




*SHOOTING STARS*  
Youth Entrepreneur Program

**ON-GOING**  
**Youth Media Arts and Sports**  
**Entrepreneur Program and Events**

**SPONSORSHIP**  
**PROPOSAL**

 @YoungJourneyFoundation

 [www.YoungJourney.org](http://www.YoungJourney.org)

 [ShootingStars@YoungJourney.org](mailto:ShootingStars@YoungJourney.org)

# Who is Young Journey?

The Young Journey Foundation (Young Journey) began NYC metro area, serving over 5,000 youth in early years. The organization became 501c3 in 2004, expanding into Central Texas in 2014, Atlanta, GA in 2018 and Nashville in 2019.



The Young Journey mantle is to unite youth across the nation with other like-minded youths and youth organizations nationwide, positioning them as humanitarian leaders in their communities and globally.

The Young Journey Media Arts and Sports Educational Programs train youth to be confident decision makers ready to make a positive contribution and impact in their local communities and society at large. Classes are held in person and online, uniting youth across the nation together for great humanitarian causes.

Using media arts and sports as a vehicle, the organization partners with viable community organizations on collaborative efforts to ensure their mantle is upheld by offering on-going youth and family programs, workshops, projects and events that focus on youth leadership and entrepreneurship. Partnerships feature virtual training with a wealth of information and resources.



Young Journey's objectives include participants achieving an overall better life, improved attitudes about education, school attendance and academic performance with increased graduate numbers and lower school dropout rates. Moreover, youth use learned transferable skills, such as project management, creative writing, community engagement and effective communication to raise awareness of issues that impact them and the world at large.



Participating youth improve both academically and socially. The program affects positive change, preparing youth for higher education and beyond. They learn transferable skills for use in any field of interest, producing media content using pro audio/video equipment and software. Student athletes discover careers in the sports industry working alongside student artists and student entrepreneurs on youth-led events that demonstrate learned skills such as business, management, marketing and leadership.

Collaborative programs, productions and events are designed to prepare today's youth for the globally competitive workforce with emphasis on entrepreneurship and student athletes with high technology engagement. Initiatives address common youth challenges including peer pressure, literacy, education, financial literacy, health/well-being, social justice, mental health awareness and suicide prevention.

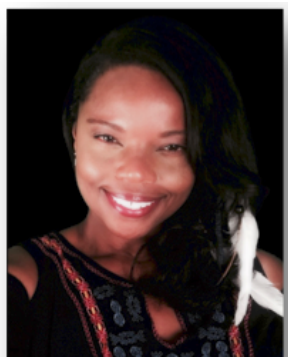
## MISSION

To empower youth and families by providing youth with safe, positive media arts and sports educational training with transferable life skills through programs, projects and events.

## VISION

To use digital technology to instill confidence and encourage creativity preparing today's youth for higher education, professional industries and self-sustainability.

## YOUNG JOURNEY TEAM PLAYERS



**Jaha Wilder**  
Founder, Executive  
Director of Young  
Journey



**Chief Galiquogi**  
YJ Board Chair &  
Chief of Sha’Kori  
Nation



**Johnny Howard**  
YJ Director Of  
Sponsorship,  
President of JMH  
Consultants, LLC



**Kenny Nichols**  
YJ HR Specialist,  
Founder, CEO of  
Faith and Influence  
Foundation



**Anthony Anderson**  
YJ Team Builder  
Representative,  
Founder of Resilience



**Bobbie James**  
YJ Event Coordinator,  
Founder, Executive  
Director of Jamsz  
Konnections



**Julian Smith**  
YJ Connector/ Sports  
Liaison, Founder, of  
INDOUTMARKETING,  
LLC



**Michael Chapman**  
YJ Youth Sports  
Advisor, Founder of  
Guardian Academy

## NBA & NBA G PARTNERS

The YJSS Media Arts & Sports Entrepreneur Program infuses with NBA team’s youth and community programs, partnering to offer meaningful and impactful experiences that empower young people and enhance local communities.





# ABOUT PROGRAM

Young Journey Shooting Stars (YJSS) is a youth media arts and sport entrepreneur program that identifies and trains young entrepreneur, developing necessary knowledge and skills in participants. In partnership with local communities, this program gives young minds an opportunity to create ideas and develop products/services for the global market with financial literacy education. This will also prepare excellent student athletes for professional sports. Participants have the opportunity to shadow professionals live during professional basketball games, chances to win prizes, scholarships and possible camp experiences with team players. The Young Journey Shooting Stars will shine bright alongside NBA & NBA G teams. This experience gives underrepresented youth hope and inspiration to be better contributors to society. The program has intern opportunities for college students.



## WHO CAN PARTICIPATE?

Participants in low-middle income households:

- *Must be between the age of 12 - 18 and must live in either the Austin, TX, Atlanta, GA, NYC or Nashville Metro areas. (Other areas are invited)*
- *18 and under must have parent's permission to participate.*
- *Must have sufficient internet access with a regularly checked email account.*
- *Must have a commitment to personal development of at least 2 hours each week to complete each level.*
- *College Interns must commit to at least 1 hour each week and be willing to assist with events when available.*

## WHEN, WHERE & HOW?

Free registration is open Summer 2019 and the challenge/program runs Fall 2019 through Spring 2020. Classes will be held online with levels that include a curriculum with non-graded easy tasks, "how to" video tutorials and inspiring messages for team players, plus NBA & NBA G League fundraiser ticket sales incentives. A Shooting Stars Festival Event will be held in each metro area.

### Free registration begins July 22, 2019

AUSTIN - <https://yjss-austin.eventbrite.com>

NYC - <https://yjss-nyc.eventbrite.com>

ATLANTA - <https://yjss-atlanta.eventbrite.com>

NASHVILLE - <https://yjss-nashville.eventbrite.com>

OTHER AREAS - <https://yjss-otherareas.eventbrite.com>

## WHY SHOULD YOU SUPPORT US?



**DIRECT INVOLVEMENT WITH YOUTH AND COMMUNITY ENHANCEMENT.** Your support makes an immediate impact to improve and strengthen youth and communities, by helping us provide a safe experience for youth to grow through media arts and sports education, bringing solutions to difficult existing problems such as limited education and resources.



**PROVIDE INFORMATION AND RESOURCES.** With your help, we are positioning youth and communities to become sustainable by providing information and resources teaching them how to start helping themselves.



**ADDRESS SOCIAL ISSUES AND AFFECT CHANGE.** Your contribution imparts value to bring positive change to issues you care about.



**INCREASE EDUCATIONAL OPPORTUNITIES FOR UNDERREPRESENTATED YOUTH AND FAMILIES.** You directly help remedy the problem of limited educational resources by directly delivering academia through the program.



**TAX DEDUCTION.** A benefit of donating and supporting that you will find tangible and "real" is a reduction in taxes because you can deduct the amount donated to this approved 501c3 nonprofit charity organization.



## ABOUT THE EVENTS

**GAME DAY:** Excitement is in the arenas as the audience watch NBA teams play towards championship, win prizes, witness YJSS participants shadow pros and receive recognition.

**FESTIVAL DAY:** Events present an entrepreneur culture where youth and adults have network and vending opportunities, plus be inspired by speakers and guest appearances.

## DEMOGRAPHICS

**Age:** 5 - 50 (Average 23)

**Sex:** 35% Male, 65% Female

**Education:** 70% Elementary-HS; 10% College educated 20% Hold graduate degrees

**Employment Status:** 35% Students 5-16 years old; 20% Students 17-25 years old; 35% Employed professional; 10% Business owners

**Community leaders/influencers:** 35%

**Professional Function:** 15% Executive; 11% Manager/Supervisor; 15% Specialists; 8% Assistants

**Household Income:**

32% \$18,000-\$34,000

27% \$35,000-\$55,000

22% \$55,000-\$75,000

13% \$75,000-\$95,000

7% \$95,000 & over

## EVENT DETAILS



### AUSTIN SPURS GAME DAY

Date: March 2020 Time: TBA  
Location: Austin Spurs H-E-B Center  
Projected Attendance: 8,000 plus



### BROOKLYN NETS GAME DAY

Date: TBD Time: TBD  
Location: Barclays Center  
Projected Attendance: 12,000 plus



### ATLANTA HAWKS GAME DAY

Date: TBD Time: TBD  
Location: State Farm Arena  
Projected Attendance: 12,000 plus

### AUSTIN METRO FESTIVAL EVENT

Date: Summer 2020 Time: TBD  
Location: Austin, Texas (Venue TBD)  
Projected Attendance: 500 plus

### NYC METRO FESTIVAL EVENT

Date: Summer 2020 Time: TBD  
Location: Brooklyn, NY (Venue TBD)  
Projected Attendance: 500 plus

### ATLANTA METRO FESTIVAL EVENT

Date: Summer 2020 Time: TBD  
Location: Atlanta, GA (Venue TBD)  
Projected Attendance: 500 plus



*YJ Elementary School  
Media Arts Program*



*YJ Leaders at  
Children's Mental Health Awareness Day, Austin, TX*



*YJ Shadowing Austin Spurs Professional Announcer*



*YJ Leader inspired by Stephen Curry*

## Young Journey Entrepreneurs In Training



*YJ Preparing for Austin Spurs Game Day Shadowing*

## EVENT OBJECTIVES

The strategy for the events is to foster an environment conducive to creating opportunities for self-employment and sustainable enterprise development. The events encourage young people to network while actively participating in entrepreneurial related activities.

## MOTIVATION

The program and events provide young people with entrepreneurial learning opportunities, resulting in culminating events that strengthen and position them in international economic development and discovery of their innate entrepreneur skills, abilities and talents.



*YJ Leaders On-Air at Kiss 103.1 FM*



*YJ Leaders Presenting Live at Google*

## TOPICS

- Entrepreneur Culture
- Business & Other Skills and Tools
- Product/Service Development
- Branding Market Identity & Development
- Financial Literacy/Resources
- Teamwork
- Global Thinking
- Humanitarianism and Philanthropy

## AUDIENCE

Attendees include a new wave of young entrepreneurial thinkers having leadership mindsets, management skills and economic tools with proper accompanying work ethics and attitudes. Additionally, Mentors, Educators, Influencers and Parents attend to provide access to capital and incubators to develop youth's innovative products and services.

# YJ FESTIVAL DAY GUEST SPEAKERS

## KEYNOTE SPEAKER



### KEYNOTE NAME

TOPIC: \_\_\_\_\_



**TIMOTHY SIMPSON**  
TOPIC: YOUNG CEO



**GUEST SPEAKER**  
TOPIC: \_\_\_\_\_



**GUEST SPEAKER**  
TOPIC: \_\_\_\_\_



**GUEST SPEAKER**  
TOPIC: \_\_\_\_\_



**GUEST SPEAKER**  
TOPIC: \_\_\_\_\_



**GUEST SPEAKER**  
TOPIC: \_\_\_\_\_



**GUEST SPEAKER**  
TOPIC: \_\_\_\_\_



**GUEST SPEAKER**  
TOPIC: \_\_\_\_\_



# PROGRAM AND EVENTS COST BREAKDOWN

This budget is projected and expected to vary.

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## Austin, Texas Metro Area

Direct Program Costs	\$ 54,000
Game Day Events	\$ 12,400
Festival Event	\$ 45,000
Marketing and Advertisement	\$ 7,500
<b>Austin Metro Area Total</b>	<b>\$118,900</b>

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## New York City Metro Area

Direct Program Costs	\$ 69,000
Game Day Events	\$ 19,500
Festival Event	\$ 62,000
Marketing and Advertisement	\$ 8,800
<b>New York City Metro Area Total</b>	<b>\$159,300</b>

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## Atlanta, Georgia Metro Area

Direct Program Costs	\$ 61,000
Game Day Events	\$ 14,650
Festival Event	\$ 41,000
Marketing and Advertisement	\$ 7,900
<b>Atlanta Metro Area Total</b>	<b>\$124,550</b>

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<b>TOTAL COST FOR 3 MAJOR MARKETS, 3 PROGRAMS &amp; 6 EVENTS</b>	<b>\$402,750</b>
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## PROGRAM SPONSORSHIP

	LEAD SPONSOR	SEGMENT SPONSOR	CORPORATE	SMALL BIZ & GOVT	NPOs	INDIVIDUALS
Contribution	\$25,000	\$2,000 - \$500	\$7,000 - \$3,000	\$5,000 - \$3,500	\$1,500 - \$500	\$20,000 - \$250
Marketing & Promotions	Δ	Δ	Δ	Δ	Δ	inquire
Publications	Δ	Δ	Δ	Δ	Δ	inquire
Electronic Banners	Δ	Δ	Δ	Δ	Δ	inquire
Program Participation	Δ				Δ	inquire
Festival Presentation	Δ					inquire

## GAME DAY EVENT SPONSORSHIP

	LEAD SPONSOR	SCHOLARSHIPS/ AWARDS SPONSOR	CORPORATE	SMALL BIZ & GOVT	NPOs	INDIVIDUALS
Contribution	\$10,000	\$5,000 - \$1,000	\$5,000 - \$1,500	\$2,500 - \$1,500	\$500 - \$250	\$5,000 - \$150
Marketing & Promotions	Δ	Δ	Δ	Δ	Δ	inquire
Publications	Δ	Δ	Δ	Δ	Δ	inquire
Electronic Banners	Δ	Δ	Δ	Δ	Δ	inquire
Recognition During Program	Δ	Δ	Δ	Δ	Δ	inquire
Festival Presentation	Δ					inquire

## COMMUNITY FESTIVAL EVENT SPONSORSHIP

	LEAD SPONSOR	SEGMENT SPONSOR - W/AWARDS	CORPORATE	SMALL BIZ & GOVT	NPOs	INDIVIDUALS
Contribution	\$20,000	\$5,000 - \$1,000	\$7,000 - \$2,500	\$7,000 - 3,500	\$1,000 - 500	\$10,000 - \$250
Marketing, Publications, Promotions	Δ	Δ	Δ	Δ	Δ	inquire
Publications	Δ	Δ	Δ	Δ	Δ	inquire
Electronic & Other Banners	Δ	Δ	Δ	Δ	Δ	inquire
Program & Festival Presentation	Δ		Δ	Δ	Δ	inquire

PLEASE SPECIFY THE METRO AREA YOU ARE SPONSORING ON THE RESERVATION FORM.  
 ALL SPONSORS ARE ENTITLED TO PLACE MATERIALS IN SWAG BAGS FOR EVENT ATTENDEES.  
 The Young Journey Foundation is a 501c3 charitable organization and your contribution is tax deductible.

# YOUNG JOURNEY SHOOTING STARS 2019 - 2020

## SPONSORSHIP RESERVATION

YOUTH MEDIA ARTS AND SPORTS  
ENTREPRENEUR PROGRAM AND EVENTS

CONTACT NAME: \_\_\_\_\_

SPONSOR NAME: *(as it should appear on promotional materials)*: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**METHOD OF PAYMENT**

*The Young Journey Foundation is a 501c3 non-profit organization, Tax ID 20-1046969*

\_\_\_ INVOICE (Corporate/organization sponsors only)

\_\_\_ CHECK/MONEY ORDER (payable to Young Journey)

\_\_\_ VISA \_\_\_ MASTERCARD \_\_\_ AMEX

CARD # \_\_\_\_\_

EXP DATE \_\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**YOU MAY CONTRIBUTE ONLINE AT**

**WWW.YOUNGJOURNEY.ORG**

*Please email us with notification of your online contribution at:*  
[Donations@YoungJourney.org](mailto:Donations@YoungJourney.org)

**EMAIL HIGH RES LOGO TO:**

Logo@YoungJourney.org

**PLEASE MAIL CONTRIBUTION TO:**

Young Journey, P.O. Box 353, Pflugerville, Texas 78691  
Phone: 512.784.2459 or 718.528.7975

**THANK YOU FOR YOUR SUPPORT!**

<b>AUSTIN AREA SPONSORSHIP</b>	<b>\$ _____</b>
Program Sponsorship	\$ _____
Game Day Sponsorship	\$ _____
Festival Sponsorship	\$ _____
Type of Sponsor? _____	
<i>(Lead, Segment, Corporate, Small Biz/Gov, NPO, Individual)</i>	
<b>NYC AREA SPONSORSHIP</b>	<b>\$ _____</b>
Program Sponsorship	\$ _____
Game Day Sponsorship	\$ _____
Festival Sponsorship	\$ _____
Type of Sponsor? _____	
<i>(Lead, Segment, Corporate, Small Biz/Gov, NPO, Individual)</i>	
<b>ATLANTA AREA SPONSORSHIP</b>	<b>\$ _____</b>
Program Sponsorship	\$ _____
Game Day Sponsorship	\$ _____
Festival Sponsorship	\$ _____
Type of Sponsor? _____	
<i>(Lead, Segment, Corporate, Small Biz/Gov, NPO, Individual)</i>	
<b>TOTAL CONTRIBUTION</b>	<b>\$ _____</b>