

2017

Sponsorship & Advertising Opportunities



P E N N S Y L V A N I A

Small Business Development Centers

Helping businesses start, grow, and prosper.

Pennsylvania SBDC Lead Office
The Wharton School, University of Pennsylvania
3819-33 Chestnut Street, Suite 325
Philadelphia, PA 19104
(215) 898-1219 | www.pasbdc.org



Message from the State Director

Join the Pennsylvania SBDC as a sponsor in 2017! Your support helps sustain a nationally accredited program with more than 35 years of helping thousands of aspiring entrepreneurs and existing small businesses start, survive, and grow. As you will see in the following guide, our staff of experienced SBDC consultants work with companies across all industry sectors, at any stage of their business lifecycle, and covers every county in Pennsylvania.

If you are new to partnering with us, we offer your company many ways to reach the growing population of new and existing businesses in Pennsylvania. Let the SBDC help you reach the small business community in the keystone state. If you are a returning partner, we look forward to continue our work with you this year and continue to grow our relationship.

There are multiple ways to partner with the SBDC including website display ads, e-newsletter advertising and event sponsorship opportunities. Each of these opportunities can be matched to fit your company's budget and intended audience, whether it is small business owners or our own staff of business advisors.

Thank you again for your support of small businesses in Pennsylvania, and please do not hesitate to contact me with additional partnership ideas.

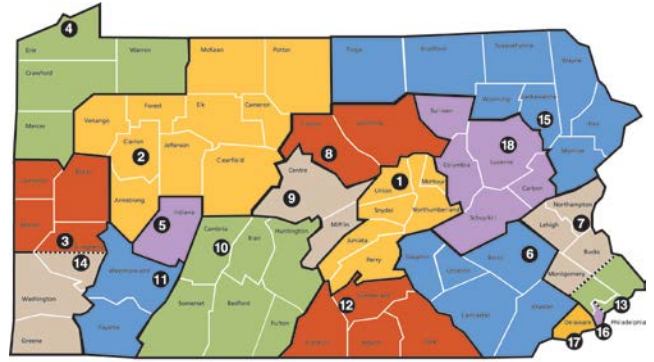
Sincerely,

A handwritten signature in black ink that reads "Christian Conroy". The signature is fluid and cursive, with a long, sweeping tail on the last letter.

Christian Conroy
State Director

ABOUT THE PENNSYLVANIA SBDC

The Pennsylvania Small Business Development Centers (SBDC) are the only statewide, nationally accredited program that provides high quality one-on-one consulting, training and information resources to empower new and existing businesses. The SBDC program is a public/private partnership with the U.S. Small Business Administration, the Pennsylvania Department of Community and Economic Development and 18 universities and colleges across the Commonwealth.



Unlike any other economic development program in Pennsylvania, the SBDCs assist businesses in all industry sectors, reflective of the state's economy including agriculture, manufacturing, service and retail, and operate as a unified system to serve all 67 counties of the Commonwealth. The Pennsylvania SBDCs consult clients through all stages of development, from concept through reinvention. To meet the needs of these clients, the SBDCs provide consulting, education, tools and resources. Core SBDC services encompass three areas: 1.) Facilitating entrepreneurship and business starts; 2.) Spurring innovation and growth; and 3.) Supporting sustainability and profitability. To see our latest results, visit <http://pasbdc.org/results>.

PROGRAM HISTORY

From one pilot program in 1978, the Pennsylvania Small Business Development Centers (SBDC) network has grown into the largest provider of entrepreneurial assistance in the Commonwealth. For more than 30 years, the Pennsylvania SBDCs have provided over **2.5 million hours of consulting** to more than **216,000 entrepreneurs** and offered over **14,000 courses, workshops and seminars** attended by **334,000 Pennsylvanians**. SBDC services have helped small firms throughout the Commonwealth raise more than **\$2.5 billion in start-up and expansion capital**, start more than **24,000 new companies**, and sell **\$10 billion worth of Pennsylvania products and services** throughout the world. As a result, SBDC clients have created over **120,000 new jobs** and generated more than **\$568 million in new state income tax revenue**.

CONSULTING AREAS OF EXPERTISE

Business/Strategic Planning

- Business Viability Assessment
- Market Analysis & Competitive Research
- Business Plan Development
- Strategic Planning
- Commercialization of Technology
- Business Structure

Capital Acquisition

- Financing Options
- Loan Packaging
- Equity Options

Financial Management

- Accounting & Recordkeeping
- Financial Management & Analysis
- Taxes

Industry-Specific

- Manufacturing
- Retailing
- Service

Targeted Assistance

- Online Business
- Government Marketing
- International Trade
- Shale Energy
- Business Continuity & Survival
- Affordable Care Act

Marketing

- Customer Service
- e-Commerce
- Market Research
- Marketing Materials/Promotion
- Marketing Plan Development
- Social Media

Environmental Management

- Environmental Regulatory Compliance
- On-site Assessments
- Emissions Calculations
- Permit & Plan Preparation Assistance
- Record Keeping & Reporting Assistance
- Greening Your Business
- PA Material Trader

Operations

- Developing Policies and Procedures
- Inventory Control
- Quality Control
- Cost Control
- Regulatory Assistance
- Information Technology

Human Resources

- Attracting, Hiring & Managing Employees
- Compensation

Technology

- Technology Commercialization & Marketing
- SBIR/STTR Proposal Preparation Assistance
- Product Feasibility Analysis
- Product Development/Engineering Services

Hosted by



Funded in part by



Accredited by



A partnership program of the U.S. Small Business Administration and accredited affiliate of the national network of Small Business Development Centers. All services provided on a non-discriminatory basis.

WEBSITE ADVERTISING

During calendar year 2016, roughly 174 people per day visited the Pennsylvania SBDC website which recorded 63,000+ unique visitors, where 72% were viewing the website for the first time. During this same time period, the website also attracted 230,000+ unique page views.

Core Services Page Advertisement

- \$100/month
- \$1,000/year (\$200 discount)
- Page Options
 - [New Business Services](#)
 - [Growth Services](#)
 - [Continuity & Survival Services](#)

Interior Page Advertisement

- \$50/month
- \$500/year (\$100 discount)
- Page Options
 - [Energy Assistance](#)
 - [Agri-Business](#)
 - [Environmental Management](#)
 - [Government Marketing](#)
 - [International Business](#)
 - [Business Continuity & Survival](#)
 - [Technology Assistance](#)
 - [Veterans](#)
 - [Makers](#)

SBDC
PENNSYLVANIA

Small Business Development Centers
Helping businesses start, grow, and prosper.

SERVICES RESOURCES EVENTS CENTERS RESULTS ABOUT US SEARCH

HOME / SERVICES / TARGETED SERVICES / ENVIRONMENTAL MANAGEMENT

Start-Up
Innovation & Growth
Sustainability
Targeted Services
Shale Gas Assistance
Agribusiness
Environmental Management
Government Marketing
International Business
Technology Assistance
Veterans

The Pennsylvania SBDCs' [Environmental Management Assistance Program \(EMAP\)](#) is a no-cost, strictly confidential statewide service. By contacting your local SBDC you can take advantage of this service. Environmental consultants are located throughout Pennsylvania and will be able to assist you in the following areas:

- Confidential on-site environmental management, regulatory compliance, pollution prevention and energy efficiency opportunity assessments
- Confidential assistance for understanding environmental permit and compliance requirements
- Confidential assistance for incorporating environmental considerations within strategic business management and planning activities
- Environmental training seminars
- Liaison to regulatory enforcement agencies
- Links to additional sources of technical and financial assistance

Who Can Benefit?
Businesses in any industry, including the manufacturing, retail and service sectors, can benefit from improved efficiency through strategic environmental management. Pollution prevention and energy efficiency approaches may vary by sector, but the opportunities always exist. So whether your business is still just an idea, or whether it is an existing operation, the Pennsylvania SBDCs can help.

The Bottom Line
Pollution is a drain to a firm's bottom line. Whether it's air emissions, solid or hazardous wastes, or wastewater discharges, pollution is a waste resulting from inefficiencies in a firm's operations. And what business is ever purposely wasteful? By preventing pollution before it is ever created in the first place, businesses can improve their efficiency and save money. Learn how to use pollution prevention to:

- Reduce raw material purchase costs
- Reduce compliance burdens and costs associated with

ask?emap
Environmental Management Assistance Program

Quick Links
[EMAP Homepage](#)
[Environmental Success Stories](#)

Interior Page Advertisement
200 X 400 pixels

Disclaimer: The Pennsylvania SBDC has the right to review and subsequently deny any advertising content or sponsorship proposals that it feels does not align with its mission and core values.

E-NEWSLETTER ADVERTISING

We would again like to thank our sponsors for their support of the Pennsylvania SBDC network.

- [Celtic Bank](#) (Silver Sponsor)
- [Lock Haven University](#) (Tote Bag Sponsor)
- [Riviera Finance](#) (Silver Sponsor)
- [Susquehanna Bank](#) (Silver Sponsor)
- [UCI](#) (Tote Bag Contributor)

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Discount Code for Duquesne University SBDC Business Technology Conference

SBDC Staff who would like to register for Duquesne University SBDC's Business Technology Conference on November 21 can register using the discount code **staff35** to register for only \$35! To register online, [click here](#)

SBDC)

[Co.Space's Internship Polluck: Anything But Your Suite and Tie Affair](#)
11/14/2013, Onward State (Penn State SBDC)

[Global Entrepreneurship Week Message from Jonathan Ortman](#)
11/14/2013, YouTube (Penn State SBDC)

[Global Entrepreneurship Week: Engage, Connect, Attend](#), 11/14/2013, Valley Magazine (Penn State SBDC)

[Saint Vincent College Grad Learns About Trucking Business as it Grows](#)
11/11/2013, SVC Pulse (Saint Vincent College SBDC)

In the Know – SBDC staff at all 18 centers (distribution 130+)

This monthly newsletter reaches staff at 18 SBDCs across Pennsylvania who are helping businesses make decisions and includes relevant and timely content that is applicable to assisting small businesses and entrepreneurs. Perfect for products or services targeted to the small business market. This newsletter reaches business advisors working each day with entrepreneurs and small business owners in their local community.

Banner Ad (\$100) – monthly

Ad Deadline – 25th of the month (for next month's inclusion)

SBDC Update – SBDC stakeholders (distribution 900+)

This monthly publication reaches Pennsylvania policymakers, members of local economic development organizations, influencers and other Pennsylvania SBDC partners in the Commonwealth and beyond. Content centers on Pennsylvania SBDC news, business success stories in Pennsylvania as well as statewide small business developments.

Banner Ad (\$250) – monthly

Ad Deadline – 25th of the month (for next month's inclusion)

Get Your Business Started with Social Media

Whether you are a social media expert or just sent your first tweet, the Pennsylvania SBDC can teach you about the various social media platforms available to help your business grow. Throughout the summer, SBDCs across Pennsylvania are offering seminars on Email Marketing, Blogging, Twitter, Facebook, SEO, Pinterest and more.

- [Find Social Media seminars in your region](#)
- [Article: How to Craft a Social Media Policy for Your Small Business](#)
- [Article: The 5 Biggest Myths About Social Media in Marketing](#)

Shale Energy 101: Small Business Supply Chain Opportunities

Any small business, regardless of proximity to a primary drilling location, may be able to take advantage of Marcellus Shale supply chain opportunities to grow their business. In 2013, the Pennsylvania SBDC launched a new Shale Energy 101 workshop to help small businesses learn more about this growing Pennsylvania industry; our next seminar will be held on June 27 in Mansfield.

- [6/27 Shale 101 seminar in Mansfield](#)
- [Shale Energy Assistance](#)
- [Shale Energy Resource Lists](#)

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ADVERTISEMENT

SBDC Advisor – SBDC stakeholders and clients (distribution 70,000+)

This quarterly publication reaches policymakers, members of local economic development organizations, influencers as well as Pennsylvania SBDC clients from across Pennsylvania in all 67 counties. Content consists of relevant news for small business owners, resources for entrepreneurs and success stories.

Banner Ad (\$500) – quarterly

SBDC Advisor Ad Deadlines

February Edition (January 25), May Edition (April 25), August Edition (July 25), November Edition (October 25)

SPONSORSHIPS

Pennsylvania SBDC Small Business Growth Forum – June 6-9, 2017 (Canonsburg, PA)

The annual Small Business Growth Forum hosts more than one hundred SBDC employees and representatives from economic development organizations from across the Commonwealth. Pennsylvania SBDC staff attends this conference to network and 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 advising small business clients every day. Sponsorships start at \$500 for this event; to learn more or register to become an event sponsor, visit <http://www.pasbdc.org/about-us/corporate-sponsorship>.

Highlighted Sponsor Benefits

- Ad/Logo placement in program book
- Logo placement on main stage
- List of attendees with contact information
- Ability to distribute promotional items/marketing materials in conference bags
- Exhibit table in main ballroom
- Panel participation (limited)
- Tickets to keynote luncheon



Past Speaker Companies

- Philadelphia Federal Reserve Bank
- Muhlenberg College Institute of Public Opinion
- U.S. Small Business Administration
- Pennsylvania Department of Community and Economic Development
- Sunbelt Business Brokers
- Pennsylvania Department of Revenue
- Morgan Lewis
- U.S. Senate
- Penn State Marcellus Center for Outreach & Research



Past Sponsor Companies

- Celtic Bank
- Fed-Ex
- First Niagara
- Focal Point Coaching Excellence
- GrowthWheel
- Holsinger
- Lock Haven University
- Northwest Savings Bank
- Palo Alto Software
- Pennsylvania Association of Credit Unions
- Regional Development Funding Corporation
- Riviera Finance
- Susquehanna Bank
- UGI
- VISA



Sponsorship & Advertising Contact:

Kelly Cofrancisco
news@pasbdc.org
(215) 898-1219

EDUCATIONAL PROGRAMS

Each year, the Pennsylvania SBDC holds [more than 600 educational programs statewide](#) attracting over 12,000 business owners and aspiring entrepreneurs. Topics held each year include subjects in the areas of business basics, government marketing, digital and online marketing, exporting, and many more. If your business is looking to reach this captive audience, you might consider sponsoring a statewide series of educational programs. Sample topics include:

- Business Planning Basics – First Step: Starting Your Business
- Energy – Shale Energy Supply Chain for Small Businesses
- Financing – Lender/Borrower Matchmaking Events
- International Business – Exporting 101
- Marketing – Social Media, Website Optimization

To discuss sponsorship of a series of SBDC educational programs in detail, please contact Kelly Cofrancisco at news@pasbdc.org or (215) 898-1219.

GIFTS AND CHARITABLE CONTRIBUTIONS

By giving to the Pennsylvania SBDC, your company will support the only statewide, nationally accredited program that provides high quality one-on-one consulting, training and information resources to empower new and existing businesses.

Housed within the Wharton School at the University of Pennsylvania, the Pennsylvania SBDC Lead Office manages the network of 18 centers serving businesses and aspiring entrepreneurs across Pennsylvania. To supplement its public funding, the SBDC established a fund within the Wharton School to continue to provide the high level of services to Pennsylvania's small businesses. Gift funds directed to the SBDC help the program fulfill its mission and embark on new initiatives to help spur entrepreneurial growth in Pennsylvania.

DONATE BY CHECK

To make a gift the Pennsylvania SBDC, please make your check payable to **“The Trustees of the University of Pennsylvania”** and mail to:

The Wharton Fund
Pennsylvania Small Business Development Centers (SBDC)
Gift Fund #630163
344 Vance Hall
3733 Spruce Street
Philadelphia, PA 19104

DONATE ONLINE

Make a secure donation online by visiting:

<https://giving.apps.upenn.edu>

To donate, you must type **“PA Small Business Development Center Gift Fund”** into the search box in the top right corner of the webpage and click “select.” The screenshot below illustrates this process:

