

Jr. CEO™

DEVELOPED BY



VISALIA CHAMBER
OF COMMERCE

Program Overview: The Visalia Chamber of Commerce has created Jr. CEO, a five-week digital business education course that teaches kids the basics of starting their own company. The concept revolves around the scenario of opening up a hot chocolate stand. At the end of the program, on Jr. CEO Day, the participants will open up their hot chocolate stands (or another concept that they created) at various spots around town. The program is produced to communicate at a sixth grade learning level, but all ages are welcome to participate, and covers five main categories: Business Fundamentals (filing a DBA, setting up a bank account, etc.), Cost Models, Safety/Food Prep, Marketing, and Money Management. One webinar/session will be released per week over the course of five weeks. Tuition is \$25 per student.

Session 1: Fundamentals for Setting up Your Business

Our first session will focus on the basics of officially starting the business. Filing paperwork for their DBA, their business license, setting up a bank account, obtaining the proper insurance, etc.

Session 2: Cost Models

Students will be taught how to form a business plan by using a cost model for their hot chocolate stand: What ingredients are needed and how much of each ingredient is needed for the recipe. How to source ingredients, cost of goods sold, selling price point, profit margin, etc.

Session 3: Safety and Food Prep

Before the business starts selling to customers, safety protocols and food prep guidelines must be in place. This session will go over the importance of safety, how to acquire a food handler's license, and how to create guidelines and protocols.

Session 4: Marketing and Customer Service

With the business officially up and running, it's time to market the brand and bring in customers! This session will walk students through some marketing basics and best practices.

Session 5: Savings and Money Management

The sales are coming in! Now what? This session will address the importance of savings and money management. How much do you use to re-invest in the company? How much should be put into savings/reserves? This session will walk students through a plan on how to manage their profits.



Jr. CEO VISIONARY/TITLE: \$7,500/yr (exclusive, 2yr min. contract) SOLD

You are the title sponsor of the Jr. CEO program. Your company name/logo will appear on top of the Jr. CEO logo, next to the Visalia Chamber of Commerce logo. Your logo will appear on all Jr. CEO marketing materials including, but not limited to: social media, e-blast, Jr. CEO webpage, flyers, etc. Any time the Jr. CEO program is mentioned on social media, the Visalia Chamber will tag your company's social media page and all verbiage of the program will be stated as, "Visalia Chamber of Commerce Jr. CEO program, presented by [your company name here]. Your logo will be placed on all session materials: videos and each page of the workbooks. Your company will have exclusive sponsorship of two Jr. CEO sessions. Your sponsorsh and each page of the workbooks. Your company will have exclusive sponsorship of two Jr. CEO sessions. Your sponsorship is category exclusive.

CORNERSTONE: \$3,000/yr (3 available, 2yr min. contract)

Your company logo will have preferred placement below the Jr. CEO logo and will be included on all Jr. CEO marketing materials, including the Jr. CEO webpage. Your logo will be placed at the bottom of each page of the Jr. CEO workbooks. A representative from your company will have the chance to pre-record a message to be played before one of the Jr. CEO virtual sessions (no longer than 30 seconds). Your company will have exclusive sponsorship of one Jr. CEO video session. Your sponsorship will cover tuition for a "classroom", up to 30 students (you can select the school or we can find students for you).

BONUS VIDEO SESSION \$2,000/yr (3 available, 2yr min. contract)

Your company will be featured in a bonus video highlighting your business while providing valuable information to the Jr. CEO students. The video will be produced for you and provided to Jr. CEO students in both the Fall and Spring programs. Your company logo will be placed on all marketing materials, including all workbook pages, and on the Jr. CEO webpage. Video topics must be approved by the Visalia Chamber of Commerce and not overlap the fie main Jr. CEO session topics. Your sponsorship will cover tuition for a "classroom", up to 30 students (you can select the school or we can find students for you).



STUDENT NOTEBOOKS: \$1,500/yr (2yr min. contract)

Your company logo will be co-branded with the Jr. CEO and Visalia Chamber logos on 100 notebooks to be given away free to Jr. CEO students. The Visalia Chamber will purchase the notebooks. Your company will have the option to hand out the notebooks at your business or have the Visalia Chamber be in charge of distribution. Your company logo will be placed on the Jr. CEO webpage.

STUDENT CASH BAGS: \$1,500/yr (2yr min. contract)

Your company logo will be co-branded with the Jr. CEO and Visalia Chamber logos on 100 cash bags to be given away free to Jr. CEO students. The Visalia Chamber will purchase the cash bags. Your company will have the option to hand out the cash bags at your business or have the Visalia Chamber be in charge of distribution. Your company logo will be placed on the Jr. CEO webpage.

"I'M A JR. CEO!" PINS: \$1,500/yr (2yr min. contract)

Your company logo will be co-branded with the Jr. CEO and Visalia Chamber logos on 100 pins that read "I'm a Jr. CEO!" to be given away free to Jr. CEO students. The Visalia Chamber will purchase the cash pins. Your company will have the option to hand out the pins at your business or have the Visalia Chamber be in charge of distribution. Your company logo will be placed on the Jr. CEO webpage.

Jr. CEO STARTER KIT BUNDLE: \$3,500/yr (2yr min. contract)

Your company logo will be co-branded with the Jr. CEO and Visalia Chamber logos on **all of the items listed above**, plus additional pens and folders with your company logo, to be given away free to Jr. CEO students. The Visalia Chamber will purchase the cash items. Your company will have the option to hand out the Jr. CEO starter kits at your business or have the Visalia Chamber be in charge of distribution. Your company logo will be placed on the Jr. CEO webpage and on all marketing materials.