

SPONSORSHIP PROPOSAL

PROPOSED BY

DR. GENA POST

INTERIM EXECUTIVE DIRECTOR



WASHINGTON
BUSINESS WEEK

ABOUT US

Empowering and Impacting the Next Generation

Washington Business Week is a unique opportunity like no other. We place business professionals with high school students in a dynamic workplace simulation for a week during the summer where students role-play as industry professionals, launch a company, and solve real-world challenges.

Backed by over 100 Washington state organizations and businesses, including Microsoft, Boeing, PEMCO Insurance, and Costco, we have sent more than 73,000 students and 6,000 business professionals through our programs.



A COMMUNITY PARTNERSHIP FOR THE MODERN ORGANIZATION

Washington Business Week recognizes that each business is unique. Your goals for community impact and outreach are highly specific and strategic. Allow us to help you reach those goals with our diverse selection of sponsorship options. Because that's how community partnerships should be—powerful and profitable for everyone. Being a partner allows your organization to develop both your current leaders and the leaders of tomorrow.



"This experience showed me the potential I have within myself to be a successful business leader. You have brought my potential out this week, and I am forever grateful."

Vaishnavi, 2022 WBW Graduate

Professional Development

The leadership development that Company Advisors experience by participating in our programs provides valuable management insights, expands industry knowledge, and builds leadership capacity. The benefits to company and community are priceless. The return on investment by bringing these skills back to the workplace are significant.

Community Impact

Thousands of students experience the WBW model, learning teamwork, leadership, and innovation. We served 393 students in 2021, 48% of whom attended on a full financial scholarship. 67% of the students feel confident in their financial literacy & knowledge, 79% feel confident entering the workforce, and 95% will use what they learned at WBW in the real world.

Innovation

Help us grow the quality of our programs through funding opportunities and volunteering. WBW developed Washington's Innovative Learning Environment (WILE) in 2020 and complimented the software with the Learning Management System (LMS) Blackboard in 2021. These technological advancements prepare our youth for tomorrow but they need constant updating and expansion.

SELECT THE SPONSORSHIP THAT FITS YOUR ORGANIZATION'S UNIQUE GOALS

SPONSOR BENEFIT	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500
Recognition on WBW Website	★	★	★	★	★ <i>Name recognition</i>
Recognition on WBW Annual Report	★	★	★	★	★
2022 WBW Shirt Branding	★ <i>Logo</i>	★ <i>Logo</i>	★ <i>Logo</i>	★ <i>Name recognition</i>	
Branding on Camp Materials	★	★	★		
Physical advertisement at every camp (recruit your next employee, build brand loyalty)	★	★			
Quarterly Social Media awareness of support	★				

Customized Sponsorship Options:

- Opportunity to include swag in Welcome Packets
- Branding on Company Advisor and Student Manuals

Contact us to find a sponsorship option that suits your needs!



"I am so thankful this program is put on for students in high school; it gave knowledge and skills that would be really difficult to receive anywhere else outside of the workforce itself."

McKenna, 2022 WBW Graduate