

mayor's youth task force
mytff

Participation

	Amazing Race	“Festival”
MGT	●	●
YENYR	●	●
YVM	-	●
CanYouth	-	-
Tune for Life	●	●
Turn the Page	●	-
Markham Public Library	-	●
MY Community	●	●
MTAC	-	-
MYTF	●	●

Amazing Race



- Annual event hosted by youth for youth
- Signature event
- Raise money for charity
- Collaboration between many organizations
- Participants experience all corners of Markham

AR- Why collaborate?



- As organizations, we all strive towards a common cause of volunteerism and awareness
- This is an event that can bring equal recognition for all organizations involved

How can this be collaborative?



- Requires substantial organization and coordination
- Efforts split among several committees would make the event run more efficiently
- One or two stations in respective areas would be run by participating organizations
- Station activities are completely up to the host and can reflect whatever cause/theme the council chooses

AR- Next Steps

- You
 - February 10
 - Confirm station's location and activity
- MYTF
 - Design 'x' number of stations
 - Seek sponsorship
 - Design participant registration process
 - Design marketing strategy
 - Create day schedule

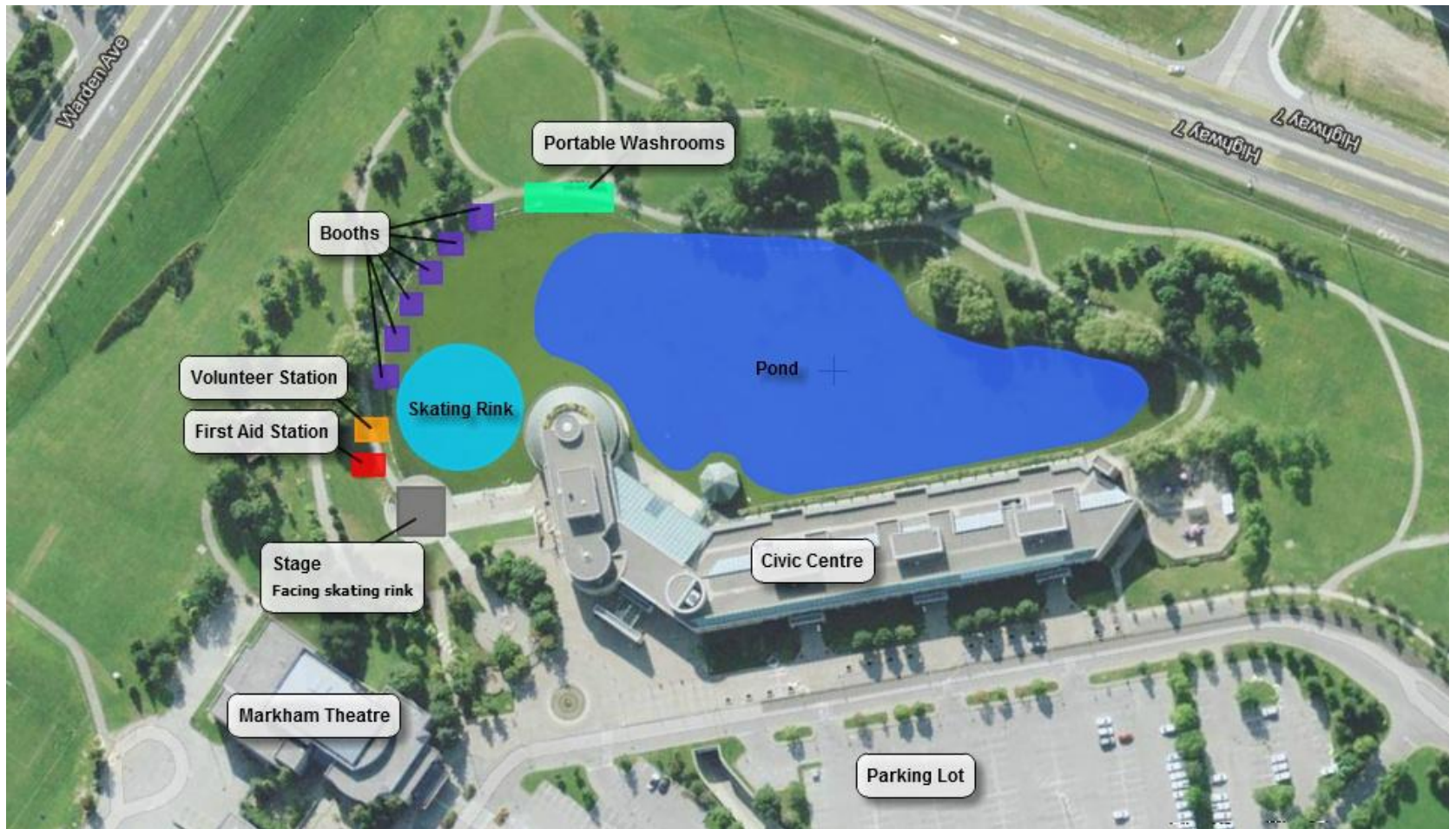
“Festival”

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“Festival”

- Layout
- Outreach
- Battle of the Bands
- Step to It
- Name ideas

“Festival” Layout



Outreach

- Our goals
 - Reach out to local youth related non-profits to participate
 - To reach school clubs and invite them to participate
 - To get sponsorship for the event
- Why?
 - To celebrate and showcase youth culture

Outreach- Collaboration

- One of the most important components of the entire event
- MYTF organizes stage events, but we can't have a festival with just on stage events
 - We need your help to run events/activities during the festival
 - Also, we need your help to reach out to your schools and invite your school clubs to come out.
 - It is all about celebrating youth culture
 - Great opportunity to promote your organization!

Outreach- Next Steps

- You
 - Talk to individual school clubs/youth organizations about the event
 - Come up with ideas of your own events to host at this event
- MYTF
 - Get approval from the board (so we don't have to get approval from each school)
 - Secure sponsorships
 - Look into getting food vendors
 - Speak to various non-profits



Presented by MYTF

6th Annual BOTB

May 2012

Battle of the Bands

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Where Markham Youth display their ROCKING talents in a friendly competition.



BOTB- Goal

- 8 competing bands
- 3 Guest performers
- 3 or 4 Judges to decide winners
- 1 or 2 MCs
- Grand prize of a recording contract
- Submitted Video Auditions
- **Showcase the musical talent of Markham's Youth coming together as a band.**

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BOTB- Timeline

- **December & January:**

- keep reaching out to competitors
- know what our plan for the day of the actual event
- promote auditions for the event
- be in touch with sponsors and possible guest performers

- **February & March:**

- end: auditions
- confirm sponsorships, prizes and guest performers
- select the best bands
- create official schedule of event
- PROMOTE EVENT
- be in touch with performers

- **April:**

- **PROMOTE.**
- make sure everything is confirmed
- keep everyone informed
- buy possible supplies needed for that day

May: THE EVENT!!!

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BOTB- Guest Performers

- Well known rock bands
 - Graduated bands
 - Famous local bands
 - DISbanded bands
- Youtube stars
- Famous musicians
 - Canadian artists
- Previous Winners



BOTB- Sponsorship

- Music Stores
- Music Businesses
- Radio Stations
- TV Stations

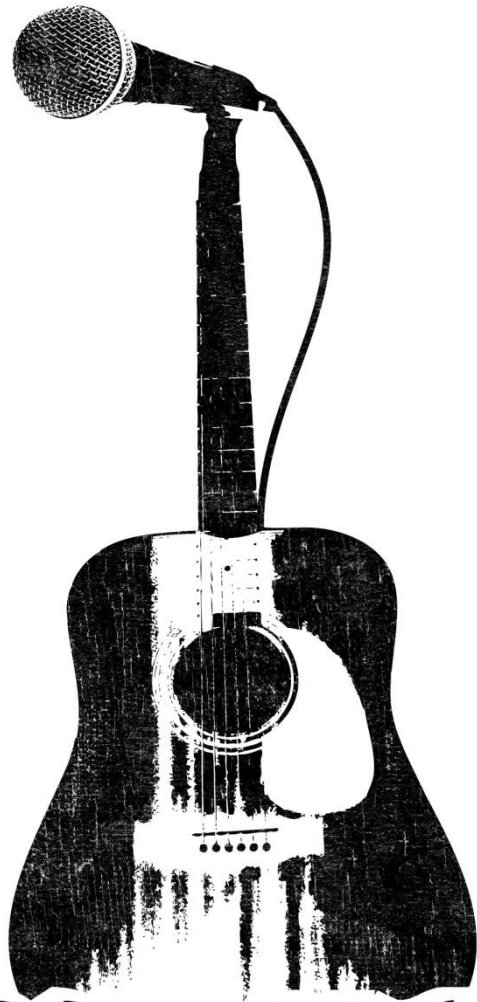
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BOTB- MCs or Judges

- **Radio Stations**
 - Any DJs from:
 - KISS 92.5
 - 104.5 CHUM FM
 - 99.9 Virgin Radio
 - Z103.5
- **TV Stations**
 - Any VJS from:
 - MUCH Music
 - MTV Canada
- **Well known persons**

BOTB- Tentative Schedule



Battle of the Bands

- 6:00:00 Previous Winners Perform
- 6:10:00 MC welcomes everyone
- 6:15:00 Group 1
- 6:30:00 Group 2
- 6:45:00 Group 3
- 7:00:00 Group 4
- 7:15:00 Guest Performance
- 7:25:00 Group 5
- 7:40:00 Group 6
- 7:55:00 Group 7
- 8:10:00 Group 8
- 8:25:00 MCs announce round 2 finalists
- 8:30:00 Group 1
- 8:40:00 Group 2
- 8:50:00 Guest Performance
- 9:00:00 Group 3
- 9:10:00 Group 4
- 9:20:00 Guest Performance
- 9:30:00 MC tells us the winner
- 9:35:00 Winner performs
- 9:40:00 MC thanks sponsors

Step to It



Step to It

- Second annual dance competition
- Friday May 11, 2012 from 7:00-10:00
- Civic centre
- Break dancing, hip-hop, etc.
 - both dance crews and soloists
- Includes freestyle component where audience members are welcome to join in
- 10+ performers

Step to It- Special Guests and Judges

- Local youth
 - Unity, Vybe
- Spice N Rice (last year's champions)
- Dance instructors from various academies
- Beatboxers

Step to It- Partners and Sponsors

- DJs
- Long and McQuade: musical equipment, sound system, and lighting
- Radio stations
- Music businesses

Step to It- How you can contribute

- Suggest and introduce performers
- Promotion
- Your valued opinion
 - special guests
 - Judges
 - MCs
 - Other features of the competition

Step to It- Next Steps

- MYTF
 - Devise a marketing strategy to begin promotion: create videos, items, posters, social media
 - Confirm:
 - Logistics: stage layout, equipment suppliers
 - Sponsors, special guests, judges, and MCs
 - Prizes: trophy, monetary reward, studio time
 - Auditions
 - Create day schedule

“Festival” Name Ideas

- Co-Lab - coming out late - and bonding
- Reach
- Next
- MYCO – Markham Youth Collaboration
- T3 - Tomorrow, Today, Together
- C3 – Celebrating Community Collaboration

“Festival”- Timeline

- February 10
 - Confirm contribution to “festival”, including details on timeline, goals, strategy
 - Venue and stage confirmed
 - Marketing campaign to attract participants begins
 - Continue to search for sponsors
- March 31
 - Last day for sponsor to partner
- April 13
 - Last date for participants to sign up for BOTB or Step to It
 - Last date for school groups to confirm their participation
 - Marketing campaign to publicize event begins
- May 11 and May 12
 - Event date

Next Steps

- You
 - February 10
 - Confirm contribution and develop plan and strategy
- MYTF
 - Secure venue
 - Power, water, washrooms
 - Secure stage and lighting
 - Search for sponsors
 - Design two step marketing campaign

Get Involved! Conference

- Thursday, March 1st, 2012
- 9:30am to 2:30pm
- Civic Center
- 250 Markham elementary school students

Why are we hosting this conference?

- Inspire and motivate students to “Get Involved!” after they enter high school
- Help students bridge the gap between elementary school to high school
- Receive insight from youth who have been involved in Markham initiatives for a long time
- Present involvement opportunities outside of school

How can you contribute?

- Host interactive workshops to engage delegates during the conference
- Lead networking session
- Nominate a member(s) that can represent your organization as a speaker
- Promote conference

Benefits

- Spread awareness of your own organization among future youth leaders
 - Promote your events and initiatives
- Building relationships and network between other organizations

Next Steps

- You
 - January 20
 - Declare interest in participating and in what manner
 - Speaker
 - Workshop host
 - Networking presenter
- MYTF
 - Book speakers of interest
 - Confirm venue
 - Seek lunch sponsor

Next Forum

- Friday, February 10
- Location TBA

Happy holidays!