



YourPassion1st (YP1) 501c3
International Coaching and
Mentoring Program

USA

SOUTH AFRICA

BRAZIL

Our Vision

***Empower young adults to follow their passion
into the workforce or entrepreneurship.***

Influencing adults and validating the dreams of the next generation of youth.
Transform families, communities, and the world.



=>

Motivation

Confidence

Happiness

\$

MCH Virtual Weekend + Workforce Readiness Music Festival

Join our young adults & creatives of **ALL AGES** from around the world, and be a part of an incredible 7 day / 24 hour live (hybrid)

(November 10 -17, 2021)

event & broadcast experience including a workshops in: music, art, entertainment, sports/wellness, culinary/nutrition, and a range of other areas... get involved!

Our 2020 event generated

25,000 streams

19 countries

150 content contributors

180 hours

In conjunction with our corporate sponsor Mi Casa Holiday
<http://micasaholiday.com>



Partner with us!

Young Adults:

PITCH COMPETITION - launch your story, business or product and win
\$1,500 (20-24) - \$700 (15-19)

Participate without competing:

Segment Piece - show us how to make your favorite cake (4 min 30 sec)

Short Film - show an original movie! (4 min 30 sec)

Short Interview - discuss an important or entertaining topic!

Community Partners:

YP1 GLOBAL IMPACT AWARD - refer the most young adults and win

Commercial - plug your organization

Workshop - present a workshop

Panel - organize a discussion shroud your passion



2021 YP1 Pitch Competition

Global Contest!

*“It’s been a breath of life in such a lifeless time in the world; putting **YourPassion1st** is more than a non-profit, it’s a way of life” – Keishjuan Owens
(Winner of 2020 YP1 Pitch Competition in partnership with corporate sponsors
Mi Casa Holiday, BUILD Chicago, and Que4 Studios)*

Young adult’s compete while showcasing themselves to future customers, fans, supporters, and potential employers from around the world.

Age groups: 15-19 / 20-24

Submit: 2-5 minute original video

Festival attendees & friends vote

Top 4 videos make the finals

Voting takes place in Festival App

Winners take home \$1500 / \$700

SIGNATURE EVENT SHOWCASES

Worldwide check in

Workforce Readiness Festival

The Fashion of Art Exhibition

Dance Music Scene Awards

The Sports Complex Digi-talks

Sneaker Freaks Shoe Expo

The Recipe Exchange

YP1 Pitch Competition Finals

Each YP1 team produces a two hour live event production, which will air during the MCH Weekend & Workforce Readiness Music Festival.

Opening celebration

Workshops, performances, pitch competition, physical fitness, wellness, mental health

Creative Fashion show featuring dancers

House music awards show meets dance battle

Sports figures, paraolympics, journalists unite

Sneaker junkies, exclusive collections

South Africa, Brazil, USA cooking show

Final four contestants compete for the pitch prize



Sponsorship opportunities:

Social Media

- Your organization will be presented throughout our promotional campaign as well as thanked on our post event wrap up

Web Flyer

- We will display your logo on our flyer prior to the festival

Website

- Your logo and website will be displayed on our website as a community partner

Verbal Announcements

- Your organization will have the opportunity to be highlighted verbally as a sponsor for a select amount of times during the festival

Logo Stinger

- Your logo will appear as an official sponsor periodically between broadcast transitions



Sponsorship opportunities:

YP1 Project showcase tables

- Your organization can reserve a table under your organizations name for the signature event of your choosing

MCH Green rooms (DJ Vip room events)

- Your organization can reserve a table for DJ events and exclusive backstage interviews

VIP Digital Banner

- Your organization's logo along with any additional descriptive content will be streamed during our 5 fundraising events

Promotional Video Logo Placement

- Your organization's logo can appear on the official promotional video

Commercial


- Your organization will have the opportunity to have a commercial streamed a select amount of times during the festival

Custom

- (Depending on availability) We can custom design an activation and maximize engagement

Sponsorship opportunities:

	Individual	Corporate				
Gift Level	Various	Bronze	Silver	Gold	Platinum	Diamond
Gift Amount	Various	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000
Sponsor Limit	Unlimited	Unlimited	10	6	4	1
Social Media: You/your organization will be presented throughout our promotional campaign as well as thanked on our post event wrap up.	X	X	X	X	X	X
Web Flyer: We will display your logo on our flyer prior to the festival.	X	X	X	X	X	X
Website: Your name and/or logo and website will be displayed on our website as a community partner.		X	X	X	X	X
Verbal Announcements: You/your organization will have the opportunity to be highlighted verbally as a sponsor for a select amount of times during the festival.		X	X	X	X	X
Logo Stinger: Your logo will appear as an official sponsor periodically between broadcast transitions.			X	X	X	X
YP1 Project Showcase Tables: Your organization can reserve a table under your organization's name for the signature event of your choosing.			X	X	X	X
MCH Green rooms (DJ VIP room events): Your organization can reserve a table for DJ events and exclusive backstage interviews.				X	X	X
VIP Digital Banner: Your organization's logo along with any additional descriptive content will be streamed during our 5 fundraising events.					X	X
Promotional Video Logo Placement: Your organization's logo will appear on the official promotional video.					X	X
Commercial: Your organization will have the opportunity to have a commercial streamed a select amount of times during the festival.						X
Custom: (Depending on availability) We can custom design an activation and maximize engagement!						X



Our Goal - \$265,000 - \$1.3 million

Your support determines our scale in 2021

2 BIG PROJECTS

We need a multitude of resources for program participants to complete their projects.

- Mentors / Coaches / Experts
- Passports for every program participant
- Flights/Hotels for Festival talent and staff
- Meals for participants and guests
- Uber/Lyft for participants and guests
- Paint materials for Murals
- Cameras, lights, mics for interviews
- On Screen talent /interview subjects
- Live event techs / Gaming consoles

30 WORKSHOPS

In addition to needing high quality facilitators, we drive engagement through the latest tech.

- Professional Facilitators/Guest Speakers
- Onsite tours / Translators for meetings
- Typeform weekly assessment survey tool
- Zoom & REMO - virtual meeting tools
- Microsoft 365/Keynote - presentations
- Video/Graphics - Adobe Creative Cloud
- Web/Social Media team/Online courses
- Email Marketing / Merch services
- Data cards for international participants

6 EVENTS / 1 FESTIVAL

From well planned events to spontaneous marches we encourage our program participants to engage.

- Musician / DJ / Artist fees
- Google ads / SEO campaigns
- MeetApp Go to navigate event program
- Designers / Editors for content
- Flyers / Banners / t-shirts for promo
- PR to enlist organizations / celebrities
- Instagram / Facebook / Tik Tok - content
- Technicians /Servers /Streaming services
- Materials(posters, markers, buttons etc..)

COMMUNITY

**There's no better feeling
than coming back from
behind to win!**

Join us!

[CONTACT: INFO@YOURPASSION1ST.COM](mailto:INFO@YOURPASSION1ST.COM)



**Follow
#YourPassion1st**

We're building a platform where successful entrepreneurs, artists, athletes, entertainers, professionals, clinicians, and passionate people from around the world want to connect and **empower underserved young adults.**

With your support, we predict a massive ripple effect in the home, the marketplace, in communities, and in the world.

Donate now!