



Providing entrepreneurs & businesses a vehicle to showcase their business offerings, cultivate relationships, and promote their brand...



2013 EVENT SERIES PARTNERSHIP GUIDE
PARTNER | ADVERTISE | SHOWCASE



The {E}ntrepreneurial Cooperative (ThECooperative) is an affinity group established to serve as *a business resource to connect progressive entrepreneurs and small businesses in an effort to cultivate network expansion, foster brand promotion, and increase business vitality & sustainability.* ThECooperative provides opportunities that address the business needs of our Affiliates (members) in the areas of entrepreneurial development & growth, professional networking, and building brand recognition & promotion.

OUR EXISTENCE:

Business owners and professionals elect to be vested affiliates **annually** or **quarterly** and are classified into membership categories as **Entrepreneur, Small Business, or Associate**. We exist simply as a means to create viable opportunities, physical and virtual, that are broadly unique in scope and designed to meet the needs of our Affiliates and Clients. We offer branding services and networking engagement activities through our various units that provide for an extraordinary experience for those on all levels of the entrepreneurial/small business journey.

Being connected with ThECooperative fosters the following:

- Connections with entrepreneurs and business owners for B2B/B2C collaboration;
- Expansion of a company/organization's reach & presence;
- Brand building & enhancement;
- Marketing & Promoting of products/services via our integrated marketing methods 24/7; and
- Support in the areas of entrepreneurial growth & business development.



ThECooperative and all its sub units are branded with the E-Entre-Sphere. The "E" is a symbol of entrepreneurial equivalency and similarity in the business drive and focus amongst affiliates as we strive to be surrounded by a positive **sphere of influence** within our networks. Our sub units are presented below.



The E-Entrepreneurial Showcase Networking Affair {ThEShowcase} is an upscale business & entertainment networking event with a twist. We infuse entertainment in the professional environment by stage showcasing featured businesses and independent musical artists to provide an in-depth look at the day in the life of an entrepreneur's passion and drive for success. ThEShowcase is NOT your ordinary networking event!

The Entrepreneurial Honors is an annual awards event designed to honor & recognize entrepreneurs, businesses, and organizations for the hard work and perseverance given to achieve in their respective industry and positive impacts within the community at-large.



ThEShowcase Quarterly is our quarterly event publication and serves as our Advertisement & Media arm overseeing print and web advertising, highlights entrepreneurial related news, events & resources, and handles all internal/external media relations.

EntreSphere.com is the virtual branding and promotions division providing foundational support, cost effective solutions, and a personal experience customized to our clients' unique brand. We work efficiently & effectively to equip entrepreneurs and small businesses with the tools needed to properly promote their brand.



Dedicated to branding and promoting, ThEDirectory is an exclusive listing of the Affiliate Members of ThECooperative. This is our virtual promotion of the businesses that make us who we are.

ThE Cooperative aims to form mutually benefitting partnerships with companies and organizations by offering opportunities for cross promotion of your products and services to a shared target demographic. We critically examine how each partnership can provide a worthwhile investment opportunity that will prove to be beneficial in operations, marketing, and realize sound financial returns. Therefore, we are pleased to extend our premiere marketing privileges for our 2013 Event Series. At these live events and virtually on our websites, your company will be featured and recognized as a key supporter in exchange for the following benefits and event concessions.

AREAS OF SUPPORT

SPONSORSHIP:

- *Financial contributions* to support event operations and marketing via one of the listed Sponsorship Premium and General Opportunities.

MEDIA RELATIONS PARTNERSHIP:

- *Commercial spots/Ad space* to promote upcoming events for ThE Cooperative
- *Interview/Story feature* with focus on ThE Cooperative network and ThE Showcase quarterly events.
- *Event Endorsement* to followers via eBlasts, social media, web site or other viable marketing vehicles.

PRODUCTS & SERVICES:

(Event Production Equipment, Furniture, Decor, Printing, Health & Wellness, Business Related Products)

- *In-kind services/product donation* to assist in the overall production of ThE Showcase that can be cross promoted and available to attendees.
- *Special pricing offer* for product/services to Affiliates of ThE Cooperative as a means to further promote your company/organization.
- *Event Exhibition* at our quarterly networking events to showcase your products and/or services to our event attendees.

BENEFITS & CONCESSIONS

In exchange for the support provided, we will offer the following as a show of appreciation for your partnership:

- **RECOGNITION:** Designation as an "Official" Sponsor/Partner of ThE Showcase
- **EVENT ACCESS:** General Admission Tickets for representatives/staff
- **BRAND AWARENESS:** Appropriate display of logo, to include: Event signage, Photo Step-n-Repeat, Print & Electronic Collaterals, and Social Media
- **PROMOTION:** Featured "Recommendation" Listing and highlight of products and/or services offered to be viewed by prospective and confirmed attendees

(E) As a Sponsor of our premium exclusive opportunities, the following are additional benefits that will be provided:

- *Industry exclusivity* for supported events
- Complimentary *Ad space in ThE Showcase Quarterly* event publication
- *Company branded items as gift bag inserts* to be provided to attendees
- *Video spot inclusion* in promotional video and event video loop
- *VIP Passes* for Company Management/Special Guests
- *On-Stage recognition* with opportunity to address the audience

Information on our premium Sponsorship Opportunities are provided on the next page.

Support ThE Showcase and support the *Entrepreneurial Dream* of current and aspiring small business owners who will in turn become supportive clients.

The **Entrepreneurial Cooperative** is pleased to present the following marketing sponsorship and partnership opportunities for your consideration. They are designed to: assist in increasing your brand awareness, identify you as a leader in supporting small business development, and cooperatively foster a nurturing environment for entrepreneurial access.

Presenting Sponsor {2013 series}

Exclusive 2013 Sponsor (3 events) \$20,000

Per Event Sponsor (4 opportunities) \$7,500

The center of attention captures the audience on demand...

We extend the invitation for your company to become the Official Presenting Sponsor of the premier networking event for entrepreneurs and professionals. This allows your company maximum exposure and branding throughout the event and concentrated areas of major focus. Unique branding areas include: Registration & Check-in, Stage, and custom table centerpieces. *This is only available for The Showcase Networking Affairs and excludes The Entrepreneurial Honors event.*

The Entre~Sphere {CEO VIP Area} **Sponsor** \$5,000

An Exclusive welcome experience fit for a CEO...

As a premium branding opportunity, The Entre~Sphere VIP area fosters a welcoming atmosphere for business owners and special guests. This opportunity puts your company in the forefront and allows for targeted interaction and creative control. This is a specially marked and decorated reserved section for special guests, dignitaries, and registered business owners. VIP attendees receive a special gift bag bearing your company's logo and allows you the chance to provide special inserts of your choice.

Entertainment Sponsor \$3,500

Everyone remembers the life of the party...

The unique feature of The Showcase is the opportunity provided to high quality rising music artists. Your support as the Entertainment Sponsor would allow us to provide support to the evenings musical entertainment while you receive full endorsement and promotional rights during the performance and acknowledgements by the DJ throughout the event.

Blue Carpet Sponsor \$2,500

First impressions are lasting...

Every first-class event should have a feature that allows attendees to have an extraordinary experience. For The Showcase, that experience starts the moment guests arrive at the venue and take their first glance at the fanfare presentation welcoming them. As the Blue Carpet Sponsor, your hospitality will be shown and known as we uniquely exhibit what your company has to offer in a spectacular way.

The Supporters Circle Donations/In-Kind

In addition to the exclusive opportunities, we offer these Sponsorship/Partnership levels where businesses and organizations can join our mission of supporting and encouraging entrepreneurial development and growth.

| | |
|---|------------------------|
| Silver Sponsor | \$1,500 - 2,500 |
| Bronze Sponsor | \$500 - 1,499 |
| Event Exhibitor (Non-Profit/Corporate) | \$150 / \$250 |
| Media Sponsor (television, radio, and print media entities only) | In-Kind |
| Products/Services Partner | In-Kind |

As an organization solely dedicated to marketing and promoting quality products & services to business consumers, we utilize diverse media methods to promote our Affiliates, events, sponsors, and all participants. We offer you the following opportunities to assist in getting the word out about your business offerings available to entrepreneurs and business professionals.

EXHIBITION OPPORTUNITIES

The Showcase provides a limited number of exclusive opportunities for businesses and organizations to showcase products/services suitable to the needs of entrepreneurs and small businesses. **No more than 5 opportunities will be made available.**

- **Business Products/Services: \$250⁰⁰**
- **Non-Profit Service Provider: \$150⁰⁰**

Selected exhibitors will also receive a Digital Billboard Ad and Two (2) Exhibitor Event Passes.

EVENT GUIDE ADVERTISEMENT

The Showcase Quarterly, is our event publication that is provided in print to attendees at each quarterly event. This option puts your company/organization in the hands of serious individuals that seek quality products or services to assist in their business operations. You get the opportunity to select your ad location. Like your Ad Space...then *Lease It* for placement in multiple editions. The Ad Layout Guide is provided online. Full payment is required to confirm any selected ad spaces.



- **Full Page Ad: \$275⁰⁰**
- **Half Page Ad: \$135⁰⁰**
- **Qtr Page Ad: \$75⁰⁰**



VIRTUAL ADVERTISEMENT

Drive traffic to your site and expand your reach to a potential client base with advertisement with our premium web-based promotions. Our site is designed to be a resource for current and aspiring entrepreneurs, small business owners, and serial networkers looking for quality recommendations for products, services, and events to assist in business operations and their professional development. Receive 3 months of premium web space on The Cooperative's Events Page & Ticket site.

- **Events Page Sponsor (6 mos exclusive): \$1,500⁰⁰**
- **Digital Billboard Ad (3 mos): \$125⁰⁰**
- **Virtual Ad (webpage- 6 mos): \$200⁰⁰**
- **Company Logo w/ Link: \$100⁰⁰**



VIDEO ADVERTISEMENT

Take advantage of video showcasing of your business with The Showcase as we produce promotional video commercials and a video loop to be posted on our website, YouTube channel, and during the event. **Only 5 opportunities available!**

- **Promo Video spot: \$250⁰⁰**

ADVERTISE TODAY ON:

www.TheEntrepreneurialCooperative.org
www.EntreSphere.com
facebook.com/EntreSphere
twitter.com/The_EntreSphere



ThËShowcase LOGISTICAL PROFILE

2013 EVENT DATES:

| | |
|---|---|
| ThËShowcase Networking Affair: 1Q13 | {Friday, March 15 th } |
| The 2 nd Annual Ëntrepreneurial Honors | {Saturday, June 22 nd } 2Q13 event |
| ThËShowcase Networking Affair: 3Q13 | {Friday, August 16 th } |
| ThËShowcase Networking Affair: 4Q13 | {Friday, November 15 th } |

EVENT SPECIAL FEATURES:

- Blue Carpet Interviews: *Attendee testimonials and company pitch experience*
- Cocktail Chat: *Our preNetworking Hour developmental mini session presentation*
- The Entre-Sphere {CEO VIP Area}: *Network area for business owners and Sponsors*
- Business & Music Artist Showcase: *Company on stage presentation and interview segment*

TARGET ATTENDEE DEMOGRAPHICS

- **Profile:** Entrepreneurs/Small Business Owners, Corporate Executives, Young Professionals
- **Expected Attendance:** 125 - 200+
- **Industry:** Diverse areas of business, non-profit sector, entrepreneurship
- **Marketing/Promotion Methods:** Special Invitations, Direct mailers, corporate event calendars, email blast, professional associations, website & social media, promotional activities

ThËShowcase provides the following opportunities during each quarterly event and are available to entities that fit within the criteria provided:

- **SHOWCASE:** Entrepreneurs/Small Business Owners, Non-Profits, Independent Music Artists
- **EXHIBITION:** Providers of products/services that will assist in business development, operational support, financial management, and personal health.
- **PARTNERSHIP:** Companies that provide products & services that can be utilized in supporting event production and whom have a mutual desire to market to quality prospective clients.
- **MARKETING SPONSORSHIP:** Companies/Organizations that can utilize our integrated marketing tools to spread their message & brand to a targeted demographic of business owners.
- **ADVERTISER:** Entities that utilize our printed event publication and electronic promotional vehicles to promote products/services viable to entrepreneurial and small business development.

We only seek and accept mutually beneficial B2B/B2C entities for the purpose of delivering quality networking and obtainable ROI for our attendees and sponsors.

ThËShowcase PARTNERS/SPONSORS

VIDEO PRODUCTION | CATERING | EVENT PLANNING | ENTERTAINMENT | PHOTOGRAPHY | DIGITAL MEDIA | EVENT HOST/BUSINESS STRATEGY



V2L Events LLC is the founding & managing affiliate of ThËCooperative and the producer of ThËShowcase/Entrepreneurial Honors.

www.TheEntrepreneurialCooperative.org