

Washington Business Week International Programs - Poland “Engaging High School Students in the Global Economy”

“Real World Experience. Life Changing Results.”™

PURPOSE

To partner with the **Seattle-Gdynia Sister City Organization**, the **Mayor’s Office of Gdynia**, **Washington Business Week (WBW)** and **Corporations in the Pacific Northwest Region** to bring the **Washington Business Week** program to high school students in **Poland** in **August 2011**. These programs will each include: 100 Polish high school students, 11 Business volunteers from the US, 10 high school students from the US, Polish educators and 3-5 Business Week and Seattle-Gdynia Sister City staff.



2011 Program Dates

City of Tczew, Aug 7-12 ~ City of Gdansk, Aug 14-19 ~ City of Gdynia, Aug 21-26

HISTORY OF WBW AND THE SEATTLE-GDYNIA SISTER CITY ORGANIZATION

Since 1976, **Washington Business Week** has inspired high school students to recognize their potential as successful employees, employers and community members. Business volunteers mentor high school students for an entire week on a college or high school campus, as they compete for profit, corporate citizenship and gain critical skills essential for today’s global economy. Over 55,000 students and business volunteers have attended **Washington Business Week** over the past 36 years.

Through a multi-year partnership with the **Seattle Sister City Organization**, a handful of students from Poland have attended **WBW Summer Programs** each year. The Polish students shared their experience and enthusiasm with educators and government officials upon their return to Poland. In 2008, a formal request was issued from the Gdynia, Poland Mayor’s office inviting WBW to Poland. The first Gdynia Business Week was held in 2009 and was very successful, resulting in a request from the mayor to hold the program again in 2010 & in 2011.

BENEFITS OF BRINGING WBW TO POLAND

This is an amazing opportunity for all involved with this timely project. Given our regions importance in the global economy (we are number #1 nationally for exports per capita), students, volunteers and business partners will have a unique opportunity to practice diplomacy, educate others about free enterprise, and form new personal and professional relationships abroad. The Polish students and educators will learn about the practice of capitalism beyond theory. They view this collaboration as sharing America’s long history of *free enterprise* and *democracy* with their region, and want to establish a long term relationship with Washington Business Week and the sponsoring corporations.



Official letter from the Mayor of Gdynia, Poland...

As an open and modern city, we are well aware of the importance of educating young generations and we therefore heavily invest in the development of the school system and continually improve our education offered.

I have the pleasure to inform you that I fully support this undertaking and find the idea of a 2009 Business Week organized in Gdynia for Polish students very exciting. I am deeply convinced that this intensive one week summer programme will not only help students to learn business principles needed in their future professional life but will also contribute to the development of other useful life skills like negotiation and communication.

We will be honoured to assist you with this project and will do our best to make it a real success.

*Yours Sincerely, Wojciech Szczurek, PhD
May 27, '2008*



**Your
Logo
Here!**



How can your Company get involved?

We are currently seeking businesses in the Northwest Region to join us in this uniquely rewarding global opportunity. Your company will benefit from new international relationships. The employees that accompany us will come back with new ideas, leadership and management skills, and a global perspective that will infuse new motivation into their daily performance. We are seeking:

- 1) Employees who will spend a week as volunteer “Company Advisors”;
- 2) Financial support for the program; and
- 3) Speakers. Our sponsorship opportunities are as follows:

\$25,000 “Global” Sponsorship

Global Sponsors will be the *primary sponsors* of the Washington Business Week program in Poland. The Global sponsors will be recognized in all marketing materials, and in all project descriptions, press releases etc. Global sponsors will have the option of sending up to 3 employees/volunteers from the NW region. These sponsorships will also support up to 5 local students from the WA state. Global sponsors will be invited to speak during the opening/closing ceremonies during the week, and receive letters from each of the student “Companies” about their week.

\$10,000 “Community” Sponsorship

As a major sponsor, the **Community Sponsorship** supports two employees/volunteers from the NW region, and two students from WA state. This includes airfare, lodging, food, tourist activities during the week, and program & material costs. The Community Sponsors will receive logo recognition on all marketing and program materials (student and advisor manuals) at the major donor level, website recognition and all other marketing opportunities that include major donor recognition. Each Community Sponsor will also sponsor a student “Company”, and will receive a “Company” picture and student letters recognizing your sponsorship.

“I have not experienced this kind of learning experience in school!”

-- Student '10

\$5,000 “Volunteer” Sponsorship

This level supports each individual volunteer/employee who will accompany WBW to Poland as a week-long Company Advisor. This includes airfare, lodging, food, tourist activities during the week, and program & material costs. Volunteer Sponsors will be recognized in all related marketing materials. “Volunteer” sponsors will receive a “Company” picture with the volunteer mentor and letters from individual students.

\$2,500 “Youth Going Global” Scholarship

This scholarship to the Poland Program will be given to WA students whose families cannot afford the entire fee. Our goal is to reward previous WBW students who have shown outstanding leadership, professionalism, and promise as our future employees, employers and community members.

We hope you will accept this invitation to join us, as we bring our cities and countries together for mutual learning, diplomacy and exchange. If you have any questions about this proposal, or our programs, please call us at the numbers listed below. We look forward to your involvement!

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