



# SPONSORSHIP

## Join Us in Empowering the Next Generation of Entrepreneurs!

The Rotary Alberta Youth Entrepreneurship Camp is a unique opportunity to shape the future by supporting young, aspiring entrepreneurs. Your sponsorship provides education, mentorship, and real-world experiences to help them thrive. Together, we can empower upcoming entrepreneurs through practical hands-on learning.

## About Rotary Youth Entrepreneurship Camp

RAYEC is a week-long August camp for youth ages 13–15 interested in business and entrepreneurship. This camp has been running for 26 years and is offered completely free for campers, through the generosity of our sponsors and donors. The focus of this camp is to educate youth about marketing, advertising, preparing a cash-flow statement and writing a business plan. Campers set up their own businesses and borrow real money from actual bankers. The last day is “Business Day” at the camp, when campers open and operate their businesses. The youth also participate in many fun recreational activities throughout their week at camp.

## Why We Need Your Support

RAYEC has been empowering youth for **26 years**, offering a **free, week-long camp** that teaches business and entrepreneurship skills in a hands-on, engaging way. Each year, campers create real businesses, borrow real money from bankers, and experience what it takes to be an entrepreneur—all at no cost to them.

Beyond the business skills, the friendships formed at RAYEC are **lifelong**. Many of our former campers return year after year as volunteers, a true testament to the lasting impact of this experience.

Your sponsorship ensures this incredible opportunity continues and helps us reach our next milestone: **30 years of inspiring future business leaders**. With your support, we can keep this camp accessible, impactful, and full of unforgettable experiences for youth across the region.

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**Sponsorship Deadline: March 1<sup>st</sup>, 2026**

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## Contact Sonja Mellema to secure a sponsorship today:

E: [rayec@rotary5360.ca](mailto:rayec@rotary5360.ca)

Sponsorships can be paid via cheque or e-transfer to:

Rotary Youth Entrepreneurship Camp

3688 48 Avenue NE

Medicine Hat, AB, T3J 5C8

E: [rayec@rotary5360.ca](mailto:rayec@rotary5360.ca)

*\*Please ensure that all e-transfers are specified as: ‘RAYEC Sponsorship’ in the comment section.*

## Cornerstone Champion \$25,000

### 1 Opportunity Available – RAYEC 2026 Sponsorship

As our Cornerstone Champion, you are an exclusive partner of RAYEC. Your generous support powers the business minds of tomorrow, providing mentorship, resources, and opportunities for future leaders. Your contribution ensures a legacy of entrepreneurial success. As **Cornerstone Champion**, you are the foundation of RAYEC- you make this amazing experience possible!

- Recognized as **Major Camp Sponsor**
- Premier brand exposure on all marketing materials (print, digital, web)
- Logo featured prominently on website, camp t-shirts, and signage at camp
- Sponsor of **The Innovation Award** and opportunity to present award at camp
- Custom editorial story & media spotlight
- Press release featured as RAYEC partner
- First right of renewal for next year

## Leadership Legacy \$15,000

### 1 Opportunity Available – RAYEC 2026 Sponsorship

The Leadership Legacy Sponsor is the proud supporter of the RISE Youth Leadership Training Program. RISE is an immersive 20-hour pre-camp program designed to equip youth ages 16-18 with essential leadership skills they can apply both at camp and in their future endeavors. As the **Leadership Legacy** Sponsor, you are a visionary, shaping the business leaders of tomorrow!

- Recognized as **Sponsor of the RISE Leadership Program**
- Logo on camp materials, website, t-shirt, and leadership program signage
- Name recognition in all RISE-related promotions and materials
- Opportunity to speak at **RISE Kickoff** or training session of choice
- Featured in two dedicated social media spotlight posts, pre and post RISE training
- Opportunity to include branded materials in RISE program kits

## Financial Foundations \$15,000

### 1 Opportunity Available – RAYEC 2026 Sponsorship

As a Financial Foundations sponsor, you provide the crucial financial literacy and business knowledge that young entrepreneurs need to thrive. Your sponsorship ensures campers have the tools and skills to invest in their future ventures. As the **Financial Foundations** Sponsor, you prepare tomorrow's leaders with the financial knowledge they need to succeed!

- Recognized as **Key Financial Literacy Sponsor**
- Logo on camp materials, website, t-shirt and Financial Module in Campers Manual
- Option to provide 10 volunteer financial advisors for "Bankers Day"
- Sponsor of **The Business Plan Award** and opportunity to present award at camp
- Recognition in social media spotlight Re: financial literacy
- Ability to provide branded materials or content for finance sessions

## Curriculum Catalyst \$10,000

### 1 Opportunity Available – RAYEC 2026 Sponsorship

Your support as a Curriculum Catalyst fuels the development of an innovative and hands-on business curriculum for campers. You help create the educational framework that equips the next generation of entrepreneurs with the skills and knowledge to succeed in today's business world. As the **Curriculum Catalyst** Sponsor you impact young leaders one module at a time!

- Recognized as **Curriculum Development Sponsor**
- Logo placement on all educational materials and curriculum handouts
- Acknowledgement during a featured workshop including option to lead session
- Sponsor logo in digital and printed promotional content including t-shirts
- Featured 1 social media spotlight post
- Sponsor name included in trainers manuals and related supplements

## Adventure Advocate \$5,000

### 3 Opportunities Available – RAYEC 2026 Sponsorship

As an Adventure Advocate Sponsor, you help foster cooperation through hands-on workshops, outdoor challenges, and collaborative projects. Your support allows RAYEC to deliver activities that teach campers practical skills they'll carry into the future. As **Adventure Advocate**, you're helping young people build confidence, strengthen teamwork, and grow into capable leaders!

- Recognized as **Activity & Workshop Sponsor**
- Logo displayed on signage for daily activities as well as camp t-shirts
- Featured sponsor of one of the following:
  - Lemonade Game
  - Theme Night/ Campfire
  - Supplier Day
- Social media exposure and name recognition for above activities
- Option to provide branded giveaway for campers for themed activities

## Spark Sponsor \$1,250

### 30 Opportunities Available – RAYEC 2026 Sponsorship

As a Spark Sponsor, your support ignites the entrepreneurial spirit in a young camper by fully funding their attendance at RAYEC. Your contribution covers meals, lodging, and transportation, removing financial barriers and opening doors to a life-changing experience. **Spark Sponsors** empower youth to take their first steps, lighting the way for a new generation of business leaders!

- Sponsorship of one camper's full RAYEC experience!
- Recognition on camp website and thank-you materials
- Name included in social media group thank-you post
- Recognition as the named sponsor of a specific camper, including a personalized thank-you message and summary of their camp experience.

	Cornerstone Champion	Leadership Legacy	Financial Foundations	Curriculum Catalyst	Adventure Advocate	Spark Sponsor
Press Release: Recognition as RAYEC Partner	✓					
Custom Editorial Story (social media, Rotary, CF)	✓					
Social Media Spotlight	✓	✓	✓			
Logo on RAYEC website with link to corporate site	✓	✓	✓			
Speaking Opportunity	Awards Ceremony	RISE training	Bankers Day	Workshop of choice		
Logo on T-shirt	✓	✓	✓	✓	✓	
Logo Awards program	✓	✓	✓	✓	name only	name only