



DONOR & SPONSOR ENGAGEMENT: THE LIFEBLOOD OF AN ENTREPRENEURSHIP CENTER



PRESENTERS:

BRUCE LEECH, Executive Director

EMILY DOYLE, Program Manager

Coleman Entrepreneurship Center DePaul University

October 29, 2022 1:35pm-2:05pm



OUR MISSION

EMPOWER.



We **empower** students, alumni, faculty and our community members to build sustainable businesses that **Do Good and Do Well** in Chicago.

EDUCATE.



We are the hub to **connect, advise** and **inspire** entrepreneurship and innovation in creating businesses with purpose and passion.

ACCELERATE.



Our experiential programs, **vibrant ecosystem** and academic curriculum cultivate a foundation for entrepreneurial success for our entire DePaul community.

ABOUT THE COLEMAN ENTREPRENEURSHIP CENTER (CEC)

- Founded in 2003 by Coleman Foundation and Professor Harold Welsch
- Open to all DePaul students, alumni, faculty, staff and community members to develop entrepreneurship skills and/or start a business. DePaul for life!
- Academic programs meets experiential entrepreneurship learning across the University.





CEC Funding Model

- Endowment Earnings: Covers CEC staff; 1 full-time Program Manager, and 3 part-time Student Assistants (20 hours/week each)
- DePaul University: Covers Faculty Member/Exec Director salary & CEC 7900 space (5,000 sq ft Center), rent, utilities, etc.
- 30 CEC Board Members Dues: \$150,000 (\$5,000 each)

Overhead Covered: Board Member dues and additional donations/sponsors goes directly to the CEC programs

Student Programs

CEC Internship Program

The CEC places and pays students to intern at an entrepreneurial venture for 125 hours over the summer. Students might also be eligible to get 4 credit hours of independent study. A startup internship pays \$2000 per student. This program provides a student with real-world entrepreneurial experience and the new venture gets valuable help at no cost to them.

Estimated cost: \$2,000 per student
Covers: Student stipend

Student Innovation Expo

This student focused annual competition allows students to create a visual representation of their business ideas to generate feedback from other students, alumni and faculty. The winners split \$10,000 in scholarships and are encouraged to continue to pursue their business idea.

Estimated cost: \$10,000
Covers: Scholarships for winning idea, communications, food and materials

Startup Clinic, Entrepreneur in Residence, and Mentoring Sessions

These programs are free sessions for students and alumni to meet one-on-one with experienced business leaders.

Estimated cost: \$5,000 per year
Covers: Cost of program, communications, food and materials

Student Pitch Competitions

There are several national pitch competitions during the year such as Big East Pitch Competition, Rice Business Plan Competition, and TCU Values and Venture Competition.

Total cost: \$2,000 per competition
Covers: Travel, food, hotel, and registration fee

Events

The Purpose Pitch

Our annual Purpose Pitch competition held in the Spring at 1871 recognizes students and alumni who have developed purpose-driven businesses that focus on social impact while also being profitable. This event features a keynote speaker, pitches by four student finalists and four alumni finalists, and \$25,000 in prize money is awarded.

Total cost: \$35,000

Covers: Cost of event, communications, food and materials, donation for prize money

Exclusive sponsorship and naming opportunity available

Entrepreneurship Awards Event

The CEC sponsors an annual awards event with hundreds of attendees, featuring a keynote speaker and a panel discussion around a specific theme. Past themes have included Entrepreneurship in the Creative Arts and Diversity in Entrepreneurship. The goal is to expose the DePaul community of students, alumni, and staff to current entrepreneurship topics and give them the opportunity to engage with professionals and the entrepreneurial ecosystem. We also honor DePaul students, faculty, and alumni entrepreneurs with an annual awards ceremony at the event.

Total cost: \$20,000

Covers: Cost of event, communications, food and materials

Exclusive sponsorship and naming opportunity available

University Pitch Madness

Organized by DePaul, this annual summer event showcases all the top startup teams from major universities in Chicago and the Midwest region. Winning teams from each school go head to head in a live pitch where the winners from each school split \$15,000 in award money.

Total cost: \$5,000 - \$25,000

Covers: Entry fee or sponsorship

Exclusive sponsorship and naming opportunity available

Educational Programs

Startup Advising Workshops

Designed to help students, alumni, and community members in starting their business. These monthly workshop themes include legal and accounting basics, sales/marketing, funding, social media, and business plan development.

Estimated cost: \$1,000 per workshop
Covers: Speaker fees, food, beverages and materials

Research

This covers a stipend for DePaul faculty to conduct entrepreneurship research. Expenses include survey and other support costs.

Estimated cost: \$10,000 per year
Covers: Research stipend

Entrepreneurship Conferences

The CEC students and staff attend national and international conferences and seminars, such as GCEC, USASBE and CEO, in order to learn best practices, make connections, and strengthen our national reputation.

Estimated cost: \$3,000 per conference
Covers: Registration and travel costs

CEC Fellows Funding

This program provides a \$5,000 stipend to faculty outside the business college to include entrepreneurship curriculum in their classes.

Estimated cost: \$5,000 per fellow
Covers: Cost of stipend to faculty as incentive to include entrepreneurship curriculum

Entrepreneurship Weekly Breakfast Seminars

This series of events is held each quarter. Students, alumni, and community members around Chicago are welcome to attend. Experts come into the CEC to share their lessons learned. This is often a panel discussion led by a faculty member on a topic like Social Enterprise, FinTech, Blockchain, Business Model Canvas, or book talks by business authors.

Estimated cost: \$5,000 per seminar
Covers: Cost of program, communications, food and materials, speaker fees, cost of books

Educational Programs

International Programs

DePaul has a strong Study Abroad program and the CEC is leading entrepreneurship programs in the UK. We take students to London to better understand business ideas there and help develop those business ideas further and leverage their overall Study Abroad experience.

Estimated cost: \$4,000 per student
Covers: Additional costs beyond tuition for London Study Abroad Program

Ecosystem Membership

Our collaborations with 1871, mHUB, and 2112 provide DePaul students with access to Chicago's ecosystem. Through these partnerships, students can attend workshops, events, access coworking spaces, and connect with hundreds of startups in Chicago.

Estimated cost: \$7,500 - \$15,000 per year
Covers: Cost of membership

Chicago Venture Crawl

The CEC in collaboration with Loughborough University in London organizes a bus tour of popular entrepreneurial places in Chicago and highlights the startup ecosystem in London.

Estimated cost: \$5,000
Covers: Cost of program, communications, food and materials

Social Impact Missions

Social Enterprise Programs

Our current outreach partnerships include Comer High School, Greenwood Project, and Sunshine Enterprises. We develop entrepreneurial programs by providing curriculum, speakers, mentors, and field trips.

Estimated cost: \$25,000

Covers: Curriculum, communications, food and materials, speaker fees, field trips

Social Impact Incubator

This 8 week bootcamp provides students, alumni and community members with a program to move their business forward with content, mentors and interns. Participants receive a \$1,000 stipend at end of program and possible investment from DePaul Venture Fund.

Estimated cost: \$25,000

Covers: Curriculum, communications, food and materials, stipend. Naming opportunity.



The Menu!

Coleman Entrepreneurship Center at DePaul University

DONOR & SPONSOR OPPORTUNITIES for Coleman Entrepreneurship Center's Programs & Events

STUDENTS

Startup Internship Program

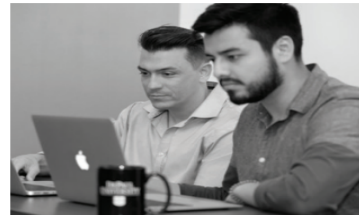
The CEC places and pays students to intern at a startup venture for 125 hours over the summer. Students might also be eligible to get 4 credit hours of independent study. A startup internship pays \$2,000 per student. This program provides a student with real-world startup experience and the startup gets valuable help at no cost to them.

Total Cost: \$2,000 per student
Covers: Student stipend

Startup Clinic, Entrepreneur in Residence and Mentoring Sessions

These programs are free sessions for students and alumni to meet one-on-one with experienced business leaders.

Estimated Cost: \$5000 per year
Covers: Cost of program, communications, food and materials



Student Innovation Expo

This student focused annual competition allows students to create a visual representation of their business ideas to generate feedback from other students and faculty. The winners split \$5,000 in scholarships and are encouraged to continue to pursue their business idea.

Estimated Cost: \$10,000
Covers: Scholarships for winning idea, communications, food and materials

Student Pitch Competitions

There are several national pitch competitions during the year such as Big East Pitch Competition, Rice Business Plan Competition, and TCU Values and Venture Competition. Donations help cover the cost to send our student teams to these competitions.

Total Cost: \$1,000 per competition
Covers: Travel, food, hotel and registration fee

Donor & Sponsor Opportunities for Coleman Entrepreneurship Center's Programs & Events



ABOUT US

Empower. Accelerate. Educate.

Established in 2003, the Coleman Entrepreneurship Center inspires our community to build businesses and create jobs that provide a positive impact. We **do good** in creating sustainable business models that **do well** for the organization, community, and all stakeholders. We accomplish this through our events, partnerships, competitions, and DePaul's academic programs. Connecting our DePaul community with the strong entrepreneurial ecosystem in Chicago provides a hub for building, connecting, and launching a business for our students, alumni, and community members. The experiential skills we offer focus on entrepreneurship, innovation and creativity in all realms of business.

cec.depaul.edu

CEC DONOR & SPONSOR INCENTIVE LEVELS

Incentive Levels

SILVER LEAGUE

\$10,000



RECOGNITION

- Sponsor level recognition on video screens at all CEC signature events
- Logo displayed in communication materials at all CEC signature events
- Logo + link displayed in E-Blast for CEC signature events
- Highly visible partner recognition in CEC Partner Wall
- Social media coverage (Facebook, Instagram, LinkedIn, Twitter)

ADVERTISEMENT

- Half page advertisement in CEC Year in Review

EVENTS

- Direct donation to specific events/programs
- Free access for 2 representatives at all CEC signature events

Incentive Levels

GOLD LEAGUE

\$25,000



RECOGNITION

- Sponsor level recognition on video screens at all CEC signature events
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- Social media coverage (Facebook, Instagram, LinkedIn, Twitter)
- Article featured on CEC website (including logo + link)

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- Half page advertisement in CEC Year in Review

EVENTS

- Direct donation to specific events/programs
- Free access for 4 representatives at all CEC signature events
- Participate as a panelist or judge for CEC signature events

STUDENT ENGAGEMENT

- Access to CEC facilities for special events such as Job/Career Fair
- Company showcases to interview students
- Participate as a member with the Entrepreneur in Residence (EIR) Program at CEC

Incentive Levels

CHAMPIONSHIP LEAGUE

\$50,000



RECOGNITION

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- Highly visible partner recognition in CEC Partner Wall
- Social media coverage (Facebook, Instagram, LinkedIn, Twitter)
- Exclusive article featured on CEC website (including logo + link)
- Article featured in College of Business magazine

ADVERTISEMENT

- 1 exclusive page advertisement in CEC Year in Review

EVENTS

- Direct donation to specific events/programs
- Free access for 6 representatives at all CEC signature events
- Participate as a panelist or judge for CEC signature events
- 1 table at Annual Fundraiser event
- Allotted time to speak at major events

STUDENT ENGAGEMENT

- Access to CEC facilities for special events such as Job/Career Fair
- Company showcases to interview students
- Participate as a member with the Entrepreneur in Residence (EIR) Program at CEC
- Designate funds to specific program with naming opportunity

Incentive Levels

PREMIER LEAGUE

From \$100,000



RECOGNITION

- Sponsor level recognition on video screens at all CEC signature events
- Logo displayed in communication materials at all CEC signature events
- Logo + link displayed in E-Blast for CEC signature events
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- Social media coverage (Facebook, Instagram, LinkedIn, Twitter)
- Exclusive article featured on CEC website (including logo + link)
- Article featured in College of Business magazine

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EVENTS

- Direct donation to specific events/programs
- Free access for 6 representatives at all CEC signature events
- Participate as a panelist or judge for CEC signature events
- 1 table at Annual Fundraiser event
- Allotted time to speak at major events
- Special guest to give awards at events

STUDENT ENGAGEMENT

- Access to CEC facilities for special events such as Job/Career Fair
- Company showcases to interview students
- Participate as a member with the Entrepreneur in Residence (EIR) Program at CEC
- Designate funds to specific program with exclusive naming opportunity
- Participate as an industry guest lecturer in one College of Business class per quarter

Incentive Levels

IN-KIND PHILANTHROPY

RECOGNITION

- Sponsor level recognition on video screens at all CEC signature events and weekly events
- Logo displayed in communication materials at all CEC signature events
- Logo + link displayed in E-blast for CEC signature events
- Logo displayed in communication materials for events (social media coverage of the event with your logo)

ADVERTISEMENT

- ¼ page advertisement in CEC Year in Review

EVENTS

- Direct donation to specific events/programs
- Free access for 1 representative at all CEC signature events

The Menu!

Coleman Entrepreneurship Center | Corporate Philanthropy

INCENTIVE LEVELS

For more information or to become a sponsor of the Coleman Entrepreneurship Center at DePaul University, please contact cec@depaul.edu

SILVER LEAGUE \$10,000 ★

RECOGNITION

- Sponsor level recognition on video screens at all CEC signature events
- Logo displayed in communication materials at all CEC signature events
- Logo + link displayed in E-Blast for CEC signature events
- Highly visible partner recognition in CEC Partner Wall
- Social media coverage (Facebook, Instagram, LinkedIn, Twitter)

ADVERTISEMENT

- Half page advertisement in CEC Year in Review

EVENTS

- Free access for **2 representatives** at all CEC signature events

GOLD LEAGUE \$25,000 ★★

RECOGNITION

- Sponsor level recognition on video screens at all CEC signature events
- Logo displayed in communication materials at all CEC signature events
- Logo + link displayed in E-Blast for CEC signature events
- Highly visible partner recognition in CEC Partner Wall
- Social media coverage (Facebook, Instagram, LinkedIn, Twitter)
- Article featured on CEC Website (including logo + link)

ADVERTISEMENT

- Half page advertisement in CEC Year in Review

EVENTS

- Free access for **4 representatives** at all CEC signature events
- Participate as a panelist or judge for CEC signature events

STUDENT ENGAGEMENT

- Access to CEC facilities for special events such as Job/Career Fair
- Company showcases to interview students
- Participate as a member with the Entrepreneur in Residence (EIR) Program at CEC

IN-KIND PHILANTHROPY

RECOGNITION

- Sponsor level recognition on video screens at all CEC signature events and weekly events
- Logo displayed in communication materials at all CEC signature events
- Logo + link displayed in E-Blast for CEC signature events
- Logo displayed in communication materials for events (social media coverage of the event with your logo)

ADVERTISEMENT

- ¼ page advertisement in CEC Year in Review

EVENTS

- Free access for **1 representative** at all CEC signature events

CHAMPIONSHIP LEAGUE \$50,000 ★★★

RECOGNITION

- Sponsor level recognition on video screens at all CEC signature events
- Logo displayed in communication materials at all CEC signature events
- Logo + link displayed in E-Blast for CEC signature events
- Highly visible partner recognition in CEC Partner Wall
- Social media coverage (Facebook, Instagram, LinkedIn, Twitter)
- Exclusive article featured on CEC Website (including logo + link)
- Article featured in College of Business magazine

ADVERTISEMENT

- 1 exclusive page advertisement in CEC Year in Review

EVENTS

- Free access for **6 representatives** at all CEC signature events
- Participate as a panelist or judge for signature events
- **1 table at Annual Fundraiser event**
- Allotted time to speak at major events

STUDENT ENGAGEMENT

- Access to CEC facilities for special events such as Job/Career Fair
- Company showcases to interview students
- Participate as a member of the Entrepreneur in Residence (EIR) Program at CEC
- Designate funds to a specific program with naming opportunity

PREMIER LEAGUE from \$100,000 ★★★★★

RECOGNITION

- Sponsor level recognition on video screens at all CEC signature events
- Logo displayed in communication materials at all CEC signature events
- Logo + link displayed in E-Blast for CEC signature events
- Highly visible partner recognition in CEC Partner Wall
- Social media coverage (Facebook, Instagram, LinkedIn, Twitter)
- Exclusive article featured on CEC Website (including logo + link)
- Article featured in College of Business magazine
- Recognition at board, campus advisory events
- Designate funds to internships and scholarships with exclusive naming opportunity
- Exclusive naming opportunity for CEC conference room

ADVERTISEMENT

- 1 exclusive page advertisement in CEC Year in Review

EVENTS

- Free access for **8 representatives** at all CEC signature events
- Participate as a panelist or judge for signature events
- **1 table at Annual Fundraiser event**
- Allotted time to speak at major events
- Special guest to give awards at events

STUDENT ENGAGEMENT

- Access to CEC facilities for special events such as Job/Career Fair
- Company showcases to interview students
- Participate as a member of the Entrepreneur in Residence (EIR) Program at CEC
- Designate funds to a specific program with exclusive naming opportunity
- Participate as an industry guest lecturer in **one College of Business class per quarter**

BRAINSTORMING 101

PLEASE SHARE YOUR BEST FUNDRAISING PROGRAMS!!!

THANK YOU



ANY QUESTIONS?



COLEMAN ENTREPRENEURSHIP CENTER

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