

The Westchester Grow Conference, May 3, 2013
Sponsorship Opportunity

Westchester Community College's Gateway to Entrepreneurship (G2E) will host the first of its kind conference for entrepreneurs on May 3, 2013. The goal of the Westchester Grow Conference is to connect entrepreneurs and local businesses with the resources needed to start and expand their businesses.

We invite you to consider joining us as sponsor of the Grow Conference, which is also in partnership with Community Capital of New York, The Business Council of Westchester and the Women's Enterprise Development Center.

Grow Conference for Entrepreneurs

The Grow Conference will attract over 200 participants ranging from budding entrepreneurs to small, medium and large businesses for an intensive day of business development and networking opportunities. The Grow Conference will kick-off with a prominent keynote guest speaker from the world of business, followed by a full day of courses and workshops for start-ups and established businesses, presented by industry leaders. The event will be capped off by a closing reception for participants, speakers, presenters, and sponsors.

Grow Conference Publicity

The Conference will attract entrepreneurs from Westchester, Putnam, and Rockland in New York, Fairfield County in Connecticut, and the greater Tri-State area. The Westchester Community College's Community Relations Department will implement a multi-faceted publicity campaign to attract audiences and raise visibility. This will include press releases, direct marketing and social media to create wide visibility for the conference and sponsors.

Start-Up Track: Participants in this track will have the opportunity to evaluate if they have the knowledge, personality, capital and other resources needed to start a new business. Participants will be presented with the "First Steps" they need to take, and leave with "Next Steps" after completing the session.

Grow Your Business: This track will address the specific needs of existing businesses. Workshops are designed for participants to evaluate their businesses, with a specific focus on marketing, finance, business evaluation and government contracts so entrepreneurs have the tools and resources to expand.

Industry Track: To provide budding entrepreneurs with experts advise from successful business owners in their fields of interest. Businesses represented in the Industry Track include *Biotech/Healthcare; Green technology, Construction/Tappan Zee; Information Technologies; Food/Beverage/Hospitality.*

Lead Sponsor \$10,000

logo placement and prominent recognition on:

- All promotional materials, invitations, and press releases
- The cover of the program, handed out to each guest, and sent to future speakers
- The Westchester Community College website, the College's Facebook page, the Alumni interactive web site
- The Westchester County Office of Economic Development website
- Banner prominently displayed in the Gateway Center Atrium and signage on stage in the Davis Auditorium
- Promotional table display the day of the conference
- Representative will be acknowledged and invited to welcome the audience at the Key note event
- Sponsor representative invited to participate in one educational panel/workshop during the conference

Tracks Sponsor \$5,000 Per Track

- Acknowledgement on the College's website
- Logo on the G2E website
- Name in all print media and promotions
- One display table in the Gateway Atrium
- Banner display in the Gateway atrium
- Participation in breakout sessions for one guest

Closing Reception Sponsor \$2,500

- Acknowledgement on the College's website
- One display table in the Gateway Atrium
- Name in all print media and promotions
- Acknowledgement at closing reception

Lunch Sponsor \$1,500

- Acknowledgement on the College's website
- One display table in the Gateway Atrium
- Name in all print media and promotions

Breakfast Sponsor \$1,500

- Acknowledgement on the College's website
- One display table in the Gateway Atrium
- Name in all print media and promotions

Name of Company: _____

Contact name: _____

E-mail: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Please return form with payment as soon as possible so that we may display your logo as appropriate. Deadline is **April 12, 2013**.

Make checks payable to the **Westchester Community College Foundation** and mail to:

Eridania Camacho
Westchester Grow Conference
Westchester Community College, Gateway Center, office 320
Valhalla, NY 10595

Your company's logo will be displayed on the Conference material as noted in the proposal. Please email high resolution tiff, jpeg or eps logo to g2e@sunywcc.edu.

For more information or questions call 914-606-5616 or email at g2e@sunywcc.edu.

