

‘ōlelo XC

YOUTH XCHANGE

2025–2026

Statewide Student Video
Competition and Awards Show

SPONSORSHIP OPPORTUNITIES

visit:
olelo.org/yxc2026

email:
Ellie Tsuchiya
Development and Grants Manager
etsuchiya@olelo.org



PLEASE JOIN US

Aloha Friends & Community Partners:

As part of our extended 'ohana, we warmly invite you to be a sponsor for this year's **'Ōlelo Youth Xchange (YXC)** video competition event to be held in April 2026 from 10 a.m. to 1 p.m. on O'ahu. For 23 years, students from across the state shared their stories and inspired all of us with their creative videos. Your generous support helps make that possible by opening doors for our youth to learn, grow, and shine. Our organizers are securing a special event space for over 500 students, along with their teachers and families. More information will be revealed on this site.

We would be delighted to have your organization join us in this celebration. As a sponsor, you will have the opportunity to increase brand awareness and community engagement through event promotions and media coverage. There are multiple options to achieve this, from piloting a video format to creating a category describing a community cause or topic you would like students to explore, and more. Your sponsorship means you join a family of loyal partners and organizations who continue to support the engagement of Hawai'i's youth in developing the media skills and teamwork that will be the building blocks of their future.

A packet has been provided for your reference with details on how the competition runs, the levels of sponsorship available, and how to join us as a sponsor. If you have any questions about the event or the packet materials, please email Wes or Ellie at youthxchange@olelo.org.

Our sincere mahalo for your consideration, we would be honored to have your support for Youth Xchange 2025–26.

Me ke aloha pumehana,

A handwritten signature in black ink that reads "Roger McKeague".



Roger McKeague

'Ōlelo Community Media
President & CEO

ABOUT THE CONTEST



YXC is more than a contest; it's a powerful platform that enables youth to shape important narratives by bridging the gap between classroom learning and real-world challenges.

History: In the 2003-2004 school year, 'Ōlelo Community Media launched the Youth Xchange Statewide Student Video Competition and Awards Celebration, engaging with 49 schools and 240 students statewide. The inaugural Awards Show was hosted at Ihilani Hotel (now the Four Seasons) and sponsored by Sony. Since then, YXC has grown significantly over the past 22 years, engaging thousands of students from over 230 different schools statewide.



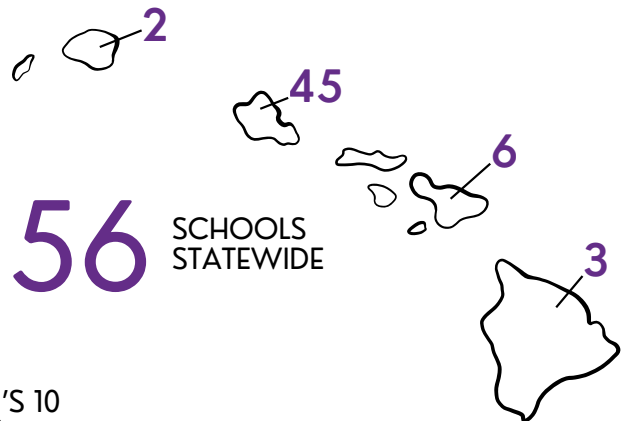
The Contest: Organizations identify key topics or issues, and students respond through video projects that inspire storytelling and conversation. Whether they choose to work in teams or independently, students are supported by their teachers and mentors to write, create, produce, and edit their videos, then, submit them to 'Ōlelo for the competition. Category sponsors review student entries and select student winners. 'Ōlelo invites all student finalists to the annual Awards Show where we announce the winners and celebrate all finalists.

2024-25 CONTEST BY THE NUMBERS

575 ENTRIES

1,149 STUDENTS
(ELEMENTARY - HIGH)

100% PARTICIPATION BY HAWAII'S 10
LARGEST PUBLIC SCHOOLS*



*CAMPBELL, WAIPAHU, MILILANI, FARRINGTON, MOANALUA, KAPOLEI, WAI'ANAE, LEILEHUA, MAUI, PEARL CITY

WHY SUPPORT YXC

BUILD BRAND AWARENESS AND COMMUNITY ENGAGEMENT

Sponsoring the Youth Xchange Statewide Student Video Competition and Awards Show provides your company with a unique opportunity to increase brand awareness, engage in content marketing, and strengthen community relationships.



- Leverage authentic, student-created videos from YXC as powerful content for your own marketing campaigns.
- Boost your brand exposure through event promotions and media coverage.
- Expand your reach and deepen your engagement with our network of schools, demonstrating your commitment to local initiatives and youth empowerment.

EMPOWER YOUTH VOICES

The Youth Xchange Statewide Student Video Competition is a premier statewide event open to all students—elementary, middle/intermediate, and high school. This competition empowers youth to create, produce, and promote awareness of critical community issues through video content, bringing these important topics to the forefront.



SUPPORT COMMUNITY MESSAGING

Support key, critical, and impactful community messaging, causes, missions, and values. Empower community groups, government, and non-profit organizations to share their messages while empowering youth voices, talent, and creativity.



PILOT A VIDEO FORMAT

Looking for digital content that's neither a PSA nor a Short? Let's talk! We'd love to chat and learn more about what kind of video formats best fit your needs and how we can integrate that into our contest.





CATEGORY SPONSORSHIP: HOW IT WORKS

STEP 1: CHOOSE YOUR PREFERRED VIDEO FORMAT

SHORT

(30 sec–2 min, credits not counted)

1. PSAs (between 30-60 sec)
2. News Stories (between 1-2min)

LONG

(3-5 min, credits not counted)

1. Narrative
2. Mini-Doc
3. Informational
4. Call to Action

STEP 2: CREATE A THEME FOR YOUR CATEGORY

Come up with a catchy name for your category and briefly describe the issue, topic, or community cause you'd like students to explore. Create an informational flyer with sample video prompts to inspire student responses.

STEP 3: CHOOSE YOUR WINNERS

A panel of at least **three judges** from your organization or network will evaluate entries using our standardized rubric. Categories are divided into five divisions: Beginner (Elementary, Middle, High) and Expert (Elementary/Middle, High). Each division recognizes three finalists.

DIVISIONS

BEGINNER

Elementary
Middle
High

EXPERT*

Elementary/Middle
High

*Any student that has won twice in past Youth Xchange contests, or who have received extensive or advanced video or animation instruction or assistance, is enrolled in an advanced video or animation class, or has been paid for related work, is eligible to enter in the Expert divisions only.

CATEGORY SPONSOR

Sponsorship \$10,000.00

SPONSORS RECEIVE

Benefits of the Category sponsorship include:

- Publicity and branding opportunities with your organization's logo placed in all Youth Xchange 2025–2026 Statewide Student Video Competition Awards Show marketing materials and video.
- Program credit (all entries will air on 'Ōlelo channels).
- Digital files of finalist and winner entries can be made available to you upon request.
- Up to three (3) tickets to the Awards Show in April 2026.

The generosity of our Category Sponsors enables 'Ōlelo to host Hawai'i's largest statewide video competition annually by offsetting expenses involved in prizes and giveaways for student winners and finalists and/or providing the category topics in which student entrants compete.

SPONSOR COMMITMENT

- Provide Letter of Intent (LOI) and monetary sponsorship of \$10,000 to support the cost of prizes, trophies, certificates, event giveaways, and student and educator attendance at the Awards Show.
- Provide high-res logo.
- Provide informational category flyer (instructions on next page).
- Participate in judging entries submitted under their respective sponsored category:
 - Judging period will be 3/2/2026 through 4/3/2026
 - Recommended to provide at least three (3) individuals to participate in judging.
- Cross-promotion whenever and wherever possible within the Sponsor's own network, with copies of these promotions provided to 'Ōlelo.

FLYER INSTRUCTIONS

SAMPLE FLYER



1) Category Title

2) Video Format & Description

3) Sample Video Prompts

4) Point of Contact (POC)

Optional: if your organization has graphics you would like participants to use in their videos, please share them with us so we can include them as an additional resource.

JUDGES: As you watch the entries in each category and division, keep these **5 things** in mind. There's no need for any scoring– you'll use this criteria as a guideline to help you choose your top three video finalists.

1. Concept & Message

- Is the idea clear and on-theme?
- Does it communicate something meaningful?

2. Impact

- Did it move, inspire, or stick with you?
- Would it connect with others too?

3. Clarity

- Was the story easy to follow?
- Did it keep your attention?

4. Creativity

- Did it feel fresh, unique, or memorable?
- Did it stand out from the others?

5. Production Quality

- Is the video and audio clear and easy to watch?
- Does it feel polished enough to share publicly?

EVENT SPONSORSHIP

The generosity of our Event Sponsors enables ʻŌlelo to host Hawaiʻi's largest statewide video competition annually by reducing production and operational costs, ensuring more students and educators can participate.

TITLE

Sponsorship \$50,000

- Logo placement on the YXC webpage
- Logo placement in Awards Show program
- Full-page ad in Awards Show program
- Social Media Story Post
- Personalized congratulations email message to YXC mailing list / 200+ teachers
- Seven (7) VIP seats for representatives of your organization to Awards Show and After Party
- Recognition in the ʻŌlelo newsletter (2,000+ recipients)
- Event named "Youth Xchange Awards Presented by [Your Company]."
- Option to present a message at the event (3 min or less)

PLATINUM

Sponsorship \$25,000 +

- Logo placement on the YXC webpage
- Logo placement in Awards Show program
- Full-page ad in Awards Show program
- Social Media Story Post
- Personalized congratulations email message to YXC mailing list / 200+ teachers
- Five (5) VIP seats for representatives of your organization to Awards Show
- Recognition in the ʻŌlelo newsletter (2000+ recipients)

GOLD

Sponsorship \$10,000

- Logo placement on the YXC webpage
- Logo placement in Awards Show program
- Half-page ad in Awards Show program
- Social Media Story Post
- Personalized congratulations email message to YXC mailing list / 200+ teachers
- Three (3) VIP seats for representatives of your organization to Awards Show

SILVER

Sponsorship \$5,000

- Logo placement on the YXC webpage
- Logo placement in Awards Show program
- Half-page ad in Awards Show program
- Social Media Story Post
- Personalized congratulations email message to YXC mailing list / 200+ teachers
- Two (2) VIP seats for representatives of your organization to Awards Show

BRONZE

Sponsorship \$2,000

- Logo placement on the YXC webpage
- Logo placement in Awards Show program
- Social Media Story Post
- Personalized congratulations email message to YXC mailing list / 200+ teachers

DONATE A TICKET TO THE AWARDS SHOW

Help our finalists, teachers, and their families attend the Youth Xchange Statewide Student Video Awards Show by contributing to their ticket costs. Your support ensures that financial barriers do not prevent deserving participants from celebrating their achievements.

DONATE TO YOUTH XCHANGE

The generosity of our donors helps 'Ōlelo continue hosting Hawai'i's largest statewide video competition. Every contribution, no matter the size, reduces production and operational costs so that more students and educators across our islands can take part.

Monetary *Under \$2,000*

- Name or logo placement in Awards Show program

IN-KIND DONATIONS

In-kind donations of food, prizes, or other event needs help make Hawai'i's largest statewide video competition a truly memorable experience for students and educators. Your generosity directly supports participants and celebrates their achievements.

- Name or logo placement in Awards Show program

EVENT SPONSOR/DONATION COMMITMENT

- Provide Letter of Intent (LOI), primary organization contact, high-res logo.
- Cross-promotion whenever and wherever possible within the Sponsor's own network, with copies of these promotions provided to 'Ōlelo.



2025–2026 YXC LETTER OF INTENT

We, the undersigned, declare our intention of participating as a Sponsor or Donor in 'Olelo Community Media's Youth Xchange 2025–2026 Statewide Student Video Competition, Awards Show, and After Party.

CONTACT INFORMATION

Primary Contact Name (Print): _____

Organization: _____ Title: _____

Email: _____ Phone: _____

Mailing Address: _____

City: _____ ZIP Code: _____

Signature: _____

Secondary Contact Name (Print): _____

Email: _____ Phone: _____

CHOSEN SPONSORSHIP LEVEL OR DONATIONS

Category Sponsorship

☐ \$10,000 Category

Event Sponsorship

☐ \$2,000 Bronze

☐ \$5,000 Silver

☐ \$10,000 Gold

☐ \$25,000+ Platinum

☐ \$50,000 Title

Donations

☐ Tickets to Award Show

Amount: \$ _____

☐ Under \$2,000

Amount: \$ _____

☐ In-Kind Gifts

Value: \$ _____

Category name: _____

PAYMENT INFORMATION

Make Payable To:

'Olelo Community Media
1122 Māpunapuna Street
Honolulu, HI 96819

TO SUBMIT

Please submit this form to Ellie Tsuchiya,
etsuchiya@olelo.org

Note: For payments by credit card, a 2.5% fee applies.