



2017 Partnership Proposal

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Contact Information

This document contains the partnership proposal and an outline of the material benefits that will be enjoyed by businesses and individuals who would like to invest their support with Junior Chamber International (JCI) Barbados.

We appreciate the time taken to review this proposal, as it will allow you to familiarize yourself with Junior Chamber International and with Junior Chamber International Barbados. If your organization would like to enter a partnership with JCI Barbados, please complete the Partnership Pledge of Support Form below and contact either of the JCI Barbados representatives below to schedule the handover meeting. We look forward to speaking to you soon.

Please

contact:

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President

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VP External Affairs & Business Development

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Thank you for your time and consideration.

The JCI Barbados (West Indies) 2017 Board

P.O.Box 1175

Bridgetown,

Barbados

Executive Summary

Junior Chamber International (JCI) is the largest not-for-profit organization in the world dedicated to developing the business and managerial skills of the future leaders of our community. It has a worldwide membership of over 200,000 young active citizens aged between eighteen (18) and forty (40) drawn from over 115 countries. **JCI Barbados**, better known as the **Barbados Jaycees**, has been a major contributor of change and innovation to the region since its inception in 1957 by Mr. Paul Foster, Mr. Marcus Jordan and Mr. Ishi Kesseram.

JCI BARBADOS IN A SNAPSHOT

Historically, JCI Barbados was instrumental in building the National Stadium, the first Life Guard Stations and the first two Nursery Schools in Barbados, namely the Government Hill Nursery School and the Eden Lodge Nursey School. The organization was also involved in training the first life guards, training with internationally renowned author Dr. Steven Covey, and staging the first queen shows – the list of major projects are endless.

Today, JCI Barbados plays an integral role in the disabled community and schools in Barbados through its legacy projects Special Day for Special Children and Green Roots, an environmental project, respectively. In 2015, JCI Barbados expanded its impact within the community through the expansion of new projects namely Project Mission Empowerment (M.E.), which helps young people to focus on developing themselves via the acquisition of skills and training which are essential for their personal and professional advancement in society, Colouratic, a 5k run and walk geared towards generating awareness of serious illnesses and Mathfanatix, which is geared towards increasing the academic performance of eleven plus (11+) students in

Mathematics. In 2016, JCI Barbados introduced another project called “Level Up”, which seeks to foster an entrepreneurial mind-set among the Barbadian public. This year, we will focus on expanding our existing projects and introducing new projects as we continue to create positive change and address societal deficiencies within the wider community.

Additionally, JCI Barbados’ members seek to enhance their ability to effect positive change through annual training conferences with other members within the region, the Americas and the world.

COMMITMENT TO PARTNERS

We value our partnerships with major corporations and individual donors and will serve as good stewards of your generous investment. We are committed to delivering valuable benefits and a positive partnership experience to each JCI Barbados sponsor.

Partnership Proposal 2017

OUR PURPOSE

The local Chapter, JCI Barbados, is a dynamic group of men and women in their 20s and 30s, from different professional, social, political and religious backgrounds. We all share the same desire to ensure the economic development of our country, through entrepreneurial spirit, social responsibility, freedom of individuals and understanding amongst peoples, is fulfilled. These values are embodied by the declaration of principles of the organization.

We also desire to make a positive impact in our community. We do this by raising awareness of local causes and encouraging Barbadians to effect positive change by making meaningful contributions through sponsored events and hands-on volunteering. Please view **Appendix I** for the outline of programmes for 2017.

JCI is one of the first non-governmental associations to have obtained special consultative status within the United Nations, with which it has a strong cooperative relation. Amongst the projects that JCI and the UN have collaborated on are the UN Global Compact, UN Sustainable Development Goals, and Nothing but Nets. On a local level, our work has been recognized through partnership with local organizations such as Barbados Youth Business Trust, Barbados Council for the Disabled, Future Centre Trust and Small Enterprises for Education and Development.



WHY BECOME A PARTNER?

The success of JCI Barbados is dependent on its ability to ensure the long term sustainability of our work. In order to successfully execute our initiatives, partnership with corporate Barbados is being sought in the form of financial sponsorship and volunteerism.

JCI Barbados will offer sponsors the opportunity to reach a large, vibrant, business orientated, and, in some cases, an international audience. JCI Barbados will be introducing new initiatives, in addition to promoting and expanding upon previous successful programmes, as outlined in **Appendix I**. These events will offer opportunities for sponsors to target particular markets of interest.

Over the last few years, the organization has been supported on an annual basis by partners such as ICBL, Digicel, Chefette, DHL, Signia Financial Group Inc. and RBC Capital Markets. A partnership with JCI Barbados is, above all, a partnership with an extremely high-profile non-profit international organization and the opportunity to be associated with a Barbados NGO whose actions have helped to develop young people between the ages of 18-40 for over fifty years.

These are some of the **key benefits and reasons for an organization** to partner with JCI Barbados in 2017:

- Access to a target audience of active Barbadian citizens who are involved in their communities;
- Access to JCI West Indies members who attend the national and international conferences to meet regional colleagues and partners, listen to outstanding internal and external presenters and build upon the current networks that exist;
- Your company is granted access to training and development opportunities with JCI Barbados;
- The opportunity to profile yourself and/or your company to a network of highly skilled and active young professionals, most of whom have decision-making powers within their own organizations;
- Visibility on our website, social media including Facebook page and in printed material;
- Large-scale national & international visibility through a series of high profile and exciting initiatives on the Island;
- Maximize Your Partnership: Becoming a partner will give your firm the opportunity of further enhance your company's image within the community as a socially responsible company; and,
- Flexible Sponsorship Tools: On offer are several different types of partnership packages to suit your financial requirements, and to guarantee an excellent return on investment.

The benefits that **companies gain from having members of staff** who are involved in JCI Barbados are:

- Individuals learn to be proactive and take responsibility. These skills are transferred into the working environment;
- Staff members are more innovative, develop new and improve existing skills and competencies via a mix of formal training events and practical projects. Examples include financial skills learnt when running a project such as an annual dinner;
- The development of self-confidence and self-belief which has a positive impact on all areas of our members' lives;
- Leaders only really learn to lead by leading and JCI Barbados offers members the opportunity to lead projects, the local Chapter and indeed the national organization. As every member is in effect a volunteer this is the ultimate test of leadership as they will need to motivate, inspire and communicate well in order to execute projects and programmes.

PARTNERSHIP PACKAGES

JCI Barbados allows for various levels of partnership, which all guarantee maximum visibility leading up to and during all initiatives and valuable returns on investment. The main partnership packages on offer are:

- **Long Term Partnership:** This is spread over more than one year and sponsorship may either be allocated to initiatives selected by the partner or as deemed necessary by the JCI Barbados Board of Directors; and,
- **Short Term Partnerships:** This is to be allocated to one initiative for 2017, which may be more in line with the partner's social responsibility mandate.

Below are the specific details concerning this year's categories of partnership levels, the terms of any formal partnership agreement are negotiable, depending on the level of partnership offered and the nature of the sponsoring company. However, the following levels of partnership are indicative of arrangements that could be negotiated. All amounts quoted are in Barbados dollars.

Platinum Sponsor: (\$ 7,500.00 or more) *

- The Platinum Package ensures exclusivity in your field;
- Prominently featured logo at all selected events and link on Facebook Page with "Platinum" Sponsor status;
- Emphasis on the partner company during all presentations related to JCI Barbados events and the opening and closing evening speeches;
- Presence of a representative of the partner company at the press conference for the event;
- Possibility of presenting key notespeech;
- Partner company name/logo prominently featured in all marketing print material, press releases and, Newspaper advertising, including event banner(s) locally;
- Photo-shoot of hand over of sponsorship cheque and endorsement of participation with pictures to be posted on social media and the Chapter's website www.jcibarbados.com;
- Presence of a large advertising panel at the entrance of the event and brochures distributed to all participants or attendees (in their welcome kits). These shall be provided by the partner company;
- Presence of the logo of the partner company on JCI Barbados related items which will be provided to participants or attendees e.g. event T-shirts;
- VIP access to the event for four (4) individuals (where applicable); and,
- JCI Barbados membership for the year 2017 for four (4) individuals of the sponsor's choice who meet the criteria.

Gold Sponsor: (\$ 5,000.00 - \$ 7,499.99)*

- Prominently featured logo and link on Facebook Page with "Gold" sponsor status;
- Partner company name/logo prominently featured in all marketing print material and, Newspaper advertising, including event banner(s);
- Mention of the partner company during all presentations related to JCI Barbados events;
- Company name included in press releases;
- Photo-shoot of hand over of sponsorship cheque and endorsement of participation. Pictures to be posted on Facebook page and Chapter's website www.jcibarbados.com;
- Presence of a banner or advertising panel at the event and brochures distributed to all participants or attendees (in their welcome kits), these shall be provided by the partner company;
- Company's logo on event T-shirts;
- VIP access to the event for three (3) individuals (where applicable); and,
- JCI Barbados membership for the year 2017 for three (3) individuals of the sponsor's choice who meet the criteria.

Silver Sponsor: (\$ 3,000.00 - \$4,999.99)*

- Featured logo and link on Facebook Page with “Silver” Sponsor status;
- Partner company name/logo featured in all marketing print material and, Newspaper advertising;
- Company name included in press releases;
- Photo-shoot of hand over of sponsorship cheque and endorsement of participation. Pictures to be posted on Facebook page and Chapter’s website www.jcibarbados.com;
- Presence of a banner or advertising panel at the event and VIP access to the event for two (2) individuals (where applicable); and,
- JCI Barbados membership for the year 2017 for two (2) individuals of the sponsor’s choice who meet the criteria for membership.

Bronze Sponsor: (\$ 1,000.00- \$2,999.99)*

- Featured logo and link on Facebook Page with “Bronze” Sponsor Status;
- Partner company name/logo featured in all marketing print material and, Newspaper advertising;
- Photo-shoot of hand over of sponsorship cheque and endorsement of participation. Pictures to be posted on Facebook page and Chapter’s website www.jcibarbados.com;
- Company name included in press releases;
- VIP access to the event for one (1) individual (where applicable); and,
- JCI Barbados Membership for the year 2017 for one (1) individual of the sponsor’s choice who meet the criteria.

Product, In-Kind Sponsor/Member Benefits

The applicable benefits (as outlined above) will be applied based on the following:

- level of products donated;
- level of in-kind donations received; and,
- member benefits afforded, i.e. applicable discounts or special rates.

WHAT CAN YOU EXPECT FROM US?

As your partner, we will commit the following resources to the success of the partnership. Please bear in mind that although the list below can provide a guide, the actual commitment of the resources for the partnership can be finalized during the negotiation process.

- Dedicated resource to co-ordinate the relationship;
- Resources to manage and train volunteer mentors;
- Support with promotion of the partnership and joint marketing opportunities;
- Employee attendance at JCI Barbados’ events;
- Access to networking opportunities; and,
- Promotion of their business to the organization’s database.

JCI Barbados is flexible. We always want our members and partners to get the most out of what we do. The members of the JCI Barbados Board are at your disposal to define with you the offer which will give you the greatest satisfaction and the best return on investment. We will work with you to make sure that you get a partnership package that suits your needs and wants.

APPENDIX I – PROJECT LIST

Special Day for Special Children (Special Day)

In collaboration with the Barbados Council for the Disabled, (“BCD”) the Special Day for Special Children event is a yearly initiative undertaken by JCI Barbados. It comprises of a fun day where children with special needs get the opportunity to engage in fun-filled activities in a friendly environment. This event is free of cost to children with disabilities. This year however, the JCI Barbados Board of Directors will be expanding this project to address the personal and professional development of children with disabilities. It would take a similar form to the Project M.E. ‘Mission Empowerment’ Road Trip (mentioned below), but will only be held at schools identified by the BCD. In addition, the Chapter would seek to enter into an agreement with one (1) business to provide an internship opportunity for one (1) student from the participating schools. The fun day will once again be held at Ilaro Court but it will offer small business owners within the disabled community the opportunity to showcase their products and services. We believe this initiative will go a long way in assisting disabled students with hands-on practical application of skills in the world of work.

Personal Development Workshop

The committee will introduce a series of Personal Development workshops at the Learning Centre, Ann Hill, the Challenor Creative Arts and Training Centre, Derrick Smith School and Vocational Centre. These workshops will be designed to effectively engage persons with disabilities while empowering and motivating them to achieve their life goals. Topics will range from self-confidence and motivation to self-esteem and leadership. In association with the Barbados Council for the Disabled, these workshops will be half day sessions at each school with speakers from various fields of expertise.

Green Roots

The Green Roots Project is the fourth annual initiative seeking to educate the youth of Barbados about their environment, history and to build an awareness of the need to make Barbados a “green society” thereby meeting one of the national strategic objectives of Barbados. The one-year project is a collaborative effort between JCI, participating schools, the Ministry of Health, the Ministry of Education, the Ministry of Environment, National Conservation Commission (NCC) and Corporate Sponsors. At the end of the project, it is expected that school children within their communities, will be more sensitized to their environment by engaging in wholesome fun-filled activities such as art competitions and the Feed the Nation Garden Initiative.

Feed the Nation Garden Initiative

The Feed the Nation Garden initiative is proposed to heighten the interest of school children in agriculture and livestock farming through the implementation of a self-sustaining garden system and giving them the responsibility of marketing and selling their harvest. Students will have the opportunity to sell their harvest at AgroFest 2017 as well as at various harvest points throughout the year. This is also an opportunity for them to consider ‘green collar jobs’ as a career goal.

Mathfanatix

This is a Mathematics focused project geared towards students taking the Common Entrance 11+ Examination. Mathfanatix was created to address the declining Mathematics scores in students over the past ten (10) years. We believe that Mathematics is one of the most important skills needed by students to assure academic success and progression into secondary school. In 2016, an additional element was added to this project, that being the “Read for Life’ segment, which is an English based component and seeks to assist the students with reading and comprehension of complex mathematical problems.

The project has had great feedback from parents and children and JCI Barbados will continue to expand upon this project in 2017 and beyond.

Project M.E. - ‘Mission Empowerment’

Project Mission Empowerment empowers young people to develop themselves via the acquisition of skills and training which are essential for their personal and professional advancement in society. The objectives of this initiative include providing practical solutions and opportunities that allow for maximum personal and professional growth; introduction to networking opportunities in their field of interest and offering guidance in navigating their future as it relates to career and employment opportunities.

This year, JCI Barbados is seeking to expand the impact created by this initiative through the creation of the Project M.E Road Trip. Through this Road Trip, the initiative’s reach is expanded as we target six (6) secondary schools across the island. The purpose of the Road Trip is to ensure that secondary school children receive the tools needed for personal empowerment and professional development. Human Resources practitioners as well as other professionals will deliver presentations that stimulate the minds of young people to engage in critical thinking about their future. The project will also host a workshop for young professionals introducing them to workplace etiquette and the labour legislation in Barbados.

To maintain the relationships with the participating schools, the Project M.E Road Trip will begin with the Springer Memorial and St. George Secondary Schools and expand to include the Alexander Secondary School, the Graydon Sealy School, the St. Leonard’s Boys School and the Ellerslie Secondary School. The workshops will cover topics such as: how to prepare for the world of work; personal branding and social etiquette; financial management: savings and investments and academics: the two-sided story.

Colouratic

In 2015, members of JCI Barbados sought to extend its impact by raising awareness for some of the lesser known charities across the island. In commemoration of the International Day of Charities, Colouratic was birthed with a purpose of raising funds and awareness for the SAVE Foundation, Myeloma, Lymphoma and Leukaemia Foundation and the Cystic Fibrosis Foundation. Joining in the worldwide initiative to maintain a healthy lifestyle, the event was fashioned into a 5K walk and run with a special treat for participants. At various checkpoints along the journey, walkers and runners were sprayed with colourful paint and powder.

The 5K event will maintain the concept of coloured powder and paint but it will also seek to raise awareness and support for local entrepreneurs who will have the opportunity to showcase and sample their products during the post-race activities. JCI Barbados is a strong supporter of entrepreneurship and therefore will provide small businesses with the opportunity to promote themselves and expand their clientele.

Level Up

In accordance with the current affairs of our local community, JCI Barbados has recognized that Barbados’ developmental strategy places considerable emphasis on the creation of an entrepreneurial mind-set among Barbadians. We have further witnessed the efforts of government and private sector agencies in building this

mind-set with the implementation of various programmes and initiatives designed to transition ideas to business plans.

It is in the above regard that the Level Up workshop series was created. The theme for the series is ***Entrepreneurship: Moving Beyond the Basics to Ensure Sustainability***. The workshop series will commence from March, 2017 with short 2-3 hours' session. Entrepreneurship requires skills beyond creating a business plan and managing finances and through the execution of this series, JCI Barbados will highlight the importance of sustainability and its relationship to the impact created by the product or service offered by the business.

JCI BARBADOS –ASSISTANCE FOR SCHOOLS

I. Eden Lodge Nursery School

JCI Barbados was instrumental in the development of the first two nursery schools in Barbados, one of these being the Eden Lodge Nursery School. The Chapter was informed that the school is in dire need of a playground for the students as the current one has deteriorated with age. JCI Barbados will endeavour to seek the relevant sponsorship in order to contribute to the same.

II. Government Hill Nursery School

Government Hill Nursery School has contacted JCI Barbados and indicated that they are in need of some electronics to facilitate teaching. JCI Barbados will endeavour to seek sponsorship on a smaller stage to make the necessary donations.

APPENDIX II – BUDGETED COSTS PER PROJECT

(Please note that the budgets for legacy projects and conferences are generated from 2016 amounts)

2017 Project and Business Development Opportunities	Estimated Budget
Special Day for Special Children	BBD 13,000.00
Green Roots	BBD 7,000.00
Mathfanatix	BBD 11,000.00
Project M.E.	BBD 3,000.00
Secret Santa Appeal	BBD 4,500.00
Colouratic	BBD 9,000.00
Business Networking Sessions ¹	BBD 4,500.00
JCI Global Partnership Summit	BBD 5,600.00 (per person)
JCI West Indies Conference	BBD 2,500.00 (per person)
JCI World Congress	BBD 5,800.00 (per person)
Area C- JCI Leadership Academy	BBD 3,500.00 (per person)
Federal Conference of Presidents	BBD 1,500.00 (per person)

¹ While the Business Networking Sessions are not expounded upon in the official projects outlined, JCI Barbados recognizes that in order to affect positive change networking and camaraderie is necessary amongst members. Additionally, these opportunities will be used to promote the work of the organization.

Partnership Pledge of Support Form

Please complete and return this sponsorship form so we may include your business name in our event promotions.

_____ Yes! I will be a **Platinum Sponsor** (\$ 7,500.00 or more)!

_____ Yes! I will be a **Gold Sponsor** (\$ 5,000.00 - \$ 7,499.99)!

_____ Yes! I will be a **Silver Sponsor** (\$ 3,000.00 - \$4,999.99)!

_____ Yes! I will be a **Bronze Sponsor** (\$ 1,000.00 - \$2,999.99)!

_____ Yes! I will be an **In-Kind/Member Benefits Sponsor**!

In support of _____
(Please indicate the specific project/event where applicable)

Business/Donor Name: _____
(Please use the business name/name as you wish it to appear in print) Business

contact's name: _____

Title: _____

Address: _____

Contact's email: _____

Contact's phone: _____

Sponsor Signature: _____ Date: _____

For monetary donations: This donation of \$ _____ will be paid by: _____
(Make cheques payable to Junior Chamber International Barbados)

For in-kind/member benefits: Our business pledges the attached products, gift certificates or member discounts. The approximate retail value of this item or items is: \$ _____
(Special instructions regarding pickup or handling should be attached where applicable)

Logo Needs

Please send a high-resolution logo in full-color JPG format to president@jcibarbados.com and copy to vp_external@jcibarbados.com.

Thank you for your partnership!

We will contact you to follow up. Please return the completed form via email to president@jcibarbados.com and copy to vp_external@jcibarbados.com.