



A New Beginning: Entrepreneurship and Business Innovation Program *Sponsorship Opportunities*

Program Dates:
20 September – 8 October 2010

Host Cities: Washington, DC, USA
Phoenix, Arizona, USA
San Francisco, California, USA
New York, New York, USA

Announced by President Obama at the recent Presidential Summit on Entrepreneurship, this groundbreaking U.S. Department of State program is designed as a professional exchange experience for 30 leading entrepreneurs from 30 different countries. In partnership with two leading business organizations—Business for Diplomatic Action (BDA) and the Entrepreneurs Organization (EO)—the three week program will build long-term relationships amongst these global entrepreneurs with leading American entrepreneurs, business executives, government officials, and civil society leaders.

“Entrepreneurship... an area where we can learn from each other... where men and women can take a chance on a dream.”

– President Barack Obama

BDA and EO are offering unique sponsorship opportunities for American entrepreneurs and businesses to be involved in this historic effort. The Benefactor Program Sponsor will be the leading supporter for the entire program in all four cities—Washington DC, Phoenix, San Francisco, and New York—while Patron Local Event Sponsors will have the opportunity to participate in exciting local events. For instance, the State Department has invited President Obama to address the delegates, sponsors and partners at the opening reception in Washington DC, and Business for Diplomatic Action has invited New York Mayor Michael Bloomberg to address the audience at the closing ceremony in New York City.

Benefactor Program Sponsor **\$40,000**

The Benefactor Program Sponsor will receive the following in all four cities except where otherwise specified:

- Headline recognition at all program events
- On stage recognition at closing event in New York
- Company logo on signage at all major events
- Headline recognition at all press conferences
- On stage participation at closing press conference at Foreign Press Center in New York
- Together with BDA, EO and State, exclusive rights to comment to the press
- Headline recognition in all program materials, including company logo
- Headline recognition in all press releases, including company logo
- Two (2) VIP complimentary registrations to all Accelerator seminars
- Five (5) VIP complimentary registrations to all evening receptions
- Private VIP meeting time with international entrepreneur delegates
- Private VIP meeting time with US government program sponsors

Patron Local Event Sponsor **\$10,000**

Patron Local Event Sponsors will receive the following in the city in which they elect local event sponsorship:

- Recognition at local program events
- Company logo on signage at local events
- Recognition at local media event
- Together with BDA, EO and State, exclusive rights to comment to press
- Recognition in all program materials
- Recognition in all press releases
- One (1) VIP complimentary registrations to local Accelerator seminar
- Five (2) VIP complimentary registrations to local evening reception
- Private VIP meeting time with international entrepreneur delegates