



Accelerating through the curve.

APRIL 21-23, 2010

**Sponsorship.**

# About the Conference.

***We believe that in order to be truly remarkable, individuals have to create an enduring experience that is bigger than they are (and certainly bigger than their business).***

***We thought you'd agree.***

## **What's this all about?**

Solidea and NYU's Stern School of Business have joined forces to launch the 0260 Entrepreneurship Conference. As a global leader in education, NYU transforms minds and creates leaders. With unsurpassed expertise in investment *and* knowledge capital, Solidea partners with young companies to help them build their businesses. Through entirely different mediums we both play a significant role in developing the leaders and companies of tomorrow.

***We asked ourselves, "How can we make better leaders, better businesses, and a better city?"***

## **Taking a *people* approach to business**

By arming them with the vision, knowledge, and confidence to create and execute work that truly matters to *them*, and to lead others to do the same. Our conference is not just about teaching entrepreneurs how to successfully grow their businesses (although they might learn that in our classes), or how to raise money (although they might do that during our on-the-spot VC pitching sessions, or by winning the business plan competition). And it's not about finding the "who's who" of the venture community and putting them on monotonous panels.

It's about a collective effort to give current business leaders and aspiring entrepreneurs the critical skills they need to stretch beyond the traditional boundaries of business. It's about sharing best business practices—but equally important—about being genuine and human, and facilitating greatness.

From education to inspiration, it's about stimulating the mind and soul of business leaders so they can venture out to occupy that risky place where entrepreneurs thrive, businesses flourish, companies innovate, and communities come together. That place where true value is created.



# Hosting Partners.



## **New York University | Stern School of Business**

The Berkley Center for Entrepreneurial Studies at New York University's Stern School of Business is dedicated to the exploration and encouragement of entrepreneurship, new venture creation and innovation within the business school curriculum and through the support of entrepreneurship research.

The Center underwrites research grants for faculty members and doctoral students; conducts conferences for scholars and practitioners; engages in specialized executive education; and produces a variety of publications that contribute to understanding the entrepreneurial process and public policy and educational issues associated with encouraging new enterprise development.

New York University's Leonard N. Stern School of Business is one of the nation's premier management education schools and research centers. From its Greenwich Village campus in the heart of New York City, NYU Stern offers a broad portfolio of academic programs at the graduate and undergraduate levels, all of them informed and enriched by the dynamism, energy and resources of the world's business capital.

Founded in 1831, New York University is the largest private university in the United States. The University, which is composed of 14 schools, colleges, and divisions, occupies five major centers in Manhattan.



## **Solidea**

Solidea is the sister company of the Acquis Consulting Group, a management consulting firm that uses innovative thinking to help clients become more efficient and more competitive. Solidea augments this practice by leveraging our core-practice expertise to help emerging firms at various stages better position themselves to be strong players in the marketplace. Solidea focuses on the challenges these startups face and delivers exceptional, customized solutions geared towards making the entrepreneur stronger, better, and more profitable.

Supported by a team of fifty management consultants, Solidea is in the unique position to offer entrepreneurs full support, from strategy to execution. It is an unprecedented model for a firm working with emerging companies. Solidea is proud to be a founding sponsor of O260 Entrepreneurship Conference and is committed to supporting the success of entrepreneurs.



# Sponsorship Opportunities.

In line with our vision to make this an innovative and memorable event for all stakeholders, we welcome participating sponsors to think creatively about how they would benefit most from supporting this amazing event. Our team is happy to work with you to develop out-of-the-box and impactful ways to support your brand. Below are some high level ideas. Opportunities are subject to availability on a first come first serve basis.

LEVEL	EXAMPLES
<b>60 MPH</b> <b>(Conference Partner)</b> \$25,000+	<ul style="list-style-type: none"><li>• Sponsor 1 entire day of the conference. This includes 4-5 events, 2 meals, and 2 coffee breaks. We can collaborate to create messaging around the day or even create a sub-theme (if consistent) so that it works with your brand (co-branded collateral, announcements and press opportunities).</li><li>• Sponsor the Venture Competition and possibly participate.</li><li>• Sponsor a keynote speaker for a larger event (500 attendants).</li><li>• Host a meal and welcome participants on behalf of your company.</li></ul>
<b>45 MPH</b> \$15,000 - \$20,000	<ul style="list-style-type: none"><li>• Co-sponsor O260 Venture Competition.</li><li>• Sponsor an entire classroom session (i.e. \$15K give-away to the best pitch, creative idea, branding portfolio, etc.) .</li><li>• Host an evening event such as a wine-tasting social event with a celebrity guest.</li></ul>
<b>30 MPH</b> \$5000 - \$10,000	<ul style="list-style-type: none"><li>• Sponsor a classroom session or smaller event (i.e. \$10K give-away to the best startup pitch or innovation challenge presented to the audience).</li><li>• Host a break with a local entrepreneur, double bottom line business, or recent winners of the NYU Business Plan Competition (i.e. host a chocolate tasting from a double bottom line chocolate company).</li></ul>
<b>15 MPH</b> \$500 - \$1,000	<ul style="list-style-type: none"><li>• Table setting opportunities.</li><li>• Co-host any of events above with like-minded businesses.</li></ul>

Sponsorship does not have to come in direct monetary contribution. There are also opportunities to be a sponsor through services-in-kind. This event aims to bring the NYC community together and leverage our collective resources for the betterment of the entrepreneurial community. There are many ways to add value, and we look forward to hearing your ideas! Examples include:

- Donating consulting services to competition winners (legal, marketing)
- Donate product samples during sessions or for gift bag (granola at breakfast, ice cream at lunch, snacks during class)
- Donate advertising space

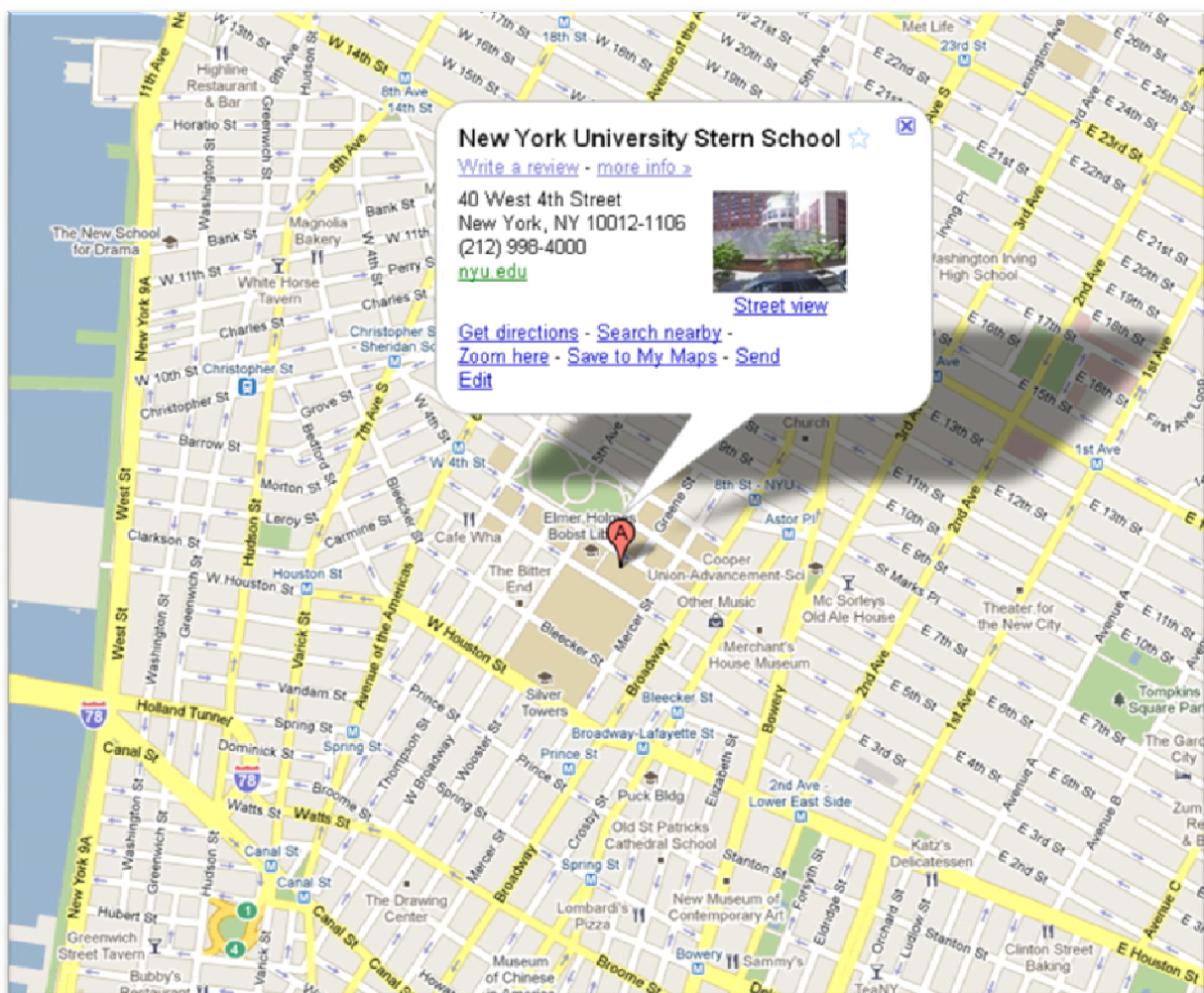


# Contact.

email | [info@0260nyc.com](mailto:info@0260nyc.com)

phone | 212.609.2719

location | see map below



# Sponsor Response Form.

## SPONSOR INFORMATION

Please fill out the following information and fax to **212.609.2727** or email to **sponsors@0260nyc.com**.

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COMPANY/ORGANIZATION

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CONTACT PERSON

TITLE

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ADDRESS

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CITY

STATE

ZIP CODE

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TELEPHONE

FAX

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SPONSORSHIP SELECTION	60 MPH	45 MPH	30 MPH	15 MPH
(please circle):	\$25,000+	\$15,000 - \$20,000	\$5,000 - \$10,000	\$500 - \$1,000

Please make checks payable to **NYU Stern Berkley Center**.  
E-mail advertisements, logos, text representations, and preferred websites addresses to  
**sponsors@0260nyc.com**.

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COMPANY REPRESENTATIVE (SIGNATURE)

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DATE

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COMPANY REPRESENTATIVE (PRINT NAME)

