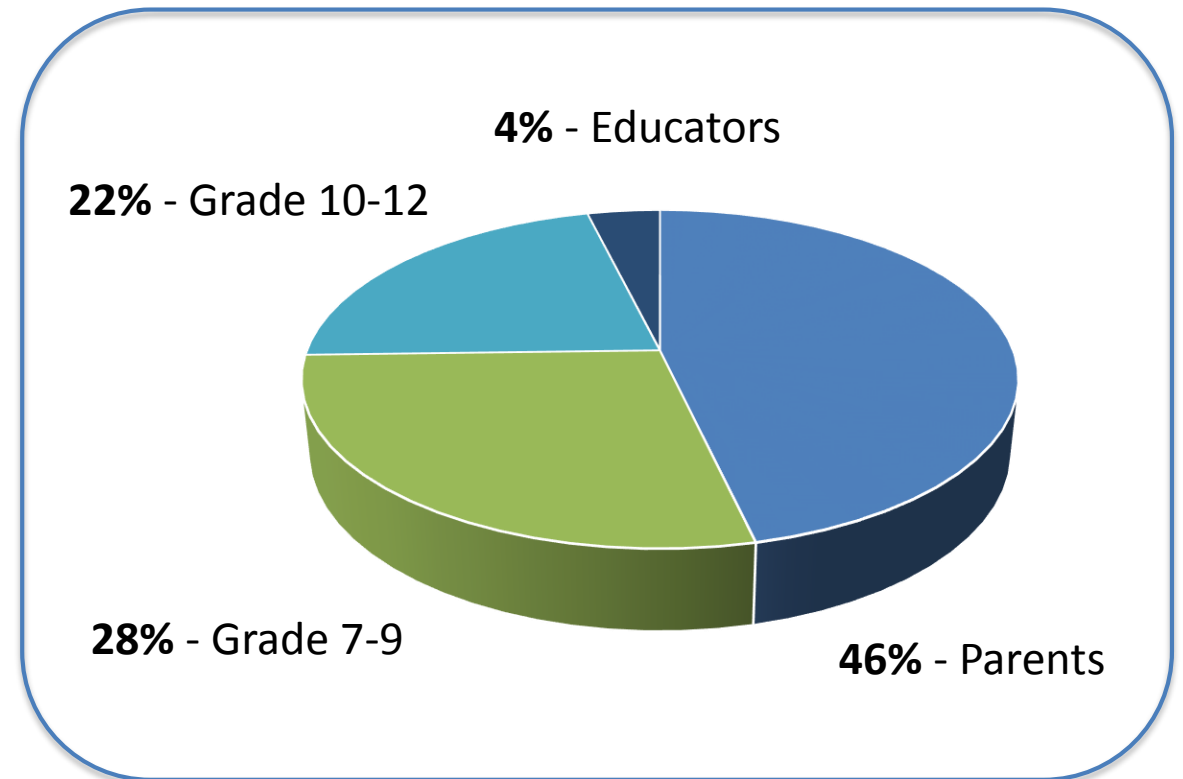
60+ Industry Exhibitors

EVENT AUDIENCE

A growing audience of students, parents, and educators have attended from across Waterloo Region and beyond each year. With your help, we look forward to continuing to grow participation in 2019.



Place of Residence



Audience Breakdown

Feedback from attendees shows that participation at Explore Your Future educates and inspires our audience. Most importantly – it **changes behaviour**:

“ The first fellow that my son and I spoke with at WalterFedy was great. He is an electrical engineer. The openness for sharing why he chose the field, high school classes that he took, why he loves his job, and the opportunities sparked excitement. My son left that conversation and said *“this is what I want to do.”*

There are decisions to be made...he needs to make changes to his grade 11 class decisions, to better reflect the courses! ”

Feedback from attendees shows that participation at Explore Your Future educates and inspires our audience. Most importantly – it **changes behaviour**:

“ My son is working on Genius Hour as part of his grade 8 class. He choose the theme of resumes and starting a small business. He says, *“this is what we learned about at Sharon’s show.* ”

- Message from parent to EYF Breakout Session facilitator Sharon Gilroy-Dreher

INVEST IN OUR FUTURE WORKFORCE



BE AN EXHIBITOR

60+ local businesses and community organizations provided interactive exhibitor booths in 2018, and 96% indicated they would participate again.

[REGISTER](#)

8" skirted table

Light meal for 2 staff

Organization and website listed in event guide

\$150 / booth

15% discount before Jan 31

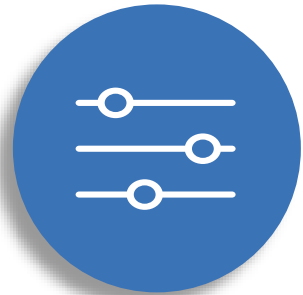
50% not-for-profit discount

Setup: 3:30 – 5:00 PM

Event: 5:30 – 8:30 PM

Teardown: 8:30 – 9:30 PM

INVEST IN OUR FUTURE WORKFORCE



BE A SPONSOR

Join other leading organizations who recognize the importance and value of investing in the future workforce through this event.

In addition to cash sponsorships, we value in-kind contributions of materials, services and promotion that will grow the event and enhance the experience of participants.

Sponsors also have the exclusive opportunity to offer a breakout session showcasing your sector, business, and/or employees.



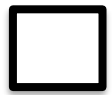
HOW WE PUBLICIZE YOUR SUPPORT



Partners can choose a sponsorship option “off the shelf” or contact us to discuss a customized package:

	LEADER: CUSTOM VALUE	SUPPORTER: \$1500 VALUE	CONTRIBUTOR: \$500 VALUE
Mention in Local Radio Advertising	Contact us to develop a package that would meet your goals and budget		
Mention in Local Print Advertising			
Recognition in Emails to Participants		Logo	
Speaking Opportunity (Sponsor Breakout Session)		Yes	
Social Media Mentions		2	1
Complimentary Booths		2	1
BEP Website		Logo	Name
Event Guide		Logo	Logo
Event Signage		Logo	Logo

SAMPLE CUSTOM SPONSORSHIP OPTIONS



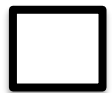
Video/Photobooth Sponsor

Recognition: event guide & signage, BEP website, branded video / photos



Refreshment Sponsor

Recognition in exhibitor dinner room



T-Shirt Sponsor

Put your logo on every attendee!



Survey Prize Sponsor

Recognition in event guide and email to all attendees

MEDIA/PROMOTIONAL PARTNERSHIPS



We have media partnerships with Rogers Radio Group (CHYM 96.7, Country 106.7, 570 News) and the Waterloo Region Record. Last year we also saw organic media from Snap'd (read [here](#))

WATERLOO REGION
RECORD  Community Partnerships Program



Let's Connect!

We're excited to hear about your goals and how we can help you achieve them.

Scott Verhoeve
Executive Director
Business & Education Partnership of Waterloo Region
226.808.9042 | ed@bepwr.ca | [@BEP_WR](https://www.facebook.com/BEP_WR) | bepwr.ca

