



2018 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 truly appreciate the time taken to review this proposal. The following proposal allows you to familiarize yourself with Junior Chamber International and with Junior Chamber International Barbados. If your organisation would like to enter into a partnership with JCI Barbados, please complete the Partnership Pledge of Support Form and contact either of the JCI Barbados representatives below to schedule a discussion and/or handover meeting. We look forward to speaking with you soon.

Please contact:

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Thank you for your time and consideration.



Deryka Sobers

2018 Local President

JCI Barbados (West Indies)

Executive Summary

Junior Chamber International (**JCI**) is an international non-profit organisation dedicated to uniting all sectors of society to create sustainable impact while also 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 120 countries. **JCI Barbados**, formerly 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 Nursery School. The organisation was also involved in training the first life guards; training with internationally renowned author, Dr. Steven Covey; and staging the first queen shows along with the Crop Over celebrations held at Kensington Oval from 1957 until 1964. The list of major projects is endless.

Today, JCI Barbados hosts “Colouratic”, a 5K run and walk geared towards promoting health awareness within the wider community while also raising funds for the Chapter and other charities. Our legacy project, “Mathfanatix”, is geared towards increasing the academic performance of eleven plus (11+) students in Mathematics. In 2017, JCI Barbados introduced three more projects to the roster: the “Leadership Academy”, “Safe and Sober: Road Safety Campaign”, and “Sip & Dye: A Wine and Tie-Dye Affair”. Hosted in the latter part of the year, the “Leadership Academy” was designed to ignite the passion to lead within each of its attendees. Following in the steps of JCI Tobago, “Safe and Sober: Road Safety Campaign” was executed during the 2017 Crop Over season with the aim of encouraging the safe use of public roads in Barbados by sensitizing motorists to the risks involved in dangerous driving habits. Finally, “Sip & Dye: A Wine and Tie-Dye Affair” was introduced with the focus on exposing persons to the creativity of tie-dyeing various materials with the ambience of a wine and cheese tasting.

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 2018

OUR PURPOSE

The local Chapter, JCI Barbados, is a dynamic group of men and women aged between eighteen (18) and forty (40), 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 organisation.

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 2018.

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 organisations such as Barbados Youth Business Trust, Barbados Council for the Disabled and Small Enterprises for Education and Development.

JCI Partners & Sponsors



WHY BECOME A PARTNER?

The success of JCI Barbados is dependent on its ability to ensure the long-term sustainability of our work. 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-oriented, 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 markets of interest.

Over the last few years, the organisation 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 a partnership with an extremely high-profile non-profit international organisation, whose actions have helped to develop young people aged between eighteen (18) and forty (40) for over sixty years in Barbados.

These are some of the **key benefits and reasons for an organisation** to partner with JCI Barbados in 2018:

- Access to an audience of active Barbadian citizens who are involved in their communities;
- Access to JCI West Indies members who meet regional colleagues and partners by attending national and international conferences, to 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 promote your company to a network of highly skilled and active young professionals, most of whom have decision-making powers within their own organisations;
- Visibility on our website, in printed material, and on our various social media pages including Facebook and Instagram;
- Large-scale national and 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 to 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 transferrable from the individual to other colleagues in their working environment;

- Staff members are more innovative, develop new skills, along with improving existing skills and competencies through a mix of formal training events and practical projects. For instance, financial management skills honed through facilitating a project such as our Annual Awards Ceremony;
- 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 organisation. 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 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 Partnership:** This is to be allocated to one initiative for 2018, 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. All amounts quoted are in Barbados dollars.

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

- The "Platinum" Sponsor package ensures exclusivity in the partner's field;
- Photoshoot of sponsorship cheque handover and endorsement of participation with pictures to be posted on social media and the Chapter's website, www.jcibarbados.com ;
- Partner company logo featured with "Platinum" Sponsor status on social media and the Chapter's website;
- Partner company name and/or logo prominently featured in marketing print material, press releases and, newspaper advertising for the project;
- Placement of an advertisement in all quarterly JCI Barbados newsletters and recognition in the end of year JCI Barbados newsletter as a "Platinum" Sponsor;
- Emphasis on the partner company during all presentations related to the project;
- Representation of the partner company at the press conference for the project, where applicable;

- Presence of a promotional booth at the event and marketing material distributed to all attendees in their welcome kits. These shall be provided by the partner company;
- Partner company logo on JCI Barbados items which will be provided to attendees, where applicable, e.g. event T-shirts;
- VIP access to the event for four (4) individuals, where applicable;
- Opportunity to present a key note speech at a JCI Barbados event;
- Invitation for two (2) representatives to the Annual Awards Ceremony, where the sponsor will be allowed to promote brand with banner and/or printed materials;
- JCI Barbados membership for the year 2018 for four (4) individuals of the sponsor's choice who meet the criteria; and,
- In cases where the partner company hosts a charity event, the Chapter will strive to support by providing volunteers;

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

- Photoshoot of sponsorship cheque handover and endorsement of participation with pictures to be posted on social media and the Chapter's website, www.jcibarbados.com ;
- Partner company logo featured with "Gold" Sponsor status on social media and the Chapter's website;
- Partner company name and/or logo prominently featured in marketing print material, press releases and, newspaper advertising for the project;
- Placement of an advertisement in two (2) quarterly JCI Barbados newsletters and recognition in the end of year JCI Barbados newsletter as a "Gold" Sponsor;
- Mention of the partner company during all presentations related to the project;
- Representation of the partner company at the press conference for the project, where applicable;
- Presence of a banner at the event and marketing material distributed to all attendees in their welcome kits. These shall be provided by the partner company;
- Partner company logo on JCI Barbados items which will be provided to attendees, where applicable, e.g. event T-shirts;
- VIP access to the event for three (3) individuals, where applicable; and,
- Invitation for two (2) representatives to the Annual Awards Ceremony, where the sponsor will be allowed to promote brand with banner and/or printed materials;
- JCI Barbados membership for the year 2018 for three (3) individuals of the sponsor's choice who meet the criteria.

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

- Photoshoot of sponsorship cheque handover and endorsement of participation with pictures to be posted on social media and the Chapter’s website, www.jcibarbados.com ;
- Partner company logo featured with “Silver” Sponsor status on social media and the Chapter’s website;
- Partner company name and/or logo featured in marketing print material, press releases and, newspaper advertising for the project;
- Placement of an advertisement in one (1) quarterly JCI Barbados newsletter and recognition in the end of year JCI Barbados newsletter as a “Silver” Sponsor;
- Presence of a banner at the event and marketing material distributed to all attendees in their welcome kits. These shall be provided by the partner company;
- VIP access to the event for two (2) individuals, where applicable; and,
- Invitation for two (2) representatives to the Annual Awards Ceremony;
- JCI Barbados membership for the year 2018 for two (2) individuals of the sponsor’s choice who meet the criteria for membership.

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

- Photoshoot of sponsorship cheque handover and endorsement of participation with pictures to be posted on social media and the Chapter’s website, www.jcibarbados.com ;
- Partner company logo featured with “Bronze” Sponsor status on social media and the Chapter’s website;
- Partner company name and/or logo featured in marketing print material, press releases and, newspaper advertising for the project;
- Recognition in the end of year JCI Barbados newsletter as a “Bronze” Sponsor;
- VIP access to the event for one (1) individual, where applicable; and,
- Invitation for one (1) representative to the Annual Awards Ceremony;
- JCI Barbados Membership for the year 2018 for one (1) individual of the sponsor’s choice who meet the criteria.

Tent and/or Water Sponsor

- Promotion on social media and the Chapter’s website, www.jcibarbados.com

Product, In-Kind Sponsor/Member Benefits

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

- 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 volunteers;
- Support with promotion of the partnership and joint marketing opportunities;
- Provisions for employee attendance at JCI Barbados' events;
- Access to networking opportunities; and,
- Promotion of your business to the organisation'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 meet with you to define 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

Leadership Academy

The Leadership Academy is now in its second year of execution. This Academy will function as a whole-day symposium that is dedicated to ignite the passion to lead within each of its attendees. This will be done by encouraging attendees to discover their inner leader through informative sessions on how to be a successful leader, how to manage other people, and how to manifest the power to motivate other persons. The Academy also functions as a networking event, connecting attendees with JCI Leaders, entrepreneurs, and other influential leaders.

Safe and Sober: Road Safety Campaign

Now in its second year, the JCI Barbados Safe and Sober: Road Safety Campaign was born out of collaboration with JCI Tobago, who executes the project during their Carnival season. The aim of this project is to promote and encourage the safe use of the roads in Barbados, especially during the Crop Over season, by sensitising motorists to the risks involved in dangerous driving habits and calling for a more precautionary and responsible approach on our roads. The campaign also promotes personal safety, especially for women, in the form of self-defense classes; along with encouraging patrons of various events to sober up before they leave.

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 at that time. 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 2018 and beyond.

Sip & Dye: A Wine and Tie-Dye Affair

This fundraising event is in its second year of execution. It combines the creativity of tie-dying various clothing materials with the ambience of a wine and cheese tasting. A portion of the proceeds of this fundraiser goes towards different ventures of the Chapter. This year however, the JCI Barbados Board of Directors will be expanding this project to provide the Sip & Dye experience, free of cost, for a small group of differently-abled students in collaboration with the Barbados Council for the Disabled.

Colouratic: 5K Walk and Run

In 2015, members of JCI Barbados sought to extend its impact by raising awareness for some of the lesser known charities across the island. 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 charities. JCI Barbados is also a strong supporter of entrepreneurship and therefore will provide small businesses with the opportunity to promote themselves and expand their clientele.

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 2017 amounts)

2018 Project and Business Development Opportunities	Estimated Budget
Leadership Academy	BBD \$2,000.00
Mathfanatix	BBD \$12,500.00
Safe and Sober: Road Safety Campaign	BBD \$2,500.00
Sip & Dye: A Wine and Tie-Dye Affair	BBD \$2,500.00
Colouratic: 5K Walk and Run	BBD \$12,760.00

2018 Conferences	Estimated Cost (per person)
JCI Global Partnership Summit	BBD \$4,200.00
JCI West Indies Conference	BBD \$1,900.00
JCI World Congress	BBD \$9,776.00
JCI Area Conference	BBD \$3,674.00
JCI American Leadership Academy	BBD \$700.00

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**!
- _____ Yes! I will be a **Tent and/or Water Sponsor**!

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

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

Contact's Name: _____

Job Title: _____

Address: _____

Contact's Email: _____

Contact's Phone: _____

Sponsor Signature: _____ Date: _____

For monetary donations: This donation of \$ _____ will be paid by (date): _____
(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-colour PNG format to president@jcibarbarados.com and copy to vp_external@jcibarbarados.com.

Thank you for your partnership!

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