



## 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](https://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?

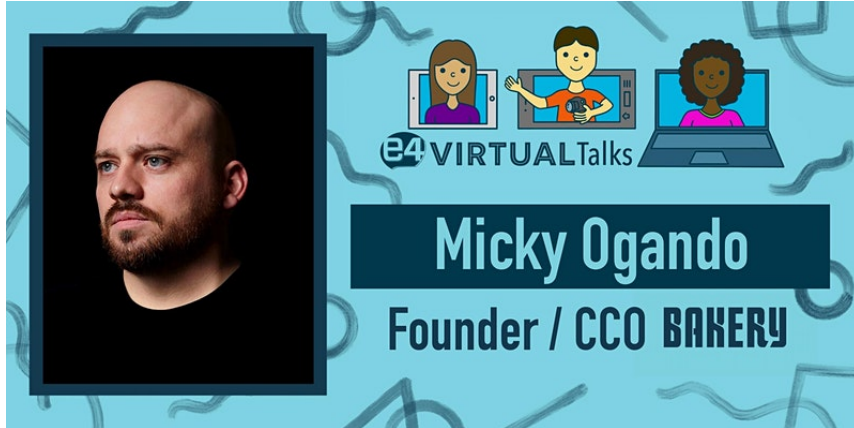
- Yes
- No
- Need more information

### If so, how often?

- Fall Semester
- Spring Semester
- Fall & Spring Semesters

### What Industry Studios could your company provide?

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



[View](#) this past talk.

### 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



*E4 Youth interns present a campaign to senior leaders at Lyft.*

## **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)



