

SPONSORSHIP OPPORTUNITIES



Since 2016 North Island College (NIC) has delivered fun and meaningful summer camp experiences that empower young learners ages 9-14 to explore their passions and reach their full potential. These learning opportunities improve access to training, promote education and career pathways, and can widely affect the future opportunities and aspirations of youth.

Through NIC Youth Academy, over 250 youth engage annually in hands-on, interactive programming in areas such as robotics, coding, digital art and design, engineering, physical sciences, and more. Participants develop measurable skills, build relationships with mentors, practise creativity and critical thinking, and build confidence.

Youth Academy camps have been hosted in Courtenay, Campbell River, Port Alberni, and Tofino, and programming has reached participants hailing from over 20 Vancouver Island cities, towns, and villages. We aim to increase the number of contact points in our region, offering programming for all youth, including those who are under-served and underrepresented.

To ensure money does not limit participation, Youth Academy keeps camp fees affordable for North Island families and provides fee subsidies to improve access for youth from diverse economic backgrounds. As a cost recovery initiative, Youth Academy relies on financial support from federal and provincial government grants, private organization and foundation grants, local businesses, and public donations.

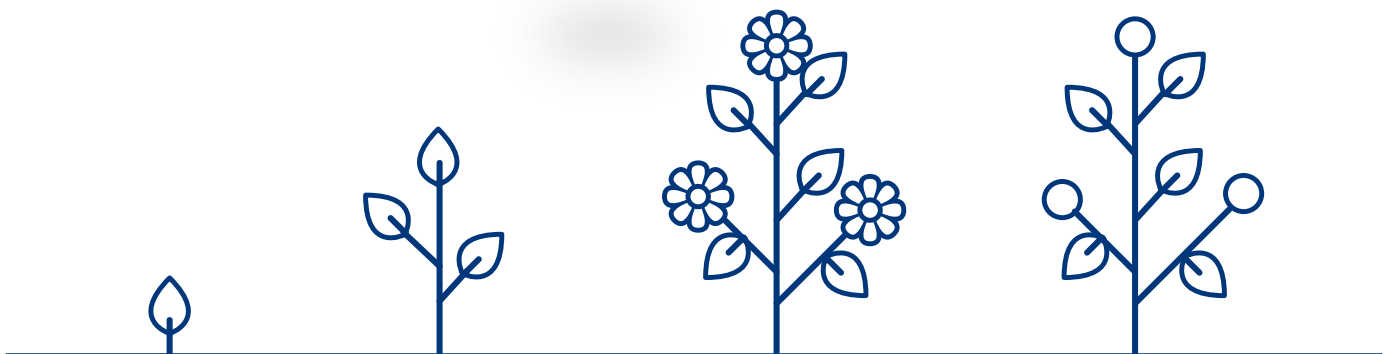
It has been a pleasure to observe young learners as they investigate the world around them, and we look forward to welcoming many new and returning participants. We believe this is a very worthwhile experience for youth, and we invite you to support Youth Academy to continue delivering this impactful programming.

Your contribution will be recognized with an excellent opportunity to promote awareness amongst an extensive family demographic in NIC's service region. The available sponsorship opportunities and recognition benefits are attached.

If you have questions or require further information, please do not hesitate to contact us. We look forward to discussing this opportunity with you.



Sincerely,
Ali Sandholm
Youth & Community Outreach Liaison
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250-334-5000 x 4310



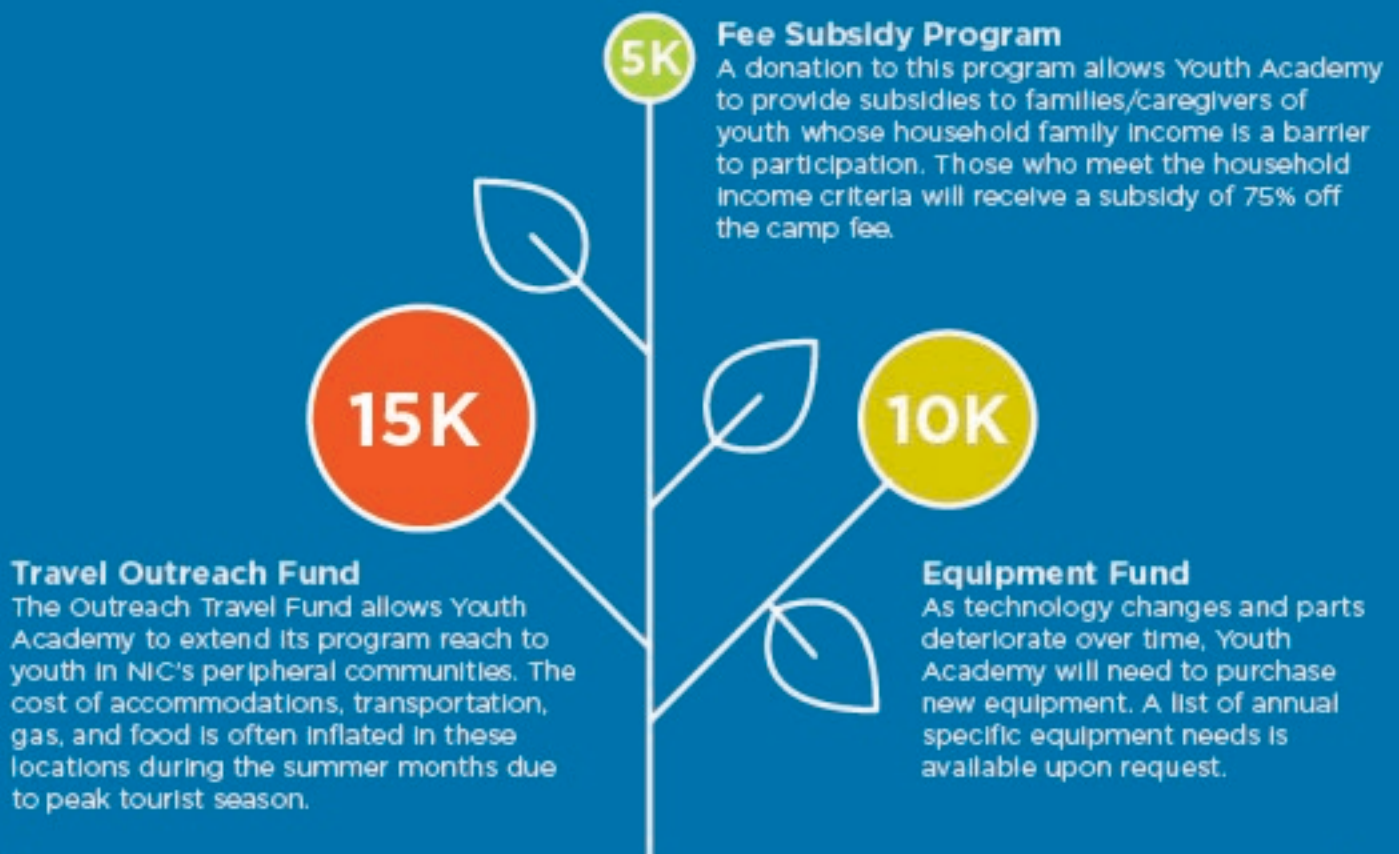
HOW YOU CAN SUPPORT

Exclusive Co-Presenter (\$15,000)

A multi-year contribution will help shape the future of Youth Academy programming by providing a foundation from which to deliver responsive programming that meets the needs of young learners in our community. Your support will allow Youth Academy to act on identified opportunities, expand our reach, and allocate funds to the area of greatest need.

Youth Academy participants are directly impacted by support in the following areas:

NIC YOUTH ACADEMY FUND TREE



Program Delivery Fund 30K

A contribution to the Program Delivery fund helps to off-set the cost of program development, program delivery, materials, and supplies. This includes wages for seasonal program staff.



THE BENEFITS OF THE NIC REACH

Across all social media platforms, including Facebook, Instagram, Twitter, YouTube and LinkedIn, North Island College has an audience of 20,000. Our audience is growing, seeing an increase of 19% in the last year. NIC's average post engagement rate for Facebook is 10.12%, and 4.3% on Instagram, which are both well above the industry average of 2.6%. In the last year, NIC's Facebook page reached 4.5 million unique users.