



2010 Rochester Regional BUSINESS PLAN CONTEST & CELEBRATION OF ENTREPRENEURSHIP

2010 Sponsorship Fact Sheet

The **Rochester Regional Business Plan Contest** encourages entrepreneurship and recognizes new, high-growth ventures in the Greater Rochester New York Region. This year's contest will run from February – April 2010, culminating in the awarding of up to \$50,000 in cash and prizes. The winners will be selected by a panel of distinguished entrepreneurs and investors, and announced on Friday, April 30th at the 2nd Annual **“Celebration of Entrepreneurship” Luncheon**, which will also feature highlights and recognition of other community entrepreneurial successes.

How Will Sponsorship Benefit You?

Sponsors of the Contest and Luncheon are helping to foster a more vibrant regional economy by stimulating new business ideas, and by celebrating our region's next generation of entrepreneurial success! Specific benefits to sponsoring organizations include:

- ◆ Visible supporter of entrepreneurial activity in Greater Rochester
- ◆ Relationship-building with prospective clients
- ◆ Early look at the region's newest companies
- ◆ Alignment with the planning committee: High Tech Rochester, Greater Rochester Enterprise, Rochester Institute of Technology, Digital Rochester, Nazareth College School of Management, and the University of Rochester Simon Graduate School of Business

Sponsorship Levels and Benefits

Sponsor Benefits	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Complimentary luncheon tickets	20 (2 tables)	10 (1 table)	5	2
Speaking role at luncheon	Yes			
Seat at luncheon head table	Yes	Yes		
Company profile in luncheon program	Yes	Yes		
Recognition from podium at luncheon	Yes	Yes	Yes	
Exhibit table on day of luncheon	Yes	Yes	Yes	
Company logo in PowerPoint screen shots at all contest workshops, finals and luncheon	Yes	Yes	Yes	Yes
Company logo in all advertisements and printed materials	Yes	Yes	Yes	Yes
Company logo on event website	Yes	Yes	Yes	Yes
Participation in business plan workshops or as business plan reviewer	1 st preference	2 nd preference	3 rd preference	

How Will Your Dollars Be Used?

The primary use of sponsorship dollars is for the cash awards to the Business Plan Contest winners, with the first place winner expected to receive \$25,000 in cash, and second and third place winners receiving smaller awards. Sponsorship funding also supports costs associated with running the Contest and the Luncheon.

Key Dates (subject to change)

1 st RBJ Advertisement	1/15, Fri
Contest Announced, Registration Opens	2/1, Mon
2 nd RBJ Advertisement	2/5, Fri
Business Plan Workshop 1	2/17, Wed (Planning your Business and the Plan)
3 rd RBJ Advertisement	2/19, Fri (BP Contest)
Business Plan Workshop 2	2/24, Wed (Writing Your Plan)
Business Plan Workshop 3	3/3, Wed (Communicating Your Plan & Funding Your Business)
Contestant Registration Deadline	3/5, Fri
Business Plan Workshop 4	3/10, Wed (Presentation Practice & Feedback)
4 th RBJ Advertisement	3/26, Fri
Semi-Finalists Selected	3/25, Thurs
Semi-Finalist Presentations	4/5, Mon – 4/8, Thurs (tentative)
5 th RBJ Advertisement	4/9, Fri
Finalists Selected and Notified	4/9, Fri
6 th RBJ Advertisement	4/23, Fri
Finals and Awards Luncheon	4/30, Fri

Please Reply Now

We invite your sponsorship commitment as soon as possible to ensure maximum visibility in all announcements, advertisements, and workshops. All payments must be received by March 31, 2010.

Please contact Jackie Spiro (214-2402, jackie.spiro@htr.org) at High Tech Rochester for additional information.

Planning Committee 2010



Digital Rochester



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