

CORNELL UNIVERSITY, ITHACA, NY, APRIL 14-15
2011

ENTREPRENEURSHIP@CORNELL
CELEBRATION
A TWO-DAY CONFERENCE

Sponsorship Packages

Lead Sponsor: \$50,000

- Special consideration for recognition and involvement in all aspects of the event
- Premier logo placement on all Celebration marketing materials including:*
 - “Save the Date” and “Register Now” ads appearing in *Cornell Alumni Magazine*, *eship* magazine, Johnson School’s *Enterprise* magazine, School of Hotel Administration’s *Hotellie* magazine
 - “Save the Date” postcard sent in fall 2010 and “Register Now” postcard/invitation sent in early 2011
 - Eight email messages distributed to 150,000 Cornell alums
 - Celebration Web site home page
 - Conference banner displayed at all Celebration events
 - Front cover of conference program
 - Back cover of conference program
 - “Thank you” signage posted at all events
- Logo, blurb, and link(s) in prominent area of all email messages
- Representative invited to serve on Celebration planning committee
- Logo and description on dinner program
- Signage at reception
- Table for ten at Celebration banquet
- Two full page ads in conference program, including inside front cover placement
- “About Lead Sponsor” page on Celebration Web site
- Logo and description in “About our Sponsors” section of conference program and on Celebration Web site
- 20 conference registrations (does not include banquet attendance)
- Booth at Expo; booth to be located in premier location
- Signage at Expo
- Opportunity to create symposia panel session
- Option to designate up to five judges for “The BIG Idea” undergraduate idea competition

**Logo presence on all ads subject to commitment date. Lead sponsor logo will be largest logo.*

Underwriter: \$25,000

- Logo placement on all Celebration marketing materials including:*
 - “Save the Date” and “Register Now” ads appearing in *Cornell Alumni Magazine*, *eship* magazine, Johnson School’s *Enterprise* magazine, School of Hotel Administration’s *Hotellie* magazine
 - “Save the Date” postcard sent in fall 2010 and “Register Now” postcard/invitation sent in early 2011
 - Eight email messages distributed to 150,000 Cornell alums
 - Celebration Web site home page
 - Conference banner displayed at all Celebration events
 - Front cover of conference program
 - Back cover of conference program
 - “Thank you” signage posted at all events
- Logo, blurb, and link(s) in all email messages
- Representative invited to serve on Celebration planning committee
- Table for ten at Celebration banquet
- Full page ad in conference program
- Logo and description in “About our Sponsors” section of conference program and on Celebration Web site
- 15 conference registrations (does not include banquet attendance)
- Booth at Expo; booth to be located in premier location
- Signage at Expo
- Opportunity to create symposia panel session
- Option to designate up to three judges for “The BIG Idea” undergraduate idea competition

**Logo presence on all ads subject to commitment date. Underwriter logo will be second largest logo.*

Platinum: \$15,000

- Representative invited to serve on Celebration planning committee
- Logo on back cover of conference program
- Ten conference registrations including banquet attendance

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- Full page ad in conference program
- Logo and description in “About our Sponsors” section of conference program and on Celebration Web site
- Ten conference registrations (does not include banquet attendance)
- Booth at Expo
- Opportunity to create symposia panel session
- Option to designate up to two judges for “The BIG Idea” undergraduate idea competition
- Logo on “Thank You” signage posted at all events

Gold: \$8,000

- Logo on back cover of conference program
- Five conference registrations including banquet attendance
- Full page ad in conference program
- Logo and description in “About our Sponsors” section of conference program and on Celebration Web site
- Booth at Expo
- Option to judge “The BIG Idea” undergraduate idea competition
- Logo on “Thank You” signage posted at all events

Gala Dinner: \$7,000

- Mention on back cover of conference program
- Table for ten at Celebration banquet
- Half page ad in conference program
- Logo and description on dinner program
- Logo and description in “About our Sponsors” section of conference program and on Celebration Web site
- Five conference registrations (does not include banquet attendance)
- Booth at Expo
- Logo on “Thank You” signage posted at all events
- One sponsorship available at this level

Gala Dinner Reception: \$5,000

- Mention on back cover of conference program
- Half page ad in conference program
- Signage at reception
- Logo and description in “About our Sponsors” section of conference program and on Celebration Web site
- Five conference registrations, including two seats at Celebration banquet
- Booth at Expo
- Logo on “Thank You” signage posted at all events

Expo: \$5,000

- Mention on back cover of conference program
- Half page ad in conference program
- Logo and description in “About our Sponsors” section of conference program and on Celebration Web site
- Five conference registrations, including two seats at Celebration banquet
- Signage at expo
- Booth at Expo
- Logo on “Thank You” signage posted at all events
- Two sponsorships available at this level

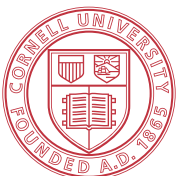
Symposia: \$5,000

- Mention on back cover of conference program
- Half page ad in conference program
- Option for sponsor table in reception area during symposia networking sessions
- Logo and description in “About our Sponsors” section of conference program and on Celebration Web site
- Five conference registrations, including two seats at Celebration banquet
- Booth at Expo
- Logo on “Thank You” signage posted at all events
- Three sponsorships available at this level

Benefactor: \$3,500

- Mention on back cover of conference program
- Half page ad in conference program
- Logo and description in “About our Sponsors” section of conference program and on Celebration Web site
- Two conference registrations including attendance at Celebration banquet
- Booth at Expo
- Logo on “Thank You” signage posted at all events

For additional information, contact John Jaquette, Executive Director, Entrepreneurship@Cornell, at (607) 255-9675 or jjj7@cornell.edu. All sponsorships are tax-deductible within IRS guidelines.



Cornell University
Entrepreneurship@Cornell