



## Small Business Development Centers

*Helping businesses start, grow, and prosper.*

### SMALL BUSINESS GROWTH FORUM

June 7-9, 2017

Hilton Garden Inn Pittsburgh/Southpointe  
1000 Corporate Dr. | Canonsburg, PA 15317

#### SPONSORSHIP OPPORTUNITIES

The annual Pennsylvania Small Business Development Centers (SBDC) Small Business Growth Forum hosts more than one hundred professional SBDC business advisors and representatives from economic development organizations from across the Commonwealth. SBDC colleagues in West Virginia, Maryland, Ohio, and Virginia are also invited to attend. This year, programming will feature a special programming track dedicated to discussing issues in Pennsylvania’s changing energy economy.

Sponsor businesses gain access to SBDC consultants who annually work with more than 9,000 small firms and entrepreneurs in all 67 counties of Pennsylvania. By sponsoring this event, your business is exposed to a network of influencers and trusted small business professionals who refer clients to partner sponsor organizations on a regular basis. Pennsylvania SBDC staff attends this conference to learn about the latest small business trends and technologies. By becoming a sponsor, your company has a unique opportunity to market to those individuals who are on the ground in Pennsylvania meeting with new and growing small business clients every day.

#### In FY 2016, Pennsylvania SBDC staff:

- Consulted with **9,503** entrepreneurs and small business owners, totaling **91,426** hours
- Trained **9,352** small business owners and entrepreneurs through **636** educational workshops
- Facilitated **\$165.4 million** in client-obtained investment
- Helped generate new international trade sales of **\$63.8 million**
- Facilitated **\$78 million** in client government contracts
- Preserved assets of **\$20.1 million** in Pennsylvania

#### Pennsylvania SBDC consulting services and training include, but are not limited to, the following topic areas:

- |                              |                                   |                                   |
|------------------------------|-----------------------------------|-----------------------------------|
| • Accounting                 | • Government Marketing            | • Retailing                       |
| • Business Plan Development  | • Human Resources                 | • Regulatory Assistance           |
| • Capital Acquisition        | • International Trade             | • Strategic Planning              |
| • Computing Applications     | • Legal Issues                    | • Taxes                           |
| • Customer Service           | • Management                      | • Technology Commercialization    |
| • e-Commerce                 | • Manufacturing                   | • Women’s Business Development    |
| • Energy Efficiency          | • Marketing, Advertising, PR      | • Veteran Business Development    |
| • Environmental Management   | • Market Research                 | • Worker Health and Safety Issues |
| • Feasibility Analysis       | • Minority Business Development   |                                   |
| • Financing & Loan Packaging | • Product Development/Engineering |                                   |
| • Financial Analysis         |                                   |                                   |
| • Franchising                |                                   |                                   |

#### About Pennsylvania SBDC

The Pennsylvania SBDC supports the economic development of Pennsylvania by providing entrepreneurs and small businesses with individual consultation, comprehensive education and information necessary to help their businesses start, grow, and prosper. SBDCs deliver consulting services and educational programs through a network of [18 locations](#) across Pennsylvania. SBDC consultants work with entrepreneurs in confidential, one-to-one sessions to help them achieve their goals.





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**SMALL BUSINESS GROWTH FORUM  
 SPONSORSHIP LEVELS**

	<b>Platinum*</b> <b>\$5,000</b>	<b>Gold</b> <b>\$2,500</b>	<b>Silver</b> <b>\$1,000</b>	<del>Tote Bag*</del> <del>\$1,000</del>	<del>Lanyard*</del> <del>\$1,000</del>	<b>Tote Bag Contributor</b> <b>\$500</b>
Ad space in conference program booklet <b>AD DUE: May 5</b>	Full page ad	Half page ad	Quarter page ad	<del>Quarter page ad</del>	<del>Quarter page ad</del>	
Company logo & hyperlink displayed in program booklet, marketing materials, and pre- and post-event electronic communications <b>LOGO DUE: ASAP</b>	Yes	Yes	Yes	<del>Yes</del>	<del>Yes</del>	Yes
Exhibit/display table in lobby for duration of event	Yes	Yes	Yes	<del>Yes</del>	<del>Yes</del>	
Complimentary conference registrations <b>NAMES DUE: May 26</b>	4	2	1	<del>1</del>	<del>1</del>	
Verbal recognition at podium by SBDC State Director	Yes	Yes	Yes	<del>Yes</del>	<del>Yes</del>	Yes
Promotional items in conference tote bags <b>ITEMS DUE: May 19</b>	Yes	Yes	Yes	<del>Yes</del>	<del>Yes</del>	Yes
List of attendees with contact information	Yes	Yes	Yes	<del>Yes</del>	<del>Yes</del>	
Ability to distribute materials at one general session (Gold sponsor) or lunch (Lunch sponsor)	Yes	Yes				
Workshop presentation (1 hour)	Yes	Yes				
10 minute remarks/presentation during lunch	Yes					
Company logo printed on conference...				<del>Tote Bags</del>	<del>Lanyards</del>	

\*exclusive sponsorships, please contact Kelly Cofranco at [kcofran@wharton.upenn.edu](mailto:kcofran@wharton.upenn.edu) or (215) 746-6474 for availability.

**All sponsors will be recognized during the Sponsors cocktail reception.**

**SPONSORSHIP DEADLINES**

**February 17, 2017**

**April 28, 2017**

Early sponsorship deadline (20% discount)

Final sponsorship deadline



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SMALL BUSINESS GROWTH FORUM
SPONSORSHIP REGISTRATION FORM

Thank you for your interest in sponsoring the Pennsylvania SBDC 2017 Small Business Growth Forum. Please fill out the form below and return to Kelly Cofrancisco by email at kcofran@wharton.upenn.edu. Upon receipt of this form, a final sponsorship agreement will be sent for signature by both parties outlining all benefits for the specific sponsorship level.

SPONSORSHIP CONTACT

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name (As it should appear in conference materials): \_\_\_\_\_

Company Address: \_\_\_\_\_
\_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

SPONSORSHIP LEVEL (Check your selection)

Please note there will be a 20% discount for all sponsors who pledge support by the early sponsorship deadline of February 17, 2017.

- Platinum\* (\$5,000) (\$4,000 by 2/17/17)
Gold (\$2,500) (\$2,000 by 2/17/17)
Silver (\$1,000) (\$800 by 2/17/17)
Lanyard (\$1,000)\* (\$800 by 2/17/17)
Tote Bag (\$1,000)\* (\$800 by 2/17/17)
Conference Tote Bag Contributor (\$500) (\$400 by 2/17/17)

\*exclusive sponsorship, only one available – please call Kelly Cofrancisco at (215) 746-6474 to check availability.

PAYMENT

Payment is only accepted by check, please make checks payable to “Trustees of the University of Pennsylvania” and mail to:

Kelly Cofrancisco

Attn: 2017 Small Business Growth Forum
Pennsylvania Small Business Development Centers
University of Pennsylvania
3819-33 Chestnut Street, Suite 325
Philadelphia, PA 19104

DEADLINES

- ASAP: Sponsor logo due (if applicable)
February 17: Early sponsorship deadline (20% discount)
April 28: Final sponsorship deadline
May 5: Program ad due (if applicable)
May 19: Promotional items for conference tote bags due (if applicable)
May 26: Attendee names due for awards dinner (if applicable)