

# PARTNER WITH USASBE!

2018 USASBE National Conference  
Los Angeles | January 10-14, 2018  
Lights. Camera. Entrepreneurship!



[www.usasbe.org](http://www.usasbe.org)

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

**CSUN**

**DAVID NAZARIAN**  
COLLEGE OF BUSINESS  
AND ECONOMICS



*Lights. Camera. Entrepreneurship!*

## 2018 USASBE Sponsorship Levels

### **Increase your visibility within USASBE!**

By becoming a USASBE Partner, you'll have visibility, access and influence within our membership. Your school or business will be top-of-mind within USASBE by being involved with our meetings, events, newsletters, website and social media. In most cases, we'll custom build your sponsorship to meet your objectives.

### **About USASBE**

We are an inclusive community advancing entrepreneurship education through bold teaching, scholarship, and practice.

Our members are:

- Teachers sharing best practices but also challenging existing paradigms of how entrepreneurship should be taught, to whom, and to what ends.
- Researchers moving the practice of entrepreneurship education forward and translating cutting-edge entrepreneurship research into teachable content.
- Program directors and practitioners that complement classroom-based entrepreneurship education with practical immersion experiences in the broader entrepreneurship community.

### **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 students, entrepreneurs and entrepreneurial ventures. With nearly 1,000 members, USASBE represents over 500 colleges and universities across the United States and around the globe.

#### **More about USASBE**

<http://www.usasbe.org/?page=intro>

#### **USASBE Board of Directors**

<http://www.usasbe.org/default.asp?page=2017Leadership>

#### **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 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 hundreds of thousands of students, alumni, and entrepreneurs. Our sponsorship levels for the national conference are listed below. Many sponsor and partner opportunities can be customized to meet your needs. Contact our Executive Director, Patrick Snyder at [psnyder@usasbe.org](mailto: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 conferences. In-kind contributions will be acknowledged in a manner commensurate with the value of the contribution.

### **Sponsor Levels**

Strategic and sustaining partnerships can be created for \$20-50K and are customized to meet your exact objectives!

#### **Diamond- \$20,000**

- Exhibit booth and 8 complimentary conference registrations and individual USASBE memberships
  - Special Sponsor & Exhibitor Reception with the USASBE board at the annual conference
  - Center spread ad in conference program
  - A mention at one of our functions
- 5 complimentary email blasts to USASBE membership throughout the year
- Story about your university/company in the *Liaison*
- Access to membership through Executive Director with up to 5 meeting requests to entrepreneurship educators, curriculum experts and center directors
- Your logo on the USASBE homepage
- Use of the USASBE logo on all your collateral materials
- Yearlong exposure at all USASBE events with an invitation to all USASBE regional events throughout the year

### **Platinum- \$15,000**

- Exhibit booth and 6 complimentary conference registrations and individual USASBE memberships
  - Special Sponsor & Exhibitor Reception with the USASBE board at the annual conference
  - Full page ad in conference program
  - A mention at one of our functions
- 4 complimentary email blasts to USASBE membership throughout the year
- Access to membership through Executive Director with up to 4 meeting requests to entrepreneurship educators, curriculum experts and center directors
- Your logo on the USASBE homepage
- Use of the USASBE logo on all your collateral materials
- Yearlong exposure at all USASBE events with an invitation to all USASBE regional events throughout the year

### **Gold- \$10,000**

- Exhibit booth and 4 complimentary conference registrations and individual USASBE memberships
  - Special Sponsor & Exhibitor Reception with the USASBE board at the annual conference
  - Full page ad in conference program
  - A mention at one of our functions
- 3 complimentary email blasts to USASBE membership throughout the year
- Access to membership through Executive Director with up to 3 meeting requests to entrepreneurship educators, curriculum experts and center directors
- Your logo on the USASBE homepage
- Use of the USASBE logo on all your collateral materials
- Yearlong exposure at all USASBE events with an invitation to all USASBE regional events throughout the year

### **Silver- \$5,000**

- Exhibit booth and 3 complimentary conference registrations and individual USASBE memberships
  - Special Sponsor & Exhibitor Reception with the USASBE board at the annual conference
  - Half page ad in conference program
  - A mention at one of our functions
- 2 complimentary email blasts to USASBE membership throughout the year
- Access to membership through Executive Director with up to 2 meeting requests to entrepreneurship educators, curriculum experts and center directors
- Use of the USASBE logo on all your collateral materials
- Yearlong exposure at all USASBE events with an invitation to all USASBE regional events throughout the year

### **Exhibit Booth Bronze- \$2,500**

- Exhibit booth, one complimentary conference registration and individual USASBE membership
  - Special Sponsor & Exhibitor Reception with the USASBE board at the annual conference
  - Quarter page ad in conference program
  - A mention at one of our functions
- One complimentary email blast to USASBE membership throughout the year
- Use of the USASBE logo on all your collateral materials
- Yearlong exposure at all USASBE events with an invitation to all USASBE regional events throughout the year

## In-Conference Sponsor Opportunities

OPPORTUNITY	LEVEL
Welcome Reception	Platinum
Keynote Speaker	Platinum
Lifetime Achievement Awards Luncheon	Platinum
New Member Reception	Silver
Luncheon Saturday	Gold
Lanyards	Gold
Conference Bags	Gold
Hotel Room Keys	Silver
Coffee Break	Silver
Continental Breakfast	Silver
Pillar Sessions	Silver
Doctoral Consortium	Gold
Co-Sponsor Fellows Dinner	\$500
Awards Reception	Gold
Dinner Entertainment	Silver
SIG Individual Meetings	\$1500

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, practitioner, center directors, 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](mailto:psnyder@usasbe.org)  
Phone: 262.472.1449

USASBE 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	\$250 value	\$500 value	\$750 value	\$1000 value	✓ value	✓ value
Exhibit Booth	\$1200 value	\$1200 value	\$1200 value	\$1200 value	\$1200 value	✓ value	✓ value
Free Conference Registration	1 \$725 value	2 \$1450 value	4 \$2900 value	6 \$4350 value	8 \$5800 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 \$1000 value	2 free/year \$2000 value	3 free/year \$3000 value	4 free/year \$4000 value	5 free/year \$5000 value	✓ value	✓ value
Your story in the Liaison	\$2000 value	\$2000 value	\$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	\$500 value	\$500 value	\$2500 value	\$2500 value	\$2500 value	✓ value	✓ value
Logo on USASBE Website	X	X	\$5000 value	\$5000 value	\$5000 value	✓ value	✓ value
Customized Objectives	X	X	X	X	X	✓ value	✓ value
Value	<b>\$6,050</b>	<b>\$13,400</b>	<b>\$26,600</b>	<b>\$33,800</b>	<b>\$39,000</b>	<b>\$40K+</b>	<b>\$70K+</b>