



2017 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?

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
 - A story about your company in our newsletter

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+