



SPONSOR THE FUTURE  
**PARTNERSHIP  
OPPORTUNITIES**



Alabama  
Entrepreneurship  
Institute

**The**EDGE  
Incubator and Accelerator

## Alabama Entrepreneurship Institute

The Alabama Entrepreneurship Institute (AEI) promotes and supports entrepreneurship and business growth in numerous ways. AEI provides learning and networking opportunities to anyone interested in turning an idea into a growth business.

### GOALS:

- Education, economic development and job creation
- Connecting The University of Alabama with regional priorities
- Supporting new and existing entrepreneurs

## The EDGE

The EDGE provides the space and inspiration for people to get together to explore, learn and create growing businesses. It is a unique open co-working space combined with offices, conference rooms and collaboration space.

The EDGE is a collaboration with The City of Tuscaloosa, The Chamber of Commerce of West Alabama and The University of Alabama.

- Over 26,000 square feet
- 20 offices
- 100 workstations
- Conference rooms
- Memberships on annual, monthly drop-in basis
- Access to mentors, experts and workshops

## ANNUAL SPONSORSHIP

### NEW VENTURE LEVEL | \$10,000

Name on marketing materials for EDGE and AEI (e.g. River Pitch, Business Plan Competition, Accelerator)

Sponsorship listed in the AEI / EDGE newsletter

Name on signage at The EDGE

Invitation to present a workshop or introduce speakers and discuss business

### GROWTH AND INNOVATION LEVEL | \$15,000

All sponsorship benefits listed in New Venture level sponsorship

#### PLUS

Annual membership in the Growth and Innovation Leaders Forum

### BUILDERS LEVEL | \$25,000

All benefits listed in the Growth and Innovation sponsor level

#### PLUS

Founding / advisory level membership in the Growth and Innovation Leaders Forum as well as the Summer Accelerator Program



# EVENTS AND PROGRAM SPONSORSHIP OPPORTUNITIES

## RIVER PITCH

Held annually in November in the evening, River Pitch is a highly-visible event that attracts both University of Alabama and community participants.

- Eight groups of 6-7 individuals compete for eight \$1,000 prizes.
- Regional media coverage before, during, and after event.

### **SPONSOR RIVER PITCH | \$1,000 - \$1,500**

\$1,000 per booth (up to 8 booths). Sponsors will have names on all marketing, sign at the booth, a representative who will be part of the judging team for that booth and will go on stage to present the award.

\$1,500 food and beverage sponsor. Name on all marketing, signage at food and drink tables, recognized during the award ceremony and during the program.

## WORKSHOPS

Entrepreneurs from the University and the community come together on at least a monthly basis to test business concepts, vet marketing plans, and find ways to collaborate.

- Monthly (or more frequent) workshops, available at no cost, for people interested in competing in the River Pitch or business plan competition.

### **SPONSOR WORKSHOPS | \$250**

\$250 for each workshop. Name on marketing, announce presenter(s) and introduce company to the presenters.

## START-UP WEEKEND

The best ideas often come under pressure. Taking place in March, Start-up Weekend is a two-day crash course in ideation, collaboration and brainstorming.

- Opportunity for anyone with a good idea to work with a team with professional coaching.
- Program culminates in business plan presentations and winning team announcement.
- Business development and planning on steroids.

### **SPONSOR START-UP WEEKEND | \$500 - \$1,500**

Helps contribute to food, administrative and marketing costs for the two-day program, name on all marketing materials, optional participation in Start-up Weekend as a coach.

## SUMMER ACCELERATOR PROGRAM

New for 2019, a three-month summer learning program for companies with workable business concepts to accelerate their entry to market or product deployment. Teams selected from a national call for businesses and from AEI-run competition winners.

- Designed to bring new businesses to West Alabama by providing expert business development coaching and critical funds.
- The University of Alabama becomes an investor in exchange for being in the program and seed funding.

### **SPONSOR ACCELERATOR PROGRAM | \$5,000**

Early access to the accelerator companies before the general public, name on all Summer Accelerator Program marketing materials, including signage in The EDGE.

## EDWARD K. ALDAG JR. BUSINESS PLAN COMPETITION

The Edward K. Aldag Jr. Business Plan Competition happens in March and is a highly-visible celebration of local entrepreneurship. Dozens of teams compete for an extraordinary grand prize.

- Student business plan competition with a \$50,000 grand prize and runner-up prizes.
- Community business plan competition to support local entrepreneurs.

## GROWTH AND INNOVATION LEADERS FORUM

The Growth and Innovation Leaders Forum is a membership-based executive program designed for senior leaders of growth firms to network, learn and engage with fellow members of the entrepreneurial growth business community. The goal of the Forum is to support new learning opportunities and escalate growth in member companies.

### Membership (\$5,000) includes:

- Networking and educational meetings at The EDGE and at member company locations.
- Access to University of Alabama students and expert faculty to gain insights on growth challenges in your business through project-based learning.
- Opportunity to participate in the annual Demo Day, featuring accelerator companies.
- Be part of the annual Growth and Innovation Leaders Summit, a conference designed to share new ideas and create a conversation around the topic of entrepreneurial growth.



## CRIMSON VENTURE FUND

**Help start new businesses: give innovators the opportunity of a lifetime to turn their ideas into a growth business. The Fund helps move good ideas to great businesses.** The Crimson Venture Fund accepts tax-deductible donations and Community Reinvestment Act allocations to help fund The University of Alabama Summer Accelerator Program. This money will be used for the participating companies. In exchange, the Fund will take a small percent of equity from these firms, and any monies accumulated will be added to the Fund for further development of growing the Summer Accelerator Program.



THE UNIVERSITY OF  
**ALABAMA**<sup>®</sup>

*Culverhouse*  
College of Business

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