

SUPPORT CHANGE.

**RIGHT HERE. RIGHT NOW.
THOUGHT LEADER SUMMIT ON
ENTREPRENEURSHIP**

Sponsorship Kit

April 30, 2018
Seven Springs Mountain Resort
11:00 – 5:30 pm

Presented by





RIGHT HERE. RIGHT NOW.

The Southern Alleghenies: The Next Great Startup Zone

Change is brewing. Through the Startup Alleghenies initiative, aspiring entrepreneurs are finding the resources they need to start businesses, get funded and get going.

About Startup Alleghenies

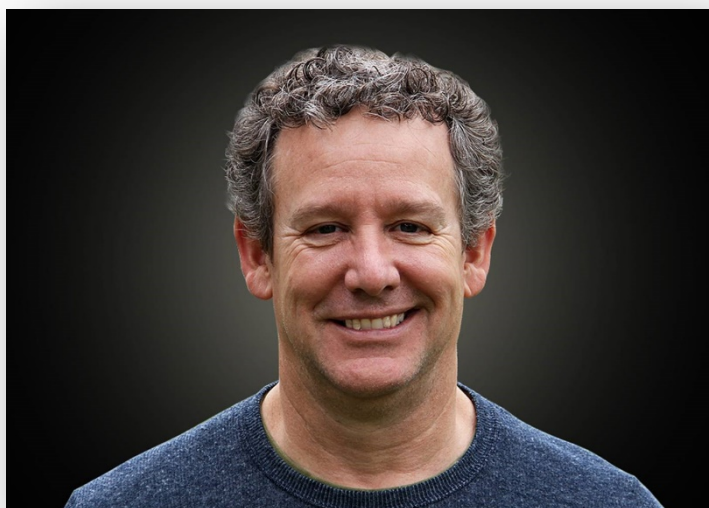
Startup Alleghenies is a free program that connects participants with coaches who help them navigate a vast network of partners at economic development groups, private organizations and universities. Partners include the Southern Alleghenies Planning & Development Commission, Altoona Blair County Development Corporation, JARI, Somerset Economic Development Council, Ben Franklin Technology Partners, St. Francis Small Business Development Center, The Progress Fund, Catalyst Space, The Community Foundation for the Alleghenies, the Southern Alleghenies Workforce Development Board and many other organizations who are actively supporting new businesses from idea to market.

The Thought Leader Summit on Entrepreneurship

This Spring, Startup Alleghenies will host a Thought Leader Summit on entrepreneurship. This one-day summit will bring visibility to the issue of rural entrepreneurship in America's rustbelt. Startup Alleghenies will convene local and national experts to showcase the collaboration, innovation and problem-solving happening in the region. Government officials, community leaders, business leaders, existing entrepreneurs and new ones will all have the chance to participate, network and make important connections.

Join us and support us. Right here. Right now.

KEYNOTE SPEAKER



CHRIS HEIVLY

Chris Heivly is one of the nation's leading experts in how to turn startups into multimillion-dollar companies. At a time when the nation's economy is shifting from a reliance on large corporations to smaller, more innovative organizations, he has been dubbed the "The Startup Whisperer."

For over 30 years, Heivly has worked at the highest levels for some of the world's most recognized brands, including MapQuest, which was sold to AOL for \$1.2 billion; Rand McNally, the world's largest map publisher; and Accenture, the largest multinational management consulting, technology services, and outsourcing company on the planet. He has also personally directed over \$75 million in investment capital on behalf of these and other companies.

Heivly currently serves as one of two managing directors of The Startup Factory, the largest seed investment firm in the Southeast. Under his leadership, the firm has made 35 investments in just three years in emerging technology companies. Chris recently joined Techstars, the world's largest ecosystem that helps entrepreneurs build great businesses, to develop a new set of products and services focused on helping startup communities grow.

Heivly is a contributing writer for Inc.com, the nation's leading entrepreneurial magazine for entrepreneurs and business owners, and has a significant following for Heivly.com, his own highly respected blog that offers brutally authentic commentary on startups and the startup community.

He just released *Build the Fort*, his much-anticipated book about how to take the lessons you learned as a 10-year old and on applying those lessons to starting anything. His book was inspired from a widely acclaimed TEDx talk in 2014. The book focuses on the months leading up to the decision to start a company and those first three critical months of getting your idea off the ground. His insights are being applied in multiple realms, from any individual with a dream, to startups and companies that aspire to be more innovative, to emerging entrepreneurial communities.

SUMMIT PROGRAM

VIP Meet & Greet with Chris Heivly <i>Closed Session</i>	11:00 am
General Registration Opens	11:30 pm
Welcome & Proclamation Announcements	12:30 pm
Keynote Speaker Introduction (Platinum Sponsor)	12:40 pm
Keynote Speaker	12:45 pm
Roundtable One: <i>Building Early Stage Entrepreneurship</i>	1:45 pm
Refreshment Break	2:30 pm
Roundtable Two: <i>Next Generation & Legacy Business Innovation</i>	2:45 pm
Startup Showcase	3:30 pm
Closing Remarks	4:00 pm
Cocktail Networking Event	4:05 pm
Cocktail "Coach's Showcase"	4:30 pm
Event End	5:30 pm

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

The “Right Here Right Now Thought Leader Summit on Entrepreneurship” is a free event. We need your support to host this important day.

	Platinum	Gold	Silver	Bronze	Entrepreneurial Friends
Host of VIP speaker meet & greet session	x				
Introduction of keynote speaker	x				
Host of cocktail & networking event	x				
Mentions in all press releases	x	x			
Logo on event banners	x	x			
Logo on big screen	x	x			
Logo in event advertising	x	x			
Refreshment break co-sponsor		x	x		
Logo on conference invite, eblasts, flyers	x	x	x		
Tickets to VIP session	4	2	1		
Logo on conference webpage	x	x	x	x	
Logo on pop-up banners	x	x	x	x	
Event program guide recognition	x	x	x	x	x
Social media mentions	x	x	x	x	x
Ad in event program guide	Full page	Full page	1/2 page	1/4 page	
Available spots	1	1	2	4	Unlimited
Price	\$15,000	\$10,000	\$5,000	\$2,500	\$250-\$500*

* In-kind donations accepted

PROGRAM BOOK ADVERTISING

The program will be the go-to guide for all attendees. The book will feature the agenda, speaker and roundtable panelist bios, partner information and paid ads.

Full page	\$250
½ page	\$150
¼ page	\$100

SPONSORSHIP FORM

Sponsorship commitment Level:

- ☐ Platinum \$15,000
- ☐ Gold \$10,000
- ☐ Silver \$5,000
- ☐ Bronze \$2,500
- ☐ Entrepreneurial Friends (amount) \$_____

Note: Sponsorship spots are on a first come, first serve basis.

Contact Information:

Company/Organization Name: _____

Contact Name: _____

Contact Title: _____

Email Address: _____

Phone Number: _____

Advertising Options:

- ☐ Full page \$250
- ☐ ½ page \$150
- ☐ ¼ page \$100

Note: Do not check a box if you have an ad included in a sponsorship package.

Total: _____

Signature: _____

Note: Please email your company logo along with this completed form to MLatta@RebelFoxFarm.com Questions? Call Michelle Latta at 412-455-6433.

SPECS & DUE DATES

LOGOS:

Adobe Illustrator EPS (all fonts converted to outlines and rasterized graphics embedded), Photoshop TIFF or JPEG (CMYK/300dpi)

PROGRAM BOOK AD SPECS:

Ads are available in three sizes.

Full-page	8.5" W x 11" H
Half-page	8.5" W x 5.5" H
Quarter page	4.25" W x 5.50" H

MECHANICAL REQUIREMENTS FOR ALL ADS:

- No bleed
- all ads print in four-color process (CMYK)
- each ad will be bordered by a one-point black rule

PREFERRED FORMAT:

PDF x1a or TIFF. QuarkXpress or InDesign files must be converted to PDFs ("press quality" CMYK/300dpi, maximum quality, fonts fully embedded – not subsets).

OTHER ACCEPTABLE FORMATS:

Photoshop TIFF (CMYK/300dpi, flattened to single layer), or Adobe Illustrator EPS (CMYK, all fonts converted to outlines and rasterized graphics embedded). We cannot be held responsible for color accuracy.

IMAGES:

Photoshop TIFF or JPEG (CMYK/300dpi)

NON-COMPLIANCE :

- If the ad is sized incorrectly, we reserve the right to resize and/or re-create it to fit accordingly.
- We cannot use ads, images, and logos sent as Microsoft Word or Publisher files, web graphics, or low-res graphics (under 300dpi).

DUE DATES:

- LOGOS DUE UPON COMPLETION OF SPONSORSHIP FORM.
- ALL PROGRAM BOOK AD MATERIALS DUE BY 3/15/18.