Partnership Application Form Worksheet

Thank you for your interest in becoming a Partner with E4 Youth. This worksheet provides a preview of our expanded partnership options. Once you have reviewed it, you may fill out the online version at bit.ly/PartnerwE4.

Your involvement is critical to our sustainability and growth. After twelve years of rigorous development, E4 Youth's proven model for building a diverse talent pipeline is flourishing and positioned to impact thousands more creative youth across the United States. So, your interest could not be better timed. To meet the volume of interest, we are expanding the structure of our partnership programs and will continue to make adjustments as needed to ensure we are impacting the most students and providing partners with substantive opportunities to engage in our mission. We are also considering the reality of working within a Pandemic time, which means these programs will most likely remain virtual throughout the 2020-2021 school year.

Our partnership needs are:

- Financial support to sustain the growth of the program and student employment system
- Professional coaching, guidance and networking
- Internship and employment opportunities for our students
- Assistance with special projects and programs

The Partnership Packet at the end of this document provides an overview of the impact you can make and benefits. In addition to the general partner levels in this document, we provide more targeted sponsorship and employee engagement opportunities for signature programs like the Austin Digital Heritage Project and events including our Virtual Talks and quarterly Legacy ATX Live music performances throughout this form. Please, indicate your interest in these specific opportunities and we'll follow up re: a more customized approach.

What are your company goals for community outreach?

___ Financial support for E4 Youth programs including employment for students
___ Preferred access to highly qualified and diverse talent
___ Employee Engagement opportunities to coach and mentor youth
___ Signature sponsorship opportunities for E4 Youth’s programs
___ Competitive insights from working directly with E4 Youth students on special projects
___ Opportunities to support E4 Youth’s mission through pro bono services

Employee Engagement & Signature Sponsorship Opportunities

E4 Youth has a broad range of opportunities for your employees to engage in our mission. Whether it is coaching a semester series long Industry Studio training sessions, serving as guest speakers for our weekly Virtual Talks, hosting a month job shadowing sessions or providing pro bono services, they can help us bridge the gap into the creative workforce for youth of color ages 16 - 22.

The **Austin Digital Heritage Project** provides opportunities to support community-wide intergenerational storytelling and digital literacy activities. The **Legacy ATX Live** music
series highlights both emerging musicians participating in the Creative Leadership Academy as well as veteran musicians of color.

Industry Studio Sessions

Industry Studio Sessions are opportunities for Partner employees to lead special 6 - 12 week portfolio building projects that can help our CLA members take their interests and skills to the next level. These weekly sessions can include client research, developing creative campaigns, audio video production projects, visual and product design projects among others.

Commitment:

- $5000+
- 6 - 12 weekly sessions per semester (2 - 4hrs a week)
- Written creative brief, design document and/or syllabus (Due end of August)
- Employee led pitch to members of the CLA (September)
- One time a week 1.5 hour sessions on M, T, W or Th
- Regular communications via email and Slack
- Evening hours between 6 and 8 p.m.

Are you interested in hosting an Industry Studio?

___ Yes
___ No
___ Need more information

If so, how often?

___ Fall Semester
___ Spring Semester
___ Fall & Spring Semesters

What Industry Studios could your company provide?

___ Advertising – Campaigns
___ Advertising - Art Direction
___ Advertising – Copyrighting
___ Advertising – Branding
___ Advertising – Strategy
___ Visual Design
___ Design Thinking
___ Illustration
___ Music – Composition
___ Music - Audio engineering
___ Production - Video/Filmmaking
___ Post Production - Video Editing
___ Post Production - Online editing, VFX
___ Post Production - Color Grading
___ Post Production - Audio Recording/Mixing
___ Digital - UX and Product Design
___ PR - Campaign Development
___ PR - Social Media
___ PR – Fundraising
___ Portfolio Development
___ HR - Personal Branding/Interview Skills
___ Financial Management as a Creative
Virtual Talks

E4 Youth Virtual Talks feature creative and technology industry leaders speaking directly to our students about their pathways into the creative economy. Produced by senior members of the Creative Leadership Academy, these inspirational talks are streamed live and added to our growing library of informational videos and podcasts.

Commitment:

- Virtual Talks will resume in September
- 30-minute prep call
- 60-minute interview/presentation

Would you like to participate in Virtual Talks?

___ Yes
___ No
___ Need more information

If so, how often?

___ Just once
___ Once a quarter
___ Once a month

Would you like to sponsor Virtual Talks?

___ Yes
___ No
___ Need more information

What Your Sponsorship of Virtual Talks Supports

Your money supports college-aged youth that are trained and employed to produce and distribute these talks. It also helps us build a library of online resources geared towards other emerging creatives that want to learn about creative and technology careers.

Signature Sponsorship for Fall Season (September - November 2020, 12 episodes) - $5,000
Shadow Sessions

Shadow Sessions are "fly on the wall" types of experiences for our emerging creatives. They provide insights into how creative and technology industry businesses work, the roles available for employment and the skills needed to flourish. They also go a long way towards fostering professional relationships that can jump start careers.

Commitment:

- $1000+
- 1 month (2 - 4 hours/week)
- Host 4 - 6 sessions with one CLA member
- Provide one portfolio building assignment
- Provide written feedback on work and interactions
- Student will publish reflections about their experiences

Are you interested in hosting shadow sessions?

If so, how often?

Pro Bono Services

In addition to volunteering for the programs listed above, E4 Youth often needs help with others important tasks including PR, digital campaigns and fundraising. Please, feel free to contact us if you have additional suggestions or offerings.

Are you interested in providing pro bono services?

___ Yes
___ No
___ Need more information

If so, what types of services?

Digital campaigns and collateral

___ Printing
___ Fundraising
___ Public Relations

How often?

___ Just Once
___ Once a quarter
___ Monthly
Internships and Employment

E4 Youth has a proven track record of cultivating diverse talent. Both our high school and college-aged youth consistently exceed partner expectations providing quality work, treasured relationships and valuable cultural insights. E4 Youth interns have developed campaigns for iconic brands like Southwest Airlines, Lyft and Whataburger and worked side by side with senior professionals on UX design, film and media projects.

This Fall, we will expand our talent pool from 50 within the greater Austin area to nearly 200 college-aged youth across the U.S.

Are you interested in providing internships and employment opportunities for our students?

___ Yes
___ No
___ Need more information

Internship/Employment Contact Name

First Name__________________________  Last Name _________________________________

Email: ____________________________________

Phone: ________________________

How many internships do you typically offer? ________________________

How often do you hire interns?

Please, describe any guidelines and/or special needs you have re: internships.
Austin Digital Heritage Project

The Austin Digital Heritage Project (PDF) is a growing coalition of for profit and non-profit partners that leverages E4 Youth’s Creative Leadership Academy and immersive storytelling curriculum practices to promote digital and cultural literacy throughout the community.

What Your Sponsorship Supports

Your money supports college-aged youth that are trained and employed to work with industry professionals in immersive media and technology as they collect and curate oral histories of Austin’s older residents of color into the E4 Youth Virtual Archive (E4VA pronounced "Eva"). They work with sister nonprofits serving elementary and middle school youth to help them integrate technology and immersive storytelling practices into enrichment clubs.

What Is E4VA?

E4VA is an online portal that showcases the oral histories of Austin's older residents based on key locations throughout the city. Currently in development, E4VA will allow users to click on highlighted areas of a map and explore related oral histories through immersive content developed by E4 Youth's students.

In the coming year, we will:

- Train and employ 40+ college-aged youth of color
- Collect and curate 80+ oral histories of older residents of color
- Host two multi-generational workshop events that celebrate and explore the histories of people of color in Austin

Commitment:

- Signature sponsorship $10,000+
  - Recognition at community quarterly storytelling workshops with 500+ youth and their families
  - Branding on the E4 Virtual Archive portal (launches in January 2021)
- Volunteering as part of immersive storytelling workshops (1 hr training, 1.5 hrs coaching per volunteer per event)
- Pro bono interactive development services (optional 8 - 16 hrs/month from a team)
View this past event.

Legacy ATX Live

The Legacy ATX Live music series features quarterly live events (October, January, April and July) that showcase both emerging and veteran musicians of color through special performances and interviews. The series helps raise awareness of Austin's musical legacy as well as money to support our Business of Music Fellowship program. Young musicians receive access to private lessons and learn directly from the pros about personal branding, songwriting, publishing, production, marketing and touring.

Commitment:

Title Sponsorship - $20,000 for entire season ($5000 for individual shows)
We are raising $500,000 to support the [Creative Leadership Academy](#) program which provides professional level training and employment to college age youth of color. CLA members participate in career mapping, portfolio/resume development, coaching and networking sessions with top creative and technology professionals. E4 Youth hires the most outstanding CLA participants to serve as Creative Mentors that lead our high school enrichment clubs and serve as Digital Docents that promote digital and cultural literacy through the [Austin Digital Heritage Project](#). CLA members are also eligible for ongoing internship and employment opportunities with E4 Youth’s creative and technology industry partners.

### E4 Youth Partner Levels

<table>
<thead>
<tr>
<th>Cornerstone Investor $100K+ (1 available)</th>
<th>Institutional Investor $50K+ (4 available)</th>
<th>Innovator $25K+</th>
<th>Creative Collaborator $10K+</th>
<th>Capacity Builder $5K+</th>
<th>Friend $1K+</th>
</tr>
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<tbody>
<tr>
<td><strong>Impact</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of college youth that earn cash stipends ($250) and improve their portfolios/resumes</td>
<td>80</td>
<td>40</td>
<td>20</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Number of college age youth that receive regular hands on exposure to careers within the creative economy</td>
<td>80</td>
<td>40</td>
<td>20</td>
<td>8</td>
<td>4</td>
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<tr>
<td>Number of college youth that earn internships and employment opportunities</td>
<td>40</td>
<td>20</td>
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<td>4</td>
<td>2</td>
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<tr>
<td>Number of youth ages 8 - 18 that learn hands on digital and cultural literacy skills</td>
<td>500</td>
<td>250</td>
<td>125</td>
<td>50</td>
<td>25</td>
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<tr>
<td><strong>Benefits</strong></td>
<td></td>
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#### Sponsorship of Annual E4 Youth Showcase in May

<table>
<thead>
<tr>
<th>Title</th>
<th>Co-Title</th>
<th>Co-Sponsor</th>
<th>Featured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press release for Your Company announcing commitment</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgement in branded digital and print content (website, videos, print ads).</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to host a team of interns on a special project</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Priority access to creative talent.</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

### Cornerstone Investor $100K+

<table>
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<tr>
<th>Benefits</th>
<th>Capacity Builder $5K+</th>
<th>Friend $1K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship of quarterly community gatherings in June, October, January, and March featuring special performances and presentations by our ecosystem of youth and professionals</td>
<td>Title</td>
<td>Co-Title</td>
</tr>
<tr>
<td>Press release for Your Company announcing commitment</td>
<td>✓</td>
<td>✓</td>
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