



2016 USASBE Sponsorship Levels

Increase your visibility within USASBE!

By becoming a USASBE Sponsor/Partner you'll have visibility, access and influence within our membership. Your school will be top-of-mind within USASBE by being involved with our meetings, events, newsletters, website and other electronic media. In most cases, we'll custom build your sponsorship to meet your objectives. Why partner with USASBE? Read more here.

ABOUT USASBE

The United States Association for Small Business and Entrepreneurship® (USASBE) is the largest independent academic organization in the world dedicated to advancing the discipline of entrepreneurship. USASBE is built around four pillars that guide the ongoing development of our organization. The pillars include Entrepreneurship Education, Entrepreneurship Research, Entrepreneurship Outreach, and Public Policy. By fostering advances in each of these areas, we support the development of entrepreneurship educators who will in turn create the next generation of entrepreneurs.

IMPACT AND INFLUENCE

As leaders in the emerging discipline of entrepreneurship, our members are making an impact on how we think about, conduct research on, design public policy around, and interact with entrepreneurs and entrepreneurial ventures. With nearly 1000 members, USASBE represents over 430 colleges and universities across the United States and the globe. USASBE is the network advancing the art of entrepreneurship education.

More about USASBE

<http://www.usasbe.org/?page=intro>

USASBE Board of Directors

<http://www.usasbe.org/?page=Leadership>

USASBE Excellence in Entrepreneurship Education Awards

<http://www.usasbe.org/?page=EENawards>

USASBE Newsletter *Liaison*

<http://www.usasbe.org/?page=newsletter>

USASBE NATIONAL CONFERENCE

The annual USASBE conference is the premier conference for entrepreneurship scholars and educators. It is also a great place to learn best practices in entrepreneurship education and program development, with recognition given annually to the model academic programs, pedagogy, and outreach efforts in the United States.

SPONSORSHIP and PARTNERSHIP OPPORTUNITIES

Our members influence thousands of students, alumni, and entrepreneurs. Below are sponsorship levels for National Conference partnerships. We have many sponsor and partner opportunities that can be customized to meet your needs. Contact our Executive Director, Patrick Snyder, today at psnyder@usasbe.org or call 262-472-1449 to explore opportunities.

IN-KIND CONTRIBUTIONS

We invite in-kind contributions of goods or services which add promotion or incentive to the USASBE 2016 conference. In-kind contributions will be acknowledged in a manner commensurate with the value of the contribution.

Proposed Education Sponsor Levels

Strategic and Sustaining Partnerships can be created for \$25-50K, includes Diamond Sponsorship, and are customized to meet your exact objectives!

* See cost/ benefit analysis attached

Diamond-\$20,000

- Membership in USASBE
- Exhibit Booth and 5 free conference registrations/individual USASBE memberships
 - Special Sponsor & Exhibitor Reception with the USASBE Board at Annual Conference
 - Center Spread Ad in conference program
 - A mention at one of our functions
 - Participation on a panel at one of our Exhibitor Tracks
- 5 free email blasts per-year to USASBE membership
- Story about your university in the USASBE Newsletter
- Access to membership through Executive Director--with up to 5 meeting requests to entrepreneurship educators, curriculum experts, and center directors
- Logo on USASBE homepage that links to your website
- Yearlong exposure at all USASBE events*
 - With an invitation to all USASBE regional events throughout the year
 - Use of the USASBE Logo on all of your collateral materials

Platinum-\$15,000

- Membership in USASBE
- Exhibit Booth and 4 free conference registrations/individual USASBE memberships
 - Special Sponsor & Exhibitor Reception with the USASBE Board at Annual Conference
 - Full Page Ad in conference program
 - A mention at one of our functions
 - Participation on a panel at one of our Exhibitor Tracks
- 4 free email blasts per-year to USASBE membership
- Logo with Link on USASBE Website
- Access to membership through Executive Director--with up to 4 meeting requests to entrepreneurship educators, curriculum experts, and center directors
- Logo on USASBE homepage that links to your website
- Yearlong exposure at all USASBE events*
 - With an invitation to all USASBE regional events throughout the year
 - Use of the USASBE Logo on all of your collateral materials

Gold-\$10,000

- Membership in USASBE
- Exhibit Booth and 3 free conference registrations/individual USASBE memberships
 - Special Sponsor & Exhibitor Reception with the USASBE Board at Annual Conference
 - Full Page Ad in conference program
 - A mention at one of our functions
 - Participation on a panel at one of our Exhibitor Tracks
- 3 free email blasts per-year to USASBE membership
- Logo with Link on USASBE Website
- Access to membership through Executive Director--with up to 3 meeting requests to entrepreneurship educators, curriculum experts, and center directors
- Yearlong exposure at all USASBE events*
 - With an invitation to all USASBE regional events throughout the year
 - Use of the USASBE Logo on all of your collateral materials

Silver-\$5,000

- Membership in USASBE
- Exhibit Booth and 2 free conference registrations/individual USASBE memberships
 - Special Sponsor & Exhibitor Reception with the USASBE Board at Annual Conference
 - Half Page Ad in conference program
 - A mention at one of our functions
 - Participation on a panel at one of our Exhibitor Tracks
- 2 free email blasts per-year to USASBE membership
- Access to membership through Executive Director--with 2 meeting requests to entrepreneurship educators, curriculum experts, and center directors
- Yearlong exposure at all USASBE events*
 - With an invitation to all USASBE regional events throughout the year
 - Use of the USASBE Logo on all of your collateral materials

Exhibit Booth-Bronze-\$2,500

- Membership in USASBE
- Exhibit Booth and one free conference registration/individual USASBE memberships
 - Special Sponsor & Exhibitor Reception with the USASBE Board at Annual Conference
 - Quarter-page Ad in conference program
 - A mention at one of our functions
 - Participation on a panel at one of our Exhibitor Tracks
- One email blast per-year to membership
- Yearlong exposure at all USASBE events*
 - With an invitation to all USASBE regional events throughout the year
 - Use of the USASBE Logo on all of your collateral materials

In-Conference Sponsor Opportunities

| OPPORTUNITY | LEVEL |
|-----------------------------------------------------|--------------|
| Welcome Reception | Platinum |
| Keynote Speaker | Platinum |
| Lifetime Achievement Awards Luncheon | Platinum |
| New Member Reception | Gold |
| Conference Program | Gold |
| Luncheon Saturday | Gold |
| Lanyards | Gold |
| Conference Bags | Gold |
| Hotel Room Keys | Silver |
| Internet Café | Silver |
| Continental Breaks/Breakfasts | Silver |
| Pillar Sessions | Silver |
| Doctoral Consortium | Bronze |
| Pre-conferences | Bronze |
| Fellows Dinner | Bronze |
| Awards Reception | Bronze |
| Dinner Entertainment | Bronze |
| SIG Individual Meetings | \$1500 |
| ENTREPRENEURSHIP EDUCATION AWARDS | LEVEL |
| USASBE Model Undergraduate Entrepreneurship Program | \$3000 |
| USASBE Model Graduate Entrepreneurship Program | \$3000 |

| | |
|------------------------------------------------------------------------------------|---------------------------|
| USASBE Model PhD Entrepreneurship Program | \$3000 |
| USASBE Model Specialty Entrepreneurship Program | \$3000 |
| ACHIEVEMENT AWARDS | LEVEL |
| John E. Hughes Award for Entrepreneurial Advocacy Special Recognition and Award | \$15000 |
| Max S. Wortman, Jr. Award for Lifetime Achievement in Entrepreneurship | Silver |
| Entrepreneurship Educator of the Year Award | Silver |
| Woman/Minority Entrepreneur of the Year | Silver |
| Corporate Entrepreneur of the Year | Silver |
| BEST PAPER CASE WORKSHOP AWARDS | Paper Sponsorships |
| USASBE Outstanding Workshop Awards | Bronze |
| ET&P Best Conceptual Paper Award | \$1200 |
| JSBM Editor's Choice Award | \$1200 |
| USASBE Best Empirical Paper Award | \$1200 |
| USASBE Best Practitioner Paper Award | \$1200 |
| USASBE Outstanding Case Award | \$1200 |
| John Jack Award | \$1200 |
| USASBE Best Doctoral Student Paper Award | \$1200 |
| Rowan University Best Paper in Social Entrepreneurship Award | \$1000 |
| USASBE Best Paper in Entrepreneurship and Public Policy | \$1200 |
| USASBE Best Paper in Family Business | \$1200 |

Would you like to learn more? Please contact me to discuss how we can best work together to impact entrepreneurship education and empower entrepreneurs.

Our members are educators, researchers, practitioners, and policy influencers who are the leaders and shapers of future entrepreneurs. I invite you to become a USASBE sponsor or partner. We look forward to working with you!

Best regards,

**Patrick Snyder, Executive Director
USASBE**

psnyder@usasbe.org

Phone: 262-472-1449

**USASBE is involved in 3-4 regional events per year where your company will receive podium and logo recognition at those events.*

USASBE Education Sponsorship Levels

| | \$2,500 | \$5,000 | \$10,000 | \$15,000 | \$20,000 | \$25,000+ | \$50,000 |
|-------------------------------------------------|-----------------------------|----------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|--------------------|-------------------|
| | Bronze | Silver | Gold | Platinum | Diamond | Sustaining Partner | Strategic Partner |
| USASBE Membership | ✓ \$125 Value | ✓ \$125 Value | ✓ \$125 Value | ✓ \$125 Value | ✓ \$125 Value | ✓ Value | ✓ Value |
| Exhibit Booth | ✓ \$1200 Value | ✓ \$1200 Value | ✓ \$1200 Value | ✓ \$1200 Value | ✓ \$1200 Value | ✓ Value | ✓ Value |
| Free Conference Registration | 1 \$700 Value | 2 \$1400 Value | 3 \$2100 Value | 4 \$2800 Value | 5 \$3500 Value | ✓ Value | ✓ Value |
| Free USASBE Membership | 1 | 2 \$250 Value | 3 \$375 Value | 4 \$500 Value | 5 \$625 Value | ✓ Value | ✓ Value |
| Conference Program Ad | Quarter Page \$500 Value | Half Page \$1000 Value | Full Page \$2000 Value | Center Spread \$4000 Value | Center Spread \$4000 Value | ✓ Value | ✓ Value |
| Membership Email Blasts | 1 free/ year \$500 Value | 2 free/ year \$1000 Value | 3 free/ year \$1500 Value | 4 free/ year \$2000 Value | 5 free/ year \$2500 Value | ✓ Value | ✓ Value |
| University Story in USASBE Newsletter | X | X | ✓ \$2000 Value | ✓ \$2000 Value | ✓ \$2000 Value | ✓ Value | ✓ Value |
| Access to Membership through Executive Director | X | Up to 2 meeting requests to potential clients- \$5000 Value | Up to 3 meeting requests to potential clients- \$7500 Value | Up to 4 meeting requests to potential clients- \$10000 Value | Up to 5 meeting requests to potential clients- \$12500 Value | ✓ Value | ✓ Value |
| Yearlong exposure at all USASBE events* | X | X | ✓ \$2500 Value | ✓ \$2500 Value | ✓ \$2500 Value | ✓ Value | ✓ Value |
| Logo with Link on USASBE Website/Homepage | X | X | ✓ Website \$5000 Value | ✓ Homepage \$5000 Value | ✓ Homepage \$5000 Value | ✓ Value | ✓ Value |
| Customized Objectives | X | X | X | X | X | ✓ Value | ✓ Value |
| Value | \$3025 | \$8975 | \$24300 | \$30125 | \$33950 | \$40K+ | \$70K+ |