

# THE BIG IDEA

Everything begins with an **IDEA**

INNOVATION  
IDEA  
INTELLIGENCE  
imagination  
initiati  
inspiration  
INDIVIDUAL  
IMPACT

**FEBRUARY 1, 2023 - COMPETITION OPENS**

## Do you want to be a part of the BIG IDEA?

The Big Idea SCV is designed to engage and inspire the entrepreneurial spirit of young adults 16-22 in the SCV.

The Big Idea SCV will challenge young adults to unleash their creativity, problem solving, critical thinking, and presentation skills and develop a mindset for 21st century careers whether they become an entrepreneur or not.

Young adults will engage with experienced entrepreneurs and businesspeople, receive critical feedback and mentoring on their ideas, join a community of like-minded young adults, and compete for cash prizes.

Everything begins with an idea. **READY, SET, GO!**



## SPONSORSHIP LEVELS

### Title Sponsor | \$2,500 (1 available)

- Logo on giveaways to applicants
  - Padfolio for 25 Semi-Finalists
  - Backpack for 8 Finalists
- Ability to place company branded items on table at Finals event
- Logo recognition on website
- Logo recognition on signage at Finals event on April 26, 2023
- Recognition on social media
- Framed event poster

### Event Sponsor | \$500

- Logo recognition on website
- Logo recognition on signage at Finals event on April 26, 2023
- Ability to place company branded items in backpacks given to Finalists
- Recognition on social media
- Framed event poster

### Bag Sponsor - \$500

- Co-Branded drawstring backpack for swag giveaway.

### Timeline

- 2.1.2023 Competition opens
- 2.21.2023 First round applications due
- 3.8.2023 25 Semi-Finalists announced (advance to second round)
- 3.13.23 Pitch and branding workshop for Semi-Finalists 5-7 PM
- 3.30.2023 Second round submissions due
- 4.6.2023 Finalists - The "Great 8" announced
- 4.26.2023 5pm - Final Pitch event @ LA North Studios

The Big Idea SCV is a signature project of the Baker Family Foundation (BFF of CA), in partnership with the Santa Clarita Valley Economic Development Corporation.



BAKER FAMILY  
FOUNDATION



Apply at [www.thebigideascv.com](http://www.thebigideascv.com)