



USASBE is currently accepting responses to our RFP for hosting USASBE LOCAL

Have you thought about hosting a cross campus event to introduce your program and area faculty to entrepreneurship education? Or maybe entrepreneurship has spread across your campus, but you want to spread it to faculty at other colleges in your area.

USASBE LOCAL events are two to four hour regional workshops or symposia to do just that. LOCAL events are hosted by USASBE members at their home institutions to build an inclusive community advancing entrepreneurship education through bold teaching, scholarship and practice. LOCAL events take place throughout the year with the goal of providing value added benefits for existing members and growing our membership by exposing prospective members to the benefits of USASBE. Each LOCAL event should include a specific time in which USASBE membership benefits are discussed and new members are recruited.

Each LOCAL host is encouraged to propose an event that will be geared to the needs of the local community but still be consistent with the USASBE mission and brand. The host school will plan and execute the event with marketing and logistics support from USASBE headquarters. USASBE will also provide up to \$1000 in a reimbursement grant to help the host school execute the LOCAL program. USASBE headquarters, with input from LOCAL hosts, will administer a post-event survey and report the results to USASBE and the LOCAL host within 30 days of the event. USASBE home office will also follow-up on potential new members and sponsors. The LOCAL host will submit a report including a summary of the event, survey results, final budget and receipts for reimbursement within 45 days of the event.

Benefits for Host School:

- Up to \$1000 grant (reimbursement) to assist in the execution of your event
- Customized USASBE LOCAL logo specifically co-branded with your institution
- Welcome video from USASBE's President to show at event
- Co-branded customizable marketing materials including emails, flyers and press releases
- Collateral USASBE member benefits piece for distribution at all USASBE LOCAL events
- Assistance in identifying and recruiting talented entrepreneurship scholars and teachers as potential speakers or panelists

- Leadership opportunity for bringing together key stakeholders in your local entrepreneurial ecosystem
- Opportunity to build community support and resources for your university's program(s)
- Opportunity to engage and connect entrepreneurship faculty, as well as other faculty across campus and your region in entrepreneurship initiatives
- Opportunity to showcase your entrepreneurship curriculum, center or institute, campus-wide activities and experiential learning opportunities
- Opportunity to build your brand regionally in the field of entrepreneurship education
- Access to email addresses of current and past USASBE members within driving distance
- An event timeline, event registration system and logistical support to make the event implementation as easy as possible
- Free USASBE membership(s) to award as prize at event

Please include in your Proposal

- **Potential dates, time, and location-** Please include a description of the facilities and how many attendees your space can accommodate.
- **Programming-** What will the attendees learn or get to take back to their classroom or center? Please include specific outcomes
- **Target audience-** What is the geographic region you would like to draw from? What is the demographic that you are targeting- business faculty, cross-disciplinary faculty, members of the local community?
- **Detailed description and schedule of the event-** What is the goal of your LOCAL event and what are the take aways? Please provide a detailed description of the event and include copies of all interactive and experiential activities and exercises planned. List speakers, including their bios, and describe the networking component for the event.
- **Tie to USASBE-** Please describe how the event relates to USASBE's mission.

Mission: USASBE is an inclusive community advancing entrepreneurship education through bold teaching, scholarship, and practice.

How will you promote the USASBE brand and encourage USASBE membership at your event?

- **University qualifications-** Please describe why your university should be selected to host USASBE LOCAL
- **Key players on project –** Please identify by name, title and institution the USASBE LOCAL chair and committee members for your event. Who will be the onsite lead? The event chair must be

a current USASBE member in good standing. Include the event chair's contact information in case there are questions from the review committee.

- **Budget** – Please provide a full budget for your event and include how you plan to use the USASBE reimbursement grant funds.
- **Sponsors** – Other than your university, are there additional event sponsors? If so please provide the names a brief description of their missions and a URL if possible.
- **Additional Information** – Please include any additional information that you think should be considered by the USASBE LOCAL steering committee.

Application Process

All proposals will be reviewed by the USASBE LOCAL steering committee made up of the Assistant VP - Events and Programing, Senior VP of Programing, a Director- at-Large, and a representative from the USASBE Central office.

Each host institution should submit a proposal no longer than three pages outlining the items listed above. These submissions will be reviewed by the USASBE LOCAL steering committee. Because USASBE LOCAL events will occur throughout the year, rolling applications will be accepted. The committee will meet and make selections in July and January. You should plan to hold your event at least eight weeks after notification of selection. In order for your proposal to be considered please submit electronically at <https://www.usasbe.org/?page=LOCALProposals> by midnight Eastern Time on the 5th of the month in which the review occurs. All schools will be notified no later than the last day of the month in which the review occurs.