Charlotte Business Resources.com
INFORMATION FROM A TO Z

Dear Supporter,

As members of the Charlotte Business Resources (CBR) Consortium, we invite you to help recognize and celebrate Charlotte's small business owners and entrepreneurs – a segment vital to growing jobs, innovation and diversity in our region. Upcoming activities and opportunities for your organization center on Charlotte's Small Business Week celebration featuring a joint conference on Tuesday, May 14 at the Harris Conference Center in Charlotte, NC.

As the week's signature event, the CBR Small Business Week Conference 2013 expects to engage more than 200 small business owners and entrepreneurs in an inspiring half day of presenters, discussions and learning sessions. In addition to networking, participants will have the opportunity to give brief business model pitches and participate in a series of interactive sessions designed to help them succeed.

Enclosed is information detailing how you can participate as an event sponsor. The annual conference provides your company an opportunity to showcase your products and services and network with local small business owners and entrepreneurs. More importantly, by joining forces with CBR – the collaborative group of governmental, non-profit and trade associations – you show your commitment to the local entrepreneurial community.

Please help support our vision of inspiring, educating and informing local entrepreneurs and small business leaders. As we continue to aim for higher goals, we are confident that Small Business Week 2013 will be our largest and most momentous event yet. On behalf of the Charlotte Business Resources Consortium, thank you for your leadership role and engagement in supporting our local economy.

Sincerely,

The Charlotte Business Resources Consortium

## Sponsor Contacts

**Jerrianne Jackson**
City of Charlotte
Neighborhood & Business Services
jbjackson@charlottenc.gov

Ph: 704-432-1311
Fax: 704-432-1414
www.charlottesmallbusinessweek.com

BEFCOR Business Expansion Funding Corporation
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SCORE For the Life of Your Business
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sbtdc Your business. Better.
The Employers Association Trusted HR Advice, Tools & Training
Carolinas Minority Supplier Development Council Relationships • Capacity • Community

# 2013 Small Business Week: Sponsorship Opportunities

Conference Website:
www.charlottesmallbusinessweek.com

**About the Charlotte Business Resources Consortium**
Spearheaded by the City of Charlotte's Neighborhood & Business Services Department this consortium is a collaborative of community business resource providers dedicated to helping local businesses succeed. Network partners include: Business Expansion Funding Corporation (BEFCOR), Carolinas Minority Supplier Development Council (CMSDC), Central Piedmont Community College (CPCC) Institute for Entrepreneurship and Small Business Center, Charlotte Chamber of Commerce, Charlotte Mecklenburg Library, Charlotte Works, City of Charlotte, Counselors to America's Small Businesses (SCORE), Mecklenburg County, Self Help, Small Business & Technology Development Center (SBTDC), Small Business Administration (SBA), The Employers Association, and Ventureprise.

**What's Happening this Year?**
As part of National Small Business Week, the Charlotte Small Business Resource Consortium is hosting an inspiring event to honor small business' contribution to the Charlotte community. We are returning to the state-of-the-art Harris Conference Center for this amazing half-day conference. This year attendees will connect with members of the business community, engage in valuable knowledge sharing opportunities and learn about best practices and new tools to help them grow and succeed in business.

**Why Sponsor?**
- Join 14 local governmental and non-profit agencies that are dedicated to the success of small businesses
- Meet and interact with over 200 small business owners.
- Showcase your company's message, products and services.

# 2013 Small Business Week: Conference Overview

Charlotte Business Resources Small Business Week 2013 Conference should draw more than 200 attendees on May 14 in Charlotte, North Carolina, including entrepreneurs and business owners, local leaders, economic and community development professionals, funders and policymakers.

**Time:** 7:30 am – 2 pm

**Venue:**
Harris Conference Center, Charlotte NC
3216 CPCC Harris Campus Drive
Charlotte, NC 28208

**Sample Conference Agenda**

| Time | Description |
|---|---|
| 7:30 – 8:25 am | Registration/check-in, networking, breakfast |
| 8:30 – 8:55 am | Welcome remarks<br>Charlotte Mayor Anthony Foxx<br>Dr. Tony Zeiss, President of CPCC |
| 9:00 – 10:00 am | TEDx Charlotte Alumni Talks |
| 10 :10 – 11:00 am | Breakout Sessions (cluster 1) |
| 11:10 – 12:00 pm | Breakout Sessions (cluster 2) |
| 12:15 – 1:30 pm | Lunch / Keynote Speaker - Jeff Henderson featured on Oprah's Life Class, Good Morning America, Today Show, CNN, ABC World News Tonight, and in USA Today, People Magazine, New York Times, Newsweek, and The Washington Post. |
| 1:30 – 2:00 pm | Closing remarks, networking |

**Conference Audience:**
The drivers of our economy: small business owners and entrepreneurs
Business resource providers and economic developers
Special guests, clients and sponsors

# 2013 Small Business Week: Sponsorship Packages

**Bundled Sponsorship Packages**

Below are our sponsor packages which provide broad exposure leading up to and during National Small Business Week plus presents an opportunity to reach potential clients onsite at the conference.

| | SUPPORTER $1,500 | ADVOCATE $2,500 | INNOVATOR $5,000 | PARTNER $10,000 | LEADER $15,000 | GROUND-BREAKER $25,000 |
|---|---|---|---|---|---|---|
| Complimentary conference registrations | | | 2 | 5 | 10 | 15 |
| Recognized at the event cosponsor | | | | | | ●● |
| Logo and link on conference sponsors page | | | | | | ● |
| Ad in printed conference program | | | | Half-Page | Full Page | Full Page |
| Opportunity to make opening remarks and introduce the keynote speaker. | | | | | | ● |
| Premier exhibit space | | | | | ● | ● |
| Attendee conference bag insertion | ● | ● | ● | ● | ● | ● |
| Logo projected in rotation during speaker transitions | | | ● | ● | ● | ● |
| Logo on the back of the conference program | **Listing** | ● | ● | ● | ● | ● |
| Logo in rotating 'We Thank Our Sponsors' banner' on Charlotte Business Resources website | | | | ● | ● | ● |
| Logo and link in all conference marketing emails | | | ● | ● | ● | ● |

## Charlotte Business Resources Consortium Members

## CONTACT

Please contact us for more information on sponsor opportunities for the 2013 calendar year.

**JERRIANNE JACKSON**
SMALL BUSINESS SPECIALIST
704.432.1311
jbjackson@charlottenc.gov