

EAGLE UNIVERSITY

SPONSORSHIP PACKET

*Invest in the rising
generation of future leaders.*

*Thank YOU for changing the trajectory of a
student's life through the Eagle U experience.*

www.eagleuniversity.org



THE HISTORY OF EAGLE U



Eagle U was co-founded in the 1990's by Steven J. Anderson. As an entrepreneur and mentor to thousands of professionals and business executives, he identified Natural Laws of human behavior and designed systems to accomplish predictable, consistent results in business and in life.

For years, those professionals he worked with asked for a way that their children could learn these Natural Laws and their applications early in life in order to avoid the many pitfalls and mistakes that so many young people make. Since then, Steve and the Eagle U team have worked with thousands of young adults to help them get a 7 year head-start on their career and their life. It's a common scenario: four years of high school, four years of college, and then what? Most people spend the first seven years out of high school changing their college major, bouncing around from job to job after graduation from college, often returning for more schooling because they can't make a career decision, until they finally get stuck in a career they can barely tolerate.

At Eagle U, students learn success principles from today's business and industry leaders and role models. When the techniques and systems they learn are followed, students experience a more streamlined, rapid education, skipping the trial and error process to land a career that is a custom fit.

Throughout the Eagle U experience, students are given tools to identify personal strengths, achieve greater independence, gain confidence, and ignite their passion. The ability to enhance interpersonal relationships is increased and valuable leadership skills are developed. By the end of the week, students have a road map that will lead to more success more rapidly.



VISION

We envision a world of young leaders who do not just react to the knowledge and examples they have inherited, but who create a bigger, brighter future for themselves, others and the world by seeking out remarkable, new examples for themselves and acting on proven truths that have the power to propel their future further than they ever imagined.

MISSION

Eagle U builds the rising generation of leaders by introducing them to proven truths, ideas, and systems that have the power to give them a 7 year headstart on their career and their life.



GENERAL INFORMATION



What Exactly IS Eagle U?

Eagle U is five day youth leadership retreat experience for students between the ages of 15 to 25 years of age. Students arrive on Monday morning and depart on Friday. The entire program is held on a college campus. All students remain on the campus overnight and during the entire duration of the program. Students come from all over the country - Eagle U provides private transportation to and from the airport for the students that fly in.

Eagle U is an "edutainment experience" because students experience five intense, jam packed days that are equal parts fun entertainment and education! The structure of the program is a combination seminars, hands-on activities, and small group discussions.

The Curriculum

The Eagle U curriculum includes:

- Workforce and professional development
- Career planning strategies
- Identifying core values
- Strategic goal setting
- Study skills
- Performance psychology
- Entrepreneurship
- Public speaking and communication skills
- Interview skills
- Time management
- Dress for success & Etiquette
- ...and much, much more!

A featured session is the Mentor Roundtable. The Roundtable is an opportunity for our students to learn from successful individuals from various industries and backgrounds. "It takes a lifetime to learn from your own experiences, but it only takes a conversation to learn from someone else's. Why create mediocrity when you can copy genius?". Students practice their interview and communication skills and borrow wisdom from the mentors they engage with.

THE STUDENTS



What type of students attend Eagle U?

Eagle U is for just about everyone and every type of student! *Students that attend Eagle U come from all over North America and come from all different backgrounds and walks of life!*

Eagle U is designed for the motivated high-achieving student who is looking for opportunities to excel AND is also for the student that is needing help unleashing their untapped potential!



Is Eagle U just for college and business bound students?

No! The skills taught at Eagle U are universal and designed to help any student excel whether they are college bound and interested in a career in the business field or a career in a trade. No matter their intended direction, Eagle U will give them the tools to determine the best career direction and succeed!



What is the best age to attend the program?

Eagle U serves students between the ages of 15 to 25 years old - The program is designed for both high school AND college/trade school aged students. Over the last 30 years, the youngest and the oldest students benefit equally. *There is no "best age"! Many students attend year after year and take something new away each time they come!*



SPONSORSHIP INFORMATION



If you believe that you can do good by making a difference in your community, that building future leaders is a personal responsibility, and helping someone else is the best way to express appreciation for those who have helped you, then join us in making a difference for young people by helping them attend Eagle U!



**WHO CAN
SPONSOR
STUDENTS?**



WHO sponsors students?

Every year generosity makes it possible for students to attend Eagle U who otherwise wouldn't have the means necessary. Our sponsors are:

- Individuals
- Large corporations
- Small businesses
- Chambers of Commerce
- Doctor's and Dentist's Offices
- Rotary Clubs
- Associations
- Local organizations

Who do the sponsorships benefit?

WHO you decide to sponsor is completely up to you and your team! You may sponsor:

- A deserving student from the community
- Your interns or young employees
- The children of your employees or clients
- Your patient (if in the medical/dental field)
- A friend, neighbor, or family member

Financial Contributions

There is an option to make a monetary contribution to the Eagle U scholarship fund. The Eagle U team will select deserving students from the community to attend the program on your behalf.



**WHO DO THE
SPONSORSHIPS
BENEFIT?**



SPONSORING IN 4 EASY STEPS!

1

Commit to sponsor & reserve their seats!
Email Taylor Lowe at Taylor@EagleUniversity.org to inform the Eagle U team how many students you plan to send.

2

Decide HOW you will select your students. You may either select your student(s) outright or hold a scholarship contest.

3

SELECT your students! Eagle U will provide you with all the information and marketing materials you will need to get the word out and select your students!

4

Once you've selected your students, award them with their certificate! Then email their information to Taylor Lowe and the Eagle U team will take it from there on getting them registered and completing their paperwork!

SELECTING YOUR STUDENTS



Once you or your organization has decided to sponsor, the exciting part of selecting the lucky student(s) begins!

Two Options for Student Selection:

Select the students outright.

Hold a scholarship contest.
(see next pg.)

You can sponsor one or multiple students to attend!

Selecting the students outright:

If you already know the specific student(s) you want to send, feel free to award them a scholarship as soon as possible! Otherwise you can work to identify and select the student(s) you wish to send.

• **Selecting a deserving student from the community:**

- Connect and work with your local high schools, trade schools, and community organizations (Big Brother Big Sisters, Boys and Girls Club, Scouts, etc.)
- Inform and educate these local partners about the Eagle U opportunity using the provided marketing materials and informational video. Ask them to help identify and/or select deserving students to fill your scholarship spots.

• **Selecting a student from your interns, team member's children, patients, or clients:**

- Start by educating your office and team about Eagle U and what the opportunity is by using the provided marketing materials and informational video.
- Set a deadline for all nominations or applications then internally select your student.

Once you've selected the student(s), email their names to Taylor Lowe and Eagle U will create a custom certificate for your student! Award the scholarship with the certificate and take a picture of the student to post in your office, on social media, etc!



SCHOLARSHIP CONTEST SUGGESTIONS



Holding a scholarship contest is completely optional. If you choose to hold a contest, feel free to do so any way you'd like - below are just some ideas to get you started!

- Have a team meeting to explain to your team what Eagle U is and how it can positively impact a deserving student, as well as your business. Make sure every member on the team can answer basic questions about the program if asked by a potential student or parent. Log onto the Eagle U website together to read more about the program, watch the informational videos, and read the FAQ's.
- Decide when you want to run your contest. We suggest choosing a concise 2-week time span in order to make it an efficient and fun process for your office!
- Decide what is required for students to enter the contest. For example, you can ask interested applicants to submit an essay to your office on WHY they are deserving of the scholarship. All students will have to develop long-form answers to a variety of questions on their Student Application once chosen by your office!
- Customize our promotional flier with your office name and logo and place in an 8.5" x 11" clear, acrylic counter stand on your front desk and include in your email campaigns and social media posts.
- Post weekly messages about the Eagle U Scholarship opportunity on your social media pages reminding applicants about the offer and the deadline.
- Have each team member talk about the scholarship to all clients and team members, especially those with high school or college age children or grandchildren.
- Send a promotional email to all relevant contacts in your email database.
- Send a press release to all of your local news media outlets.
- At the end of the contest, determine the winner as a team. We suggest the team read all of the contestants essays and determine together by a majority vote who is most worthy of the opportunity.
- Contact the winner and arrange a time when he or she can come to your office.
- Ask Eagle U for a winner's certificate and present it to the student! (Email Taylor Lowe and we will create one for you). When the winner comes to your office, take pictures of the team awarding the recipient with the certificate. Post the pictures on your social media pages, linking it to the Eagle U page.

EAGLE U SPONSORSHIPS CHANGE LIVES.

But don't take our word for it. Here's what some of our other sponsors have said.



"I sponsor students every single year to attend Eagle U because I have seen the incredible success that each one of them has had because of what they learned at this program. Sending students through Eagle U is one of the greatest investments we can make in our company and in our workforce. This is the opportunity of a lifetime for young people - I only wish I could have gone through this program when I was their age!" - Tim Schettler, Small Business Owner

"Every year I sponsor either a deserving student from the community or one of my patients to attend Eagle U. Attending Eagle U provides an opportunity for young people to learn things they may not learn at school or at home. Let's give them this start by teaching them to be better students, communicators, and become more confident. Not all youth are in an environment that provides this growth. I am honored to be a part of this amazing experience."

- Dr. Jamie Sledd, Dentist



"The Kansas Chamber invests in Eagle U because of the return on investment for the state of Kansas, for the future workforce, and for the students. One of the biggest issues businesses face are with soft skills & Eagle U addresses every one of them - from self confidence, analytical skills, & the ability to make decisions. Investing in Eagle U was a no-brainer."

-Alan Cobb, President and CEO, Kansas Chamber

LOGISTICS

Dates and Location -

July 14-18, 2025 at Baker University in Baldwin City, KS

Tuition and Sponsorship Fee -

The cost to sponsor a student is \$1,597/student. This cost covers all seminars, activities, materials, swag, housing, food, and transportation to and from the airport should the student be flying. The only cost this does NOT cover is the cost of travel (flights, gas) to the program.

Checks can be made out to "Eagle U, INC." and mailed to:
421 Boulder St. ~ Lawrence, KS ~ 66049

Next Steps Once Student(s) Have Been Selected -

- Email Taylor Lowe at Taylor@EagleUniversity.Org with the student's name, parent's name, and their contact information (both phone # and email) for both the parents and the student.
- Taylor will create and email you a PDF of the certificate for you to print and award to the student. Take a photo of them receiving it if possible!
- From there, Eagle U will work directly with the student and their family on completing their online paperwork and registration for the program!

Official Video -

Click [HERE](#) to watch the video.

Should the link not work, visit the Eagle U website's home page to watch the official video!

