

Guide to Youth Marketplace Event

As the coordinator, you will need to make preliminary plans for the Youth Marketplace event as well as manage the event on that day.

Your first step in planning the event will be to decide what kind of setting will work best for your Youth Marketplace Event. Suggestions include: a mall, community center, or school gymnasium. You may want to evaluate how many students and businesses are presenting at the Youth Marketplace Event. The location you choose will affect how you will publicize the event and even who you will want to invite to the event.

Identify possible locations for hosting the Youth Marketplace Event:

<u>Location</u>	<u>Contact Info</u>	<u>Potential Dates</u>	<u>Availability</u>

Insurance

Some public facilities may require that you carry an insurance policy for students participating in the event. Check with your school administration to determine if an existing policy extends to the public facility you have chosen for your event. Obtain proof of insurance if needed.

Special Needs

Check with teachers and students to determine if any of the businesses have special booth needs such as electricity, refrigeration, special lighting or fixtures, etc.

Depending on the facility you choose for the event, ask about the advertising policy (i.e., are students allowed to hang posters, pass out business cards, etc?).

Meals

If your Youth Marketplace event falls during a mealtime, you will need to make arrangements to feed students. You may choose to provide food for the students, find a sponsor to provide lunches, encourage them to bring sack lunches or make sure that they have money to buy lunch at a public location. You may consider working with area restaurants to offer “Youth Marketplace Specials” with discounts on food for the student entrepreneurs (see page 4 of this guide).

Programs & Sponsor Signage

You may want to consider making signs or posters that list information about the program sponsors. The logos of these sponsors could also be included on the posters. Often, a mall or community center is willing to help with signage.

At the Marketplace

Students should be at the Marketplace about thirty minutes before the event to set up their displays, hang up posters and get organized. Make sure instructions about set up time, event time, recommended attire, and other issues are communicated to students and guests. Communicate clearly with parents whether students will be picked up at the mall following the event or transported back to school.

Items to Bring to the Marketplace:

- Name tags
- Bank bag or money box
- Starting cash fund of \$20.00 in assorted bills and coins*
- Receipt books or receipts with carbon paper manually created
- Pens
- Products
- Sacks or packaging if desired
- Business cards
- Flyers or posters with sponsor information
- Poster or sign(s) for display with business name and pricing information
- Calculators
- Lunch money or a sack lunch
- Tape
- Scissors
- Camera

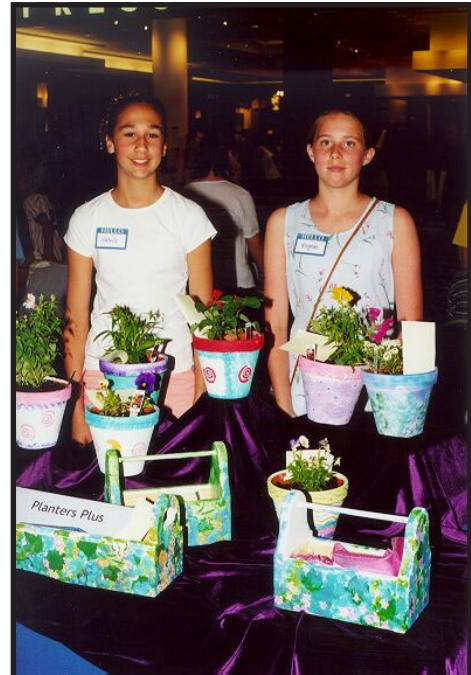
You may want to make arrangements with your lending institution to provide change for the students to get started (see Guide to Sponsors for more information).

It is easier if students do not accept checks from customers. Encourage students to direct customers to nearby ATM machines if they do not have any cash.

Photos of Past Marketplaces



Gilbert Elementary School 2001



Edwards Elementary School 2001



Gilbert Elementary School 1999



Norwalk Middle School 2001



Gilbert Elementary School 2002

Sample Food Coupons

Youth Marketplace Specials at Maid-Rite of Ames

*maid-rite, medium fries, medium
drink for \$3.29



Youth Marketplace Specials at Flame & Skewer

*hamburger, fries, drink for \$3

*chicken strips, fries, drink for \$3

*Offer good on
May 11, 2002
11:00 to 4:00 pm*

