



students ideas data technology business

SOLVING PROBLEMS TOGETHER

6 & 7 MAY 2017

BAY OF PLENTY, NEW ZEALAND

Venture Centre is excited to announce the seventh annual MASHUP competition for Bay of Plenty secondary schools.

MASHUP delivers a focused, entrepreneurial, learn-by-doing experience. It improves the mindset and skillset of our young people. It exposes them to the tools and ways of thinking and working necessary to become successful in the 21st century.

We'd love to have your company on board to bring this valuable opportunity to young people in our region.

How does it work?

Registered teams of 4 students from secondary schools work with mentors equipped with real-world experience and business, technology, design, marketing and sales skills to develop a business idea which solves a real problem.

In one weekend all participants are stepped through a process which encourages critical thinking, innovation, teamwork and requires them to be rigorous about finding a sustainable solution to a problem they are passionate about.

The weekend brings into focus the use of public information (open data) and online technology to deliver solutions - both of which are pivotal to the success of our children in the future.

Why Mashup with us?

If you believe education needs to provide students with the skills to take an entrepreneurial approach to their lives and work this collaboration between students, business, technology, design, marketing and sales professionals at MASHUP 2016 is a great way to start! Its catalytic effect will enable everyone involved to think differently.

By providing this opportunity for our young people to develop entrepreneurial skills and drive you can help prepare them for a world that is changing at lightning speed.

MASHUP will help learners today to take part, be productive contributors and take leadership roles in the world tomorrow.

Jump in and MASHUP.

Sponsorships available

Gold Sponsor	\$10,000.00 + GST
Silver Sponsor	\$5,000.00 + GST
Catering Sponsor	\$3,000.00 + GST
Bronze Sponsor	\$1,000.00 + GST
(see reverse for the details)	

learn by doing with



BRONZE Sponsors (\$1,000.00 + GST)

- Use of your brand on print promotional materials certificates and website
- Opportunities to promote the business at venue
- Right to refer to MASHUP in own marketing materials

FOOD Sponsor x 1 ONLY (\$3,000.00 + GST)

(Catering costs include morning and afternoon teas, lunches and the provision of water and fruit during the two days of the competition for about 100 people.)

All the benefits of bronze PLUS:

- Invitation to welcome students at 1st briefing and speak at prize giving.
- Invitation to provide mentors and work with the students
- Opportunities to promote the business at venue at meal times
- Right to refer to MASHUP in own marketing materials



SILVER Sponsors (\$5,000.00 + GST)

All the benefits of bronze PLUS:

- Promotion of your brand on MASHUP Facebook page and Twitter feed
- Invitation to speak and present a runners-up prize at prize giving
- Invitation to provide mentors and work with the students
- Exposure through a minimum of two media releases before/during/after the event
- Invitation to provide one branded item for swag bag

GOLD Sponsors (\$10,000.00 + GST)

All the benefits of silver PLUS:

- All communications will display your brand with “gold sponsor” tag including promotional materials, certificates, Facebook page, Twitter feed and MASHUP website
- Inclusion of quotes from your representative on two media releases before/during/after the event written by the MASHUP team
- Invitation to speak and present the first prize at prize giving
- Invitation to be a judge
- Video interviews for use on social media prepared by MASHUP team
- Invitation to provide student/education related content about your brand on MASHUP blog written by MASHUP team
- Opportunity to provide branded swag and swagbag
- Invitation to present the MASHUP trophy at the winning school’s assembly

2017 Event overview

The competition is open to up to 60 students = 15 teams of 4 from schools across the region. (The more sponsorship raised, the greater the number of students)

Taking lean-startup methodology to schools with facilitation of pitch-fire events and team formation in school classes and assemblies.

A dedicated business, technology, marketing or sales coach per team to work through the process of formulating a viable, sustainable idea to solve a problem. This is in addition to ‘roaming’ coach support from entrepreneurs and business, technology, marketing and sales professionals from across the region.

\$1000 winning team cash prize

Want to know more about the event or sponsorship?

Email Pascale Hyboud-Peron
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Visit www.mashup.co.nz for more details
or find BOP Mashup on Facebook

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