

SCORE of Southeastern Connecticut

Sponsorship Opportunities & Benefits



Kari O'Brien, owner of Connecticut River Equine Massage in East Haddam, CT – helping horses live a happy, productive, pain-free life in order to reach their full potential.

A proposal for sponsorship of SCORE Workshops,
Webinars, and Events in Your Community



What is SCORE?

SCORE is the nation's largest network of **volunteer, expert business mentors**, with approximately **10,000 volunteers** in **300 chapters nationwide**. Since its founding in 1964, SCORE has helped more than **11 million current and aspiring entrepreneurs**.

In 2020/2021 SCORE helped people start 45,000 businesses, creating 74,500 additional non-owner jobs.

Small businesses and entrepreneurs are critical to our healthy economy and SCORE provides **training, coaching** and **business tools** to help them succeed.

All services free of charge.

- Confidential Business Advice and Mentoring
- Workshops, Seminars and Special Events
- Online Business Tools and Templates

Locally, the Southeastern Connecticut Chapter of SCORE, founded over 50 years ago, delivered **over 10,000 Client Services** including business mentoring and educational workshops **in the last 5 years alone**. With advances in remote mentoring tools and over 40 volunteers, SCORE SECT helps small businesses across Southeastern and Northeastern CT. SCORE SECT hosts **50+ workshops** and special events each year, and maintains a growing **e-mail list of over 5,000** clients.



“We were focused on all the details...
SCORE helped us focus on making
the business end happen.” — *SCORE client*



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Benefits of Sponsorship

Exposure — Your name will appear prominently in workshop press releases, our website Sponsors page, two email invitations and any printed material we distribute. Our emails reach over 5,000 people and the list is growing. Our press releases are sent and posted online to publications and organizations such as The Day, Hartford Business Journal, and the Small Business Administration.

Affiliation — The exposure benefits are enhanced by the recognition, appreciation and high ratings of SCORE, its mentors and workshops. All SCORE activities are quality controlled and evaluated frequently.

Contribution — SCORE sponsorship is a visible, high-impact contribution to the future of your community; it builds a sound foundation among the new businesses vital to your own growth and success. If small business is your target customer . . . SCORE is the ideal organization to help you reach them.



“All of the events have been well thought out and organized with excellent speakers and a wealth of knowledge.”

Sponsorship Opportunities

- Individual Workshops
- Workshop Series
- Networking or Other Special Events

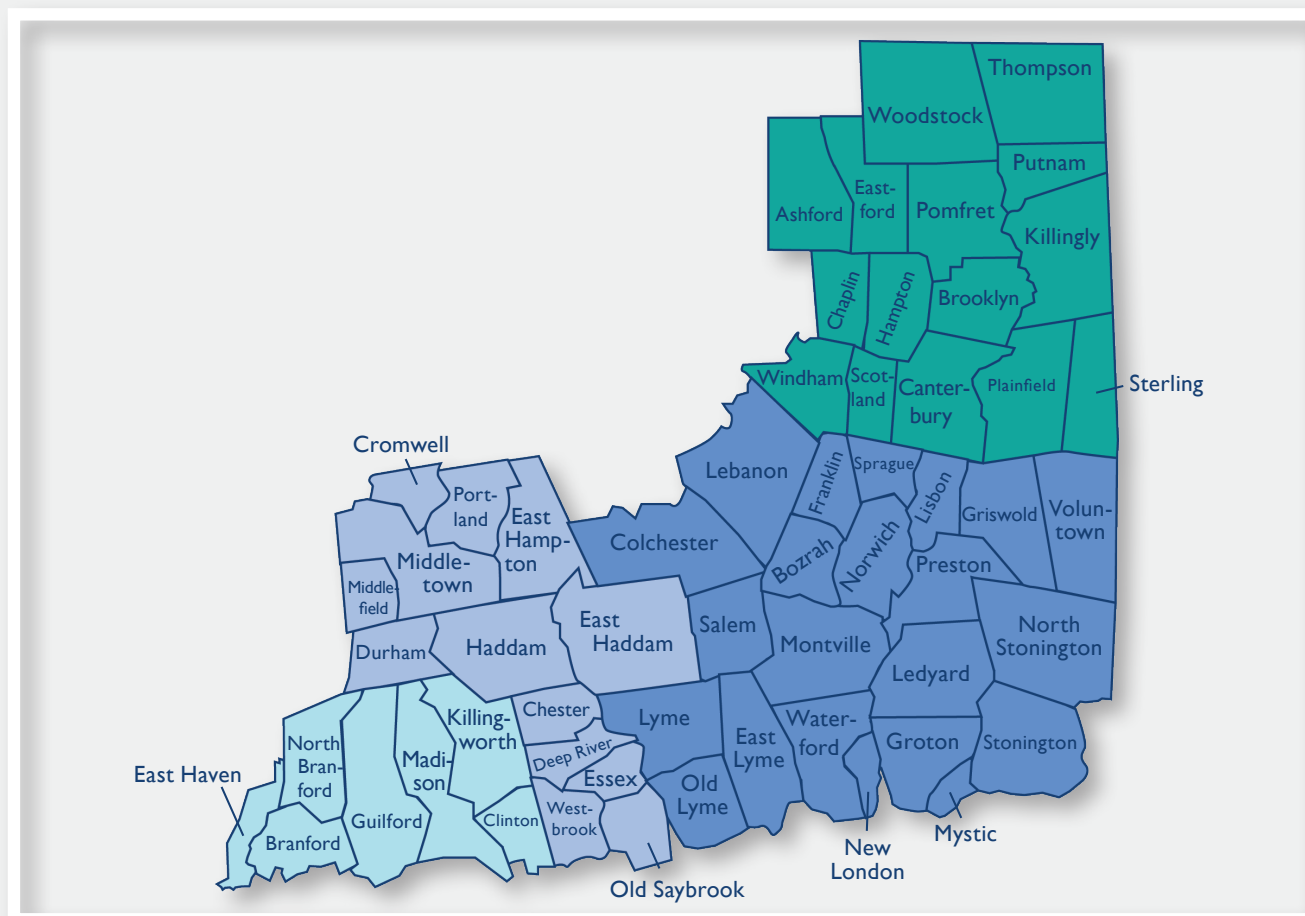
How Will Sponsorship Benefit SCORE Clients?

1. Expand our ability to host more Workshops as well as Special Events
2. Enable SCORE to invite recognized speakers and trainers to enhance the client experience and raise the visibility of our offerings.
3. Raise our profile in the communities we serve, which increases awareness and uptake of services.

What qualifies SCORE volunteers to give business advice?

The key qualification SCORE mentors bring is real-world business experience. They are working and retired business owners, executives and managers who have been through the same challenges and decisions that many entrepreneurs are facing today. In addition, SCORE mentors offer valuable expertise in specific industries. All SCORE volunteers receive specialized training offered by the association and are certified in mentoring methodology.

Communities Served by SCORE Southeastern CT



Contact Information

SCORE Southeastern CT
P.O. Box 283, Old Saybrook, CT 06475
Tel: (860) 388-9508 | <https://sect.score.org>