



2nd Annual Global Workforce Readiness Music Festival, Pitch Competition & Showcase Fundraiser

WHERE & WHEN is this?

Mi Casa Holiday (MCH) and YourPassion1st have teamed up for the 2nd annual MCH Virtual Weekend + Global Workforce Readiness Music Festival, Pitch Competition & Showcase Fundraiser - *November 10-17, 2021 - 7 days / 24hrs a day with in person venues TBD.*

WHAT is this all about?

- Be a part of this year's MCH Virtual Weekend + Workforce Readiness Music Festival fundraiser along with 150 + content contributors from more than 19 countries around the world. The event includes: **The 2nd Annual Young Adults Pitch Competition (REGISTER HERE: => <https://jtmt.typeform.com/to/gdftcQOP>)** for young adults 15-24 around the world! Dance Workshops, DJ sets, Cooking Segments, Fitness, Comedy, Workforce Presentations, Themed Parties + More!
- In addition, this event showcases and debuts 5 incredible projects that young adults from our **YourPassion1st Young Ambassadors International Program** have been working on for the past 6 months. **The Art of Fashion, Dance Music Scene Awards, Sports Complex Digi-Talks, Sneaker Freaks Shoe Expo, and The Cooking Recipe Exchange.**

- Amazing opportunity to showcase your community, organization, or individual talents. Join us to expand your network and get yourself out there while competing to win money!

WHY do I want to be a part of this?

- If you are a young adult, you have the opportunity to take part in our **2nd Annual Pitch Competition (register here type form)** with a chance to win **\$700 - \$1500**
- Last year, more than 25,000 streams tuned in and we raised just over \$10,000 and we expect to reach 75,000+ streams this year, so a great opportunity to expand your network
- More than half of the young adults who pitched their ideas last year have received paid projects since
- There will be 150 + content contributors from all around the world: **USA, SOUTH AFRICA, BRAZIL, MOROCCO, UK, FRANCE, MEXICO, COSTA RICA, HONG KONG, INDONESIA, AUSTRALIA + MORE**

WHO is hosting this and who is invited?

- **YourPassion1st 501c3** is an International coaching and mentoring program that inspires under-resourced young adults to overcome adversity while empowering them to follow their passion and earn money in the workforce or as an entrepreneur. (<http://yourpassion1st.com>)
- **Mi Casa Holiday** is the world's premier travel and music community + boutique events service. (<http://micasaholiday.com>)
- This event is open to **ALL AGES** however the Pitch Competition is only open to Ages 15-24

WHY is this important?

- A lot of our creative young adults around the world are seeking safe spaces and support, so that they can find, define, and follow their **PASSION** into the workforce.
- Many creative startups are challenged with finding ways to expand their network and we wanted to create a platform to allow that.

Directions:

- Choose the category that you'd like to participate in by clicking the link below the description
- Complete the digital form
- Your content can NOT include nudity or swearing

★★ MCH Virtual Weekend + Workforce Readiness Music Festival - Nov 10-17 ★★

HERE IS HOW YOU CAN GET INVOLVED!!!

1. YOUNG ADULTS

1. Enter Pitch Competition - Pitch your story, business, or product & Win \$1500 (20yrs-24yrs) - \$700 (15yrs-19yrs)
2. Participate without competing - Showcase & Network (Examples)
 1. Segment piece - Show us how you make your favorite cake!
 2. Short film - Show an original film
 3. Short Interview - Discuss an important or entertaining topic
 4. Short performance video - dance, singing, comedy, drawing, etc...

Our Pitch Competition welcomes young adults from around the globe!

PITCH COMPETITION PARTICIPANTS - Do you have something special to share? Enter our **\$PITCH\$ COMPETITION Today!**
\$700-\$1,500 GRAND PRIZE

RULES:

- There will be 2 age groups **15-19** & **20-24**, along with a CASH PRIZE for each group
- Prepare a 2-5 minute video that is a demonstration of you putting YourPassion1st
- Must be original content, and created **after September 1st, 2021**
- You can present anything that you feel represents you in a creative way
- No nudity or swearing
- All videos must be uploaded to YouTube or Vimeo.
- Video submissions are due by Friday, **October 20th, 2021**.
- The top 20 video submissions will be announced Monday, **October 27th, 2021**

VOTING:

- Voting will take place in the official MCH Weekend + WRMF festival app
- Anyone that downloads the app will have 1 vote per person
- Share the app!!! In addition to festival guests, each contestant is allowed and encouraged to share the app with their community.
- Your full video will be uploaded into the festival app.
- Voting starts in the app on Wednesday November 10th.
- Voting ends Sunday November 14th.
- Top 20 video submissions displayed in an edited highlight reel during WRMF Saturday, November 13th.
- The top 2 videos from each age group will be announced Monday November 15th.
- The YP1 Pitch Competition Finals take place Wednesday night November 17th.

REGISTER HERE: => <https://jtmt.typeform.com/to/gdftcQOP>
SUBMIT YOUR VIDEO LINK BY CLICKING HERE: => <https://jtmt.typeform.com/to/G1JTJRpb>

SHOWCASE & NETWORK PARTICIPANTS - Create video content without the pressure of competition! (up to 4 minutes 30 sec) Make something special, expand your visibility and get yourself out there!

Examples:

Segment piece - Show us how you make your favorite cake

Short film - Show an original film

Short Interview - Discuss an entertaining topic with an industry leader, friend or community organizer

Short performance video - Showcase your passion through dance, singing, comedy, drawing, etc.

SUBMIT YOUR VIDEO SUBMISSION LINK FOR REVIEW HERE

(if approved, we will ask you to upload your content to a designated Festival folder that we will send to you.)

DIRECTIONS:

- Create video (NO swearing or nudity)
- Upload video to unlisted or non public YouTube or Vimeo link
- Video should be shot in landscape (Horizontal)
- Video resolution must be 1280 x 720 (720p)
- The areas that will be taken into consideration for video submissions are: authenticity, creativity, originality, execution, production value, and continuity.
- A group of industry specialists, community partners and professionals from around the world will be involved in the approval process for content submissions.
- You will be notified if your submission is approved for showcase or not approved by November 10, 2021
- Submit YouTube or Vimeo link by Friday, **October 20th, 2021**

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2. COMMUNITY PARTNERS, DONORS & VOLUNTEERS -

Partnerships, donations and volunteers are integral to the success of our mission. Your commitment will make an incredible impact on hard working, under-resourced young adults while showcasing your organization to our global community.

There are many ways to partner from a monetary donation to video advertisement to hosting a workshop .Your selection will determine your partnership level and visibility.

- Last year, more than 25,000 streams tuned in and we raised just over \$10,000 and with your support, we expect to reach 75,000+ streams this year, so this will be a great opportunity to reach more people.
- There will beYou will join 150 + content contributors from all around the world: USA, SOUTH AFRICA, BRAZIL, MOROCCO, UK, FRANCE, MEXICO, COSTA RICA, HONG KONG, INDONESIA, AUSTRALIA + MORE

Choose your level of partnership!

- Submit a commercial (plug your organization) (10 sec)
- Facilitate and host a workshop (see below) (15 minutes, 30 minutes, 45 minutes)
- Host live panel (select participants and discuss your passion) (30 - 45 minutes)

Click here to view partnership opportunities and levels:

REGISTER HERE: => <https://jtmt.typeform.com/to/eTd2JCZN>

SPONSORSHIP OPPORTUNITIES: => <https://cdn.flow.page/images/66ce74fb-af9b-4eae-995b-d3b8d3573ff2-pdf?m=1632346300>

3. WORKSHOP FACILITATORS - Hosting an IMPORTANT WORKSHOP

has proven to be highly effective with inspiring young adults to FIND, DEFINE, AND/OR FOLLOW their passion into the workforce. Share your knowledge, experience, and motivation!

- Sign up and present a workshop that you feel will inspire young adults
- Inquire about contributing as a panelist on our existing workshops (Art, Sports, Sneakers, Culinary)
- Passionate about a topic and want to share, but not sure how? Register and contact us today!

REGISTER HERE: => <https://jtm.typeform.com/to/eTd2JCZN>

Want to speak with someone, or need more information?

Contact: Chris@yourpassion1st.com Candie@yourpassion1st.com
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