new york business plan competition

NYBPC

www.nybplan.com

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Sponsorship Opportunities

THE PREMIER COLLEGIATE CONTEST

The New York Business Plan Competition (NYBPC) represents a unique opportunity for sponsors collaborating with the program to provide visibility and marketing for their organizations. The NYBPC is rapidly becoming known as one of the Northeast's leading collegiate business competitions and one of the largest in the country. In addition to the 8-month targeted marketing strategy deployed by the organizers that actively promotes sponsors of program, the NYBPC provides the following primary benefits to sponsors:

- Access to participating students from major college and university communities throughout New York
- Opportunity to network with top investors as well as other business and political leaders who participate in the program
- Exposure to the future business leaders of our communities
- Opportunity to support and encourage the entrepreneurial spirit and help advance the technology transfer originating at New York's leading colleges and universities
- Opportunity for economic development and job creation through startup creation.

The following sponsorship levels are available for regional business, educational, economic development, and other public organizations.

	Title	Lead	Supporting / Institutional	Friend
Sponsor Commitment	$100,000	$25,000	$10,000	$5,000
Industry Exclusivity at Sponsorship Level	x	x		
Contest Participation Benefits				
Invitation to serve on judge's panel	x	x		
Networking Reception with participants, faculty, community business leaders	x	x	x	x
Opportunity to address the group prior to the announcement of winners	x			
Opportunity to address the group during the opening remarks	x			
Opportunity to address the group during the first break		x		
Opportunity to address the group during the second break			x	
Opportunity to address the group during the third break				x
Event Promotions, Branding Opportunities, Logo Placement				
Exclusive event Title Sponsor	x			
Event press releases	x	x		
Event web articles	x	x		
Event email announcements	x	x		
Event invitations	x	x	x	x
Printed event collateral	x	x	x	x
Website sponsorship page	x	x	x	x

School of Business University at Albany State University of New York

SUNY College of Nanoscale Science and Engineering

Syracuse University

University of Rochester

Plattsburgh State University of New York

SUNY IT

Marist

WNY College Connection

Clarkson University

Cornell University

R·I·T

Stony Brook University

Ithaca College

Binghamton University

University at Buffalo The State University of New York

SUNY Cortland

NYIT New York Institute of Technology

Siena College

Hudson Valley Community College

SUNY Broome

Skidmore College

Albany Law School

Schenectady County Community College

Union Graduate College

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- ❑ Lead Sponsor, $25,000
- ❑ Institutional Sponsor, $10,000
- ❑ Supporting Sponsor, $10,000
- ❑ Friend Sponsor, $5,000
- ❑ Platinum In-Kind Sponsor, $25,000
- ❑ Gold In-Kind Sponsor, $15,000
- ❑ Silver In-Kind Sponsor, $10,000
- ❑ Bronze In-Kind Sponsor, $5,000

Payment Information:

Contact Mr. Nicholas Querques at nquerques@albany.edu for payment information.

Organization Information:

Organization Name:
Contact Name:
Address (line 1):
Address (line 2):
Email Address:
Phone Number:
Fax Number:

Signature: _____

Why Sponsor the New York Business Plan Competition?

Sponsorships are an excellent way to promote your organization at the competition. Attendees get a sense of your company, products, and services, and have access to contact you for future collaborations—even before they meet you.

Because we have a limited number of sponsorships, your message will not be lost; it will be highlighted. By sponsoring this growing statewide event, you will lend credit to your organization and be recognized leading up to and throughout the competition to ensure maximum visibility.

We have designed several packages of sponsorship levels to allow you to choose the right package for you and your business. Please review the options and join us at the 2014 New York Business Plan Competition! For more information, please visit: www.nybplan.com.

Additional Information:

Please send both EPS and JPEG versions of your organization's logo to Mr. Nicholas Querques at nquerques@albany.edu. If you have any questions regarding the sponsorship levels, please contact us!

School of Business University at Albany State University of New York · SUNY College of Nanoscale Science and Engineering · Syracuse University

University of Rochester · Plattsburgh State University of New York · SUNY IT · Marist · WNY College Connection · Clarkson University · Cornell University

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Siena College · Hudson Valley Community College · SUNY Broome · Skidmore College · Albany Law School · Schenectady County Community College · Union Graduate College