

SPONSOR BENEFITS



Our goal is not only to help the current and aspiring entrepreneurs in Houston, but to help you maximize the visibility of your sponsorship with the public and employees. We coordinate with your marketing team to maximize your visibility.

NUMBER OF ENTREPRENEURS

As a sponsor, you will be supporting the number of entrepreneurs indicated:

Level	1	2	3	4	5	6	7
Entrepreneurs	10	25	50	100	250	500	1000
\$	\$5,000	\$10,000	\$17,000	\$30,000	\$50,000	\$75,000	\$100,000

OTHER BENEFITS

In addition to the number of entrepreneurs, sponsors will receive the following benefits. Sponsors who sponsor 100 or more entrepreneurs (“Gold Sponsors”)¹ will receive the additional benefits shown:

Benefits	Frequency	Core Sponsor (Under 100 Supported)	Gold Sponsor (Over 100 Supported)
Inclusion in Materials	We include you in all program materials.		
TEI Main Page	Ongoing	Logo Placement	Logo as Gold Sponsor
TEI Entrepreneur Page	Ongoing	Logo Placement	Logo as Gold Sponsor
TEI Employee Page	Ongoing	Logo Placement	Logo as Gold Sponsor
Inclusion in Marketing	We include you in ongoing marketing activities.		
Launch Press Release	One Time	Included in Sponsor List	Quote from Your Representative
Press Releases	Monthly	Included in Sponsor List	Highlighted in All Press Releases
TEI Media Interviews	Ongoing	Mentioned in Sponsor List	Mentioned in all Media Interviews
TEI Podcast ²	Monthly	Included in Sponsor List	Featured Guest on One Podcast
Social Media	Ongoing	Included once per month	Included once per week
Photo Op	Ongoing	-	X
E-Newsletter	Monthly	Included in Sponsor List	Highlighted in One Newsletter Logo Featured in All Newsletters
Coordinate with Your Team	Monthly	X	X
Inclusion in Platform	We include you in the Learning Community where entrepreneurs take advantage of the knowledge, tools and support.		
Learning Community		X	Highlighted as Gold Sponsors
TEI Group		X	Highlighted as Gold Sponsors
Communications Assets	We provide you communications to be used in your internal and external efforts to highlight your support and participation.		

¹ Gold Sponsors will be highlighted by indicating their higher level of sponsorship and larger and more prominent logo placement.

² Podcasts are conducted monthly and focus on a teaching topic, success tips, periodic interviews with Gold Sponsors / other guests.

Copy for Market	One Time	X	X
Copy for Employees	One Time	X	X
Social Media Posts	One Time	X	X
Thank You Video	Ongoing	X	X
Employee Engagement	We provide you all the tools to enable your employees to connect with and/or mentor entrepreneurs via the Learning Community platform.		
Employee Mentoring	Ongoing	X	X
Employee Sign-up Page	Ongoing	X	X
Employee Webinar	Monthly	Webinar for All Sponsors to Highlight and Encourage Their Employees to Mentor	Webinar for Your Employees to Highlight and Encourage Them to Mentor
Program Progress Tools	We provide you with information and stories of the impact we are having for you to highlight with internal and external audiences.		
Check In	Monthly	X	X
Program Report ³	Quarterly	X	X
Success Stories	Monthly	X	X

³ Program Report consists of various program information and activities including entrepreneurs served, sponsors, entrepreneur success stories and corporate success stories.