



# PITCH NIGHT

SPONSORSHIP PACKET

PITCH.BR



## Dear Friend,

Entrepreneurship is the lifeblood of prosperity. Our current prosperity stems from previous generations who were bold, inventive, and willing to take action to build the financial foundation for the businesses of today.

To strengthen this legacy, we must work together to cultivate the next generation of innovators. We will only accomplish this by creating an entrepreneurial ecosystem that educates, incentivizes, and financially supports entrepreneurs. By giving entrepreneurs an avenue to socialize and learn from fellow business owners we create a social pipeline of people who want to start new businesses, which in turn increases the prosperity of our business ecosystem.

PitchBR is more than entertainment; it is the meeting of innovation and excitement. With a stage, an audience, and professional instruction, PitchBR lifts up and supports the entrepreneur who, by rights, deserves as much recognition and encouragement as the actors and athletes we lavish with fame.

When people see the spotlight on entrepreneurs, hear the crowd cheer them on, and feel the adrenaline rush when a winner is announced, then they become entrepreneurial themselves. Those that go on to start businesses will find the welcoming arms of the universities, incubators, agencies, and the business leaders who have organized PitchBR and feel the support of all those backing the mission we are presenting to you today.

This is your opportunity to create a thriving entrepreneurial community. Please consider investing in Baton Rouge's prosperity by sponsoring PitchBR.

**PITCH**BR

# PitchBR Pitch Night is the event where innovation meets excitement.

Every quarter, a PitchBR Pitch Night is held where three entrepreneurs pitch their businesses in front of a live audience and panel of judges. One winner from each event is awarded the opportunity to pitch again and win a cash prize at the finale.

## ABOUT PITCHBR

PitchBR was launched in the spring of 2016 and is a (501)(c)(3) nonprofit organization. It focuses on providing entrepreneurs the chance to gain instruction, support, and recognition from the community and fellow business owners. PitchBR hosts quarterly Pitch Nights of which the venue, judges, and theme vary from event to event.

The annual culmination of PitchBR is held in November during Baton Rouge Entrepreneurship Week (BREW). This Pitch Night event will be similar to the normal pitch competitions, but will include previous PitchBR Pitch Night winners to face-off against one another alongside newcomers.

By investing in PitchBR, you'll make an impression on the following audiences:

**YOUNG PROFESSIONALS** Young college graduates ages 20-34 are one of the primary markets for PitchBR.

**ENTREPRENEURS** Rarely traveling alone, entrepreneurs flock to PitchBR to support one another.

**HIGH NET-WORTH INDIVIDUALS** Investors attend PitchBR seeking to make deals both on and off the stage.

**BUSINESS EXECUTIVES** Company leaders attend the event to show support or become involved in a start-up in either an ownership or mentorship role.

**TECHIES** IT professionals and engineers love innovation, and many pitches at PitchBR are tech-related.

**STUDENTS** College students attend PitchBR because they are interested in business and networking.

Attendance typically ranges from between 70-110 people. The November BREW week event is predicted to have a larger audience.



# SPONSORSHIP OPPORTUNITIES

All donations are tax deductible. PitchBR is a 501(c)3 nonprofit organization

## PLATINUM

PRESENTING SPONSOR

**\$10,000**

Name dedication (PitchBR sponsored by Your Company)

Option to deliver closing remarks

Option to distribute promotional materials during event

Inclusion of your company mentioned in press releases and other PR efforts related to the event

Recognition during event presentation by emcee

Logo on PitchBR digital and print branded materials, including flyers, PitchBR website, and print programs

Thanks and recognition in email marketing. The PitchBR list includes more than 3,000 entrepreneurs, business leaders and supporters

Social media promotion leading up to all events

## GOLD/BREW

SPONSOR

**\$5,000**

Inclusion of your company mentioned in press releases and other PR efforts related to the event

Recognition during event presentation by emcee

Logo on PitchBR digital and print branded materials, including flyers, PitchBR website, and print programs

Thanks and recognition in email marketing. The PitchBR list includes more than 3,000 entrepreneurs, business leaders and supporters

Social media promotion leading up to the event

## SILVER/APRIL

SPONSOR

**\$3,000**

Logo on PitchBR digital and print branded materials, including flyers, PitchBR website, and print programs

Thanks and recognition in email marketing. The PitchBR list includes more than 3,000 entrepreneurs, business leaders and supporters

Social media promotion leading up to the event

## SILVER/JUNE

SPONSOR

**\$3,000**

Logo on PitchBR digital and print branded materials, including flyers, PitchBR website, and print programs

Thanks and recognition in email marketing. The PitchBR list includes more than 3,000 entrepreneurs, business leaders and supporters

Social media promotion leading up to the event

## SILVER/SEPT.

SPONSOR

**\$3,000**

Logo on PitchBR digital and print branded materials, including flyers, PitchBR website, and print programs

Thanks and recognition in email marketing. The PitchBR list includes more than 3,000 entrepreneurs, business leaders and supporters

Social media promotion leading up to the event