Iowa Industry and Community Leader,

In 1984, the U.S. Chamber of Commerce published a report that included the notion that the next generation "does not understand the role of business in a thriving economy." That same year, Business Horizons was implemented by Iowa leaders to inform and inspire Iowa high school students through leadership, teamwork and entrepreneurship opportunities. Now, more than 6,000 have graduated from the program.

Business Horizons connects classroom concepts to real world implementation. Through five days of challenges, workshops, speakers and more, students gain a renewed vision of their strengths and future as they prepare for college/career. The program not only provides unique experiential learning opportunities, but also instills essential employability skills necessary for success in today's workplace.

It is with the support of many partners across the state that we are able to provide this eye-opening experience for more than 75 Iowa high school students from across the state each summer. As a 501c3 non-profit, this opportunity is only able to be offered because of the support received through fundraising. Sponsors ensure we are able to continue to extend all students the ability to attend for less than 25% of the actual cost per student.

We invite your organization to receive statewide recognition as the industry and community leader you are by becoming a sponsor of Business Horizons.

Support is structured between $500-$10,000 with increasing benefits. 'Event sponsorship' levels assist with specific operational program costs, such as meals, speakers or materials. 'Annual sponsorship' levels sustain our critical infrastructure throughout the year to allow us to focus on long-term successes, such as partnership development and outreach efforts. All contributions are eligible for tax-deduction.

We would be grateful to have your support in fostering growth and innovation in Iowa through our state's future leaders.

Sincerely,

BECKY COADY Vice President of the ABI Foundation
rcoady@iowaabi.org | D: 515.235.0569 | C: 515.326.2129

Thank you for your consideration of supporting the Business Horizons program. Following is more information about our work, reach and support we felt sponsors should have. All information reflects the ABI Foundation's fiscal year from Oct. 1, 2020 through Sept. 30, 2021. We look forward to your response.

ATTACHMENTS

- Advocacy Kit
- Program Overview Flyer/Poster
- Participant Outcomes
- Board Members
- Sponsorship Levels & Benefits

BUSINESS HORIZONS
ADVOCACY KIT FOR 2021 PROGRAM

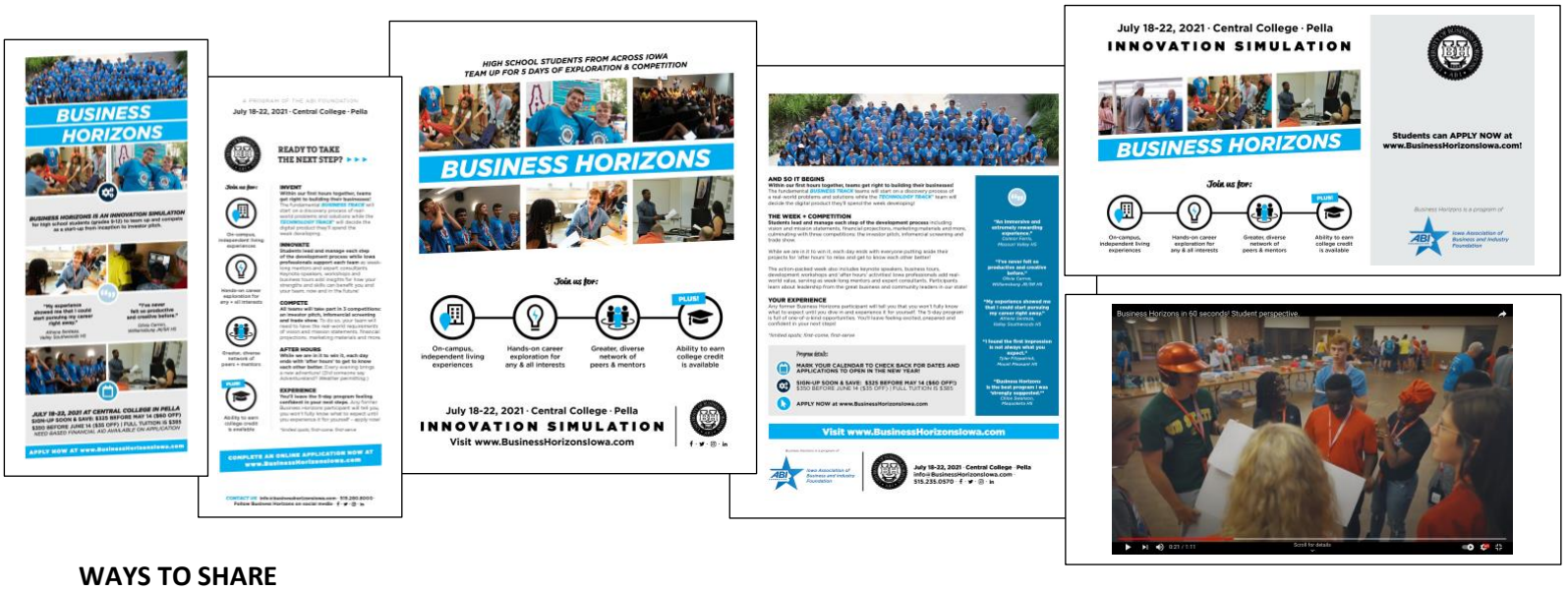
DETAILS

WHEN & WHERE: July 18-22, 2021 at Central College in Pella
WHO: Iowa high school students (grades 9-12 during the 2020-21 school year)
WHAT: A 5-day innovation simulation for students to get a better sense of how strengths and skills connect to the business world and the real world. The action-packed week is filled with competitions, workshops, keynote speakers, 'after hours' activities and more! Participants go on to their next steps feeling confident about the future.
COST: Cost includes all meals, lodging and materials. Limited need-based financial assistance is available through the application. Sign up sooner and save!

- Discount Deadline #1: Before May 14, the cost is $325 ($60 off!).
- Discount Deadline #2: Between May 15-June 14, the cost is $350 ($35 off!).
- Full Tuition: After June 14, the cost is $385.

REGISTER: Students are encouraged to apply now at www.BusinessHorizonsIowa.com.
QUESTIONS? Contact info@businesshorizonsiowa.com or 515.280.8000

PROMOTE



WAYS TO SHARE
Help us reach students, parents, educators and community leaders by:

- Passing along our student handout
- Showing our videos, a 60-second promo video or 4-minute program overview video
- Adding our poster on school/community bulletin boards
- Including our flyer in material handouts for meetings or conferences
- Promoting Business Horizons in announcements, newsletters, emails and other forms of communication (provided: graphics, slides, photos and suggested copy)
- Inviting us to give a quick presentation on the program or a workshop related to our curriculum
- Engaging with us on social media by using #BH2021 on Facebook, Twitter, Instagram and LinkedIn

All advocacy kit files can also be accessed through this Google Drive folder.

HIGH SCHOOL STUDENTS FROM ACROSS IOWA
TEAM UP FOR 5 DAYS OF EXPLORATION & COMPETITION

BUSINESS HORIZONS

Join us for:

- On-campus, independent living experiences
- Hands-on career exploration for any & all interests
- Greater, diverse network of peers & mentors
- **PLUS!** Ability to earn college credit is available

July 18-22, 2021 · Central College · Pella

INNOVATION SIMULATION

Visit www.BusinessHorizonsIowa.com

UNIVERSITY OF BUSINESS HORIZONS · BH · 1984 · ABI

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AND SO IT BEGINS

Within our first hours together, teams get right to building their businesses! The fundamental ***BUSINESS TRACK*** teams will start discovering real-world problems and solutions while the ***TECHNOLOGY TRACK**** team will decide the digital product they'll spend the week developing!

THE WEEK + COMPETITION

Students lead and manage each step of the development process including vision and mission statements, financial projections, marketing materials and more, culminating with three competitions: the investor pitch, infomercial screening and trade show.

While we are in it to win it, each day ends with everyone putting aside their projects for 'after hours' to relax and get to know each other better!

The action-packed week also includes keynote speakers, business tours, development workshops and 'after hours' activities! Iowa professionals add real-world value, serving as week-long mentors and expert consultants. Participants learn about leadership from the great business and community leaders in our state!

YOUR EXPERIENCE

Any former Business Horizons participant will tell you that you won't fully know what to expect until you dive in and experience it for yourself. The 5-day program is full of one-of-a-kind opportunities. You'll leave feeling excited, prepared and confident in your next steps!

**limited spots; first-come, first-serve*

Program details:

MARK YOUR CALENDAR FOR **JULY 18-22, 2021** TO JOIN US AT CENTRAL COLLEGE IN PELLA

SIGN-UP SOON & SAVE: $325 BEFORE MAY 14 ($60 OFF!)
$350 BEFORE JUNE 14 ($35 OFF) | FULL TUITION IS $385

APPLY NOW at www.BusinessHorizonsIowa.com

"An immersive and extremely rewarding experience."
Connor Ferris, Missouri Valley HS

"I've never felt so productive and creative before."
Olivia Carron, Williamsburg JR/SR HS

"My experience showed me that I could start pursuing my career right away."
Athena Senteza, Valley Southwoods HS

"I found the first impression is not always what you expect."
Tyler Fitzpatrick, Mount Pleasant HS

"Business Horizons is the best program I was 'strongly suggested.'"
Chloe Swanson, Maquoketa HS

Visit www.BusinessHorizonsIowa.com

Business Horizons is a program of

ABI FOUNDATION *Iowa Association of Business and Industry Foundation*

July 18-22, 2021 · Central College · Pella
info@BusinessHorizonsIowa.com ·
515.235.0570 ·

BUSINESS HORIZONS
PARTICIPANT OUTCOMES

DATA FROM THE MOST RECENT PROGRAM

Business Horizons participants provide insights in what they value, how perceptions change and what their plans are for the future.

2019 PARTICIPANTS

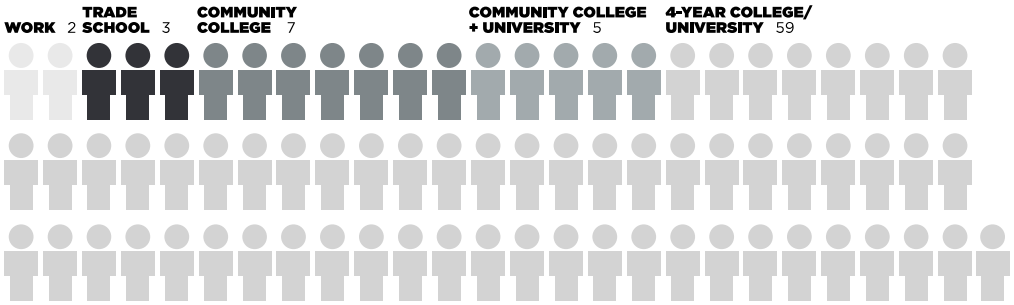
76 attendees
from 47 high schools
in 26 Iowa counties

16 freshmen, 17 sophomores, 31 juniors and 11 seniors

48% women, 52% men

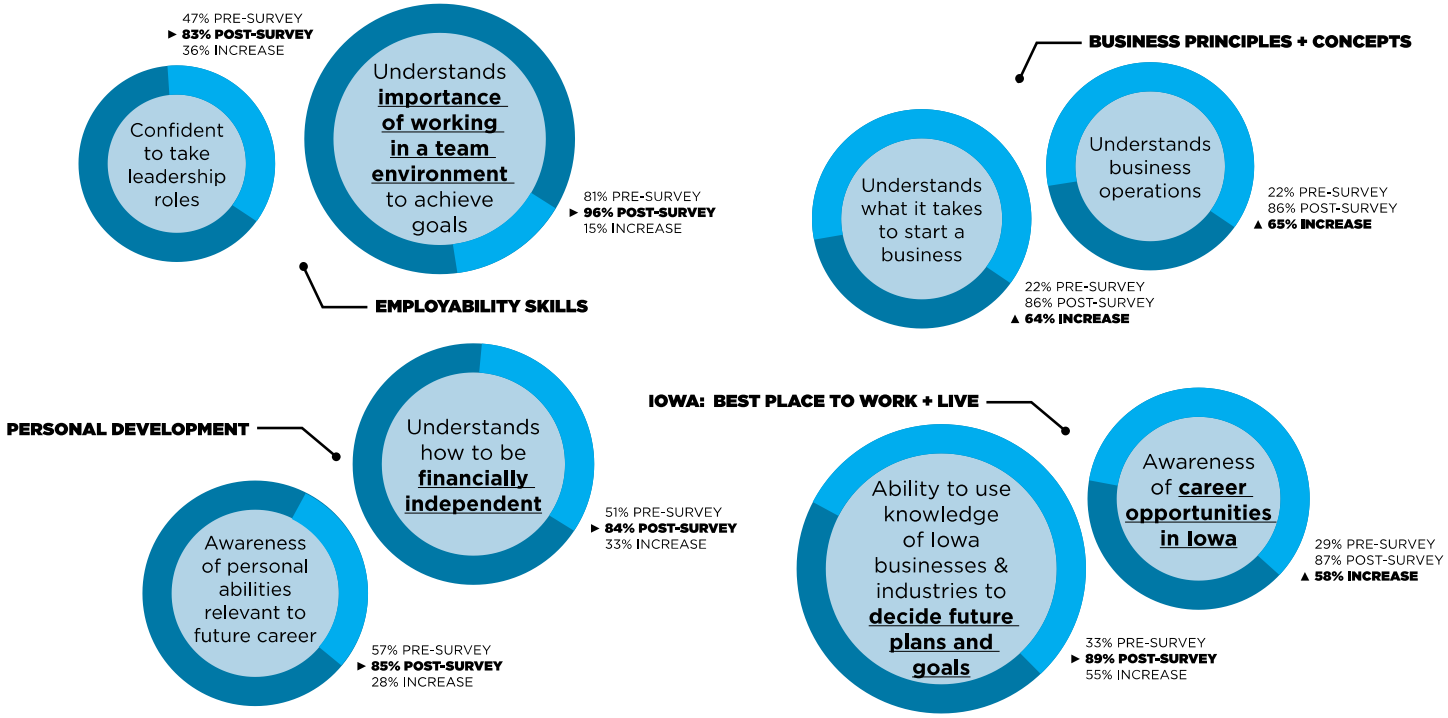
57% White, 23% Black or African American, 11% Asian or Pacific Islander, 4% Hispanic or Latinx, 5% additional ethnicities – as diverse as the population of the U.S.

Students' plans for next steps after graduation:



PROGRAM RESULTS

Participant outcomes as conveyed through program pre- and post-survey results:



BUSINESS HORIZONS
BOARD MEMBERS 2021

NAME	POSITION	COMPANY/ORGANIZATION	LOCATION
Ami Burns	Chair	Vermeer	Pella
Dawn Bowlus	Board Member	Jacobson Institute for Youth Entrepreneurship	Iowa City
Nate Clayberg	Board Member	Career Adventure Academy	Cedar Falls
Madison Dahlhauser	Board Member	Collins Aerospace	Carroll
Alex Gates	Board Member	Technology Consultant/Web Developer	Omaha
Sarah Kidawa	Board Member	ITAGroup	West Des Moines
Jacob Kurt	Board Member	Student Representative; UNI	Troy Mills / Cedar Falls
Mandy Johnson	Board Member	Collins Aerospace	West Des Moines
Karen Rieck	Board Member	FBL Financial Group	West Des Moines
Amy Steenhoek	Board Member	Des Moines Area Community College	Ankeny
Daren Westercamp	Board Member	Ag Leader Technology	Ames

BUSINESS HORIZONS
SPONSORSHIP LEVELS & BENEFITS

SPONSOR STRUCTURE	*EVENT SPONSORS*			*ANNUAL SPONSORS*		
	Support Sponsor	Vision Sponsor	Success Sponsor	Connecting Sponsor	Leading Sponsor	Presenting Sponsor
Benefits	$500	$750	$1,500	$2,500	$5,000	$10,000
Year-round recognition as "Presenting Sponsor"						X
Dedicated speaking opportunity to participants						X
Show 1-minute video provided by your organization						X
Logo on t-shirt, worn by all students, industry advisors and staff					X	X
Industry team named after your company					X	X
Preferred post on social media					X	X
Post-program & end-of-FY sponsor appreciation post on social media				X	X	X
Attend end-of-week competitions and graduation				X	X	X
Listed in annual publications				X	X	X
Logo displayed on program website year-round				X	X	X
Acknowledged in press release(s)				X	X	X
Directly support participant(s) by providing “program scholarship(s)”			1	2	3	4
Various visiting or volunteering opportunities			X	X	X	X
Full-page ad in participant notebook		X	X	X	X	X
Recognized in participant materials	LISTED ON AGENDA			LOGO ON COVER		
Logo gear in welcome bag	X	X	X	X	X	X

Additional customized benefits may be arranged by request to and with the approval of ABI Foundation staff.

EVENT SPONSORS provide for the week-of expenses of the participants and program. These needs include meals, materials, transportation, venue rentals and speaker costs. **Support, vision and success sponsors** affect the participant experience.

ANNUAL SPONSORS provide the critical infrastructure needed to sustain and develop the program. These needs include our staff, office, technology and equipment. **Connecting, leading and presenting sponsors** enable year-round work of partnership development and outreach efforts.

To discuss further about sponsorship and involvement in the program, please contact the ABI Foundation’s Vice President Rebecca Coady at rcoady@iowaabi.org or 515.235.0569.