

A Million Inspirations



# AMI Project Partner Proposal



## Rashe Industries

IDEATION | INNOVATION | INDUSTRY

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# Project Overview

## **Project Purpose**

The AMI Project aims to inspire and empower a million young leaders starting in East Tennessee by providing them with valuable resources, stories, and opportunities for personal and professional growth. Through the free magazine, *New Wave Leaders*, we will create a platform for youth engagement, while also connecting local businesses and organizations with the vibrant student community.

## **Objectives**

1. **Inspire Youth:** Provide relatable content that motivates students to explore their potential and pursue their passions.
2. **Connect with Local Businesses:** Offer advertising opportunities for local partners, fostering community relationships and economic support for youth development initiatives within and outside the educational structure.
3. **Promote Personal Development:** Highlight stories of local leaders, educational resources, and events that encourage skill development and community involvement.





## Components

- New Wave Leaders magazine which is funded by partner advertisements, and offered at no cost to students.
- Advertising Opportunities for local business partners, nonprofits, and educational institutions working together to foster the AMI project for community growth.
- Campus Partnerships and Community Events as engagement initiatives to invest in communities.

## Evaluation Metrics

- **Readership Reach:** Track magazine distribution numbers and digital engagement metrics.
- **Advertiser Satisfaction:** Gather feedback from advertising partners on effectiveness and impact.
- **Community Impact:** Assess participation in events and workshops, as well as overall youth engagement in both the AMI Project and new youth-led initiatives.







# Meet Our Leadership Team

The AMI Project aims to create a lasting impact on the youth of East Tennessee through the New Wave Leaders magazine. By inspiring students, connecting them with local businesses, and promoting personal development, we will cultivate a generation of empowered leaders ready to make a difference in their communities.



Simba Bere



Executive Director



Krisien Bere



Operations Director



Benayah Okah



Project Manager

We invite partners and stakeholders to join us in this transformative initiative, fostering a brighter future for our youth. Find out how by connecting with us by phone at **865-358-5619** or via email at **[ami@rasheconsults.com](mailto:ami@rasheconsults.com)**





# Thank You

We would love to speak with you

