



## The [Re]verse Pitch Competition In-Kind Sponsorship Opportunities

January 17-March 7, 2018

[reversepitch.org](http://reversepitch.org)

### Event Overview

You're invited to participate in and sponsor a unique series of events that engages our community, inspires entrepreneurship and solves a very real environmental challenge right here in Austin.

Entrepreneurs are used to pitching their business idea to potential investors, co-founders, and customers. In the [Re]verse Pitch Competition, the tables are turned. Local and national businesses have a market problem they need to solve: valuable raw materials are leaving the business as waste, but could be transformed into the foundation of new social enterprises. In solving this market need, these social businesses will address critical zero waste and economic development challenges in our community.

5-6 corporations and institutions will pitch their byproduct materials as business opportunities to entrepreneurs and enterprising non-profits. Then, over a series of weeks, competitors will be chosen to work with these material suppliers and mentors to solidify a business plan. The competition will culminate in a final event where competitors present their business plans to judges for a chance to win Innovation Prizes to seed their new venture.

### Why Sponsor?

- Share information about your services or product to new & expanding businesses or non-profits
- Develop a relationship with Austin's entrepreneurial and not-for-profit community
- Highlight your organization's community-minded values
- Encourage participation and attendance at the event to increase employee engagement
- Engage with influential innovators and entrepreneurs

Please note that entities with current City contracts, pending or anticipated regulatory or legal matters with the City, or that are bidding or anticipate bidding on contracts within the next year will not be eligible to sponsor due to conflicts of interest.

## Innovation Prize Sponsorship Opportunities

The City of Austin is seeking to supplement the City's cash Innovation Prize with in-kind services that will support the new start-up(s) or expanding company/ies that win the [Re]Verse Pitch Competition. Our goal is to offer both a grand prize and a 2<sup>nd</sup> place prize to competitors.

We are especially seeking donations of:

- Co-working space rental
- Storage space rental
- Legal services

- Accounting services
- Counseling services
- Transportation (i.e. truck rental)
- Software subscriptions
- Relevant memberships

But feel free to surprise us with an in-kind prize not on this list!

### Innovation Prize Sponsorship Logistics

All sponsorships will be reviewed for approval to ensure no conflicts of interest and alignment with the event mission. Sponsorships will be paid directly to the winning team determined by the judges at the March 7, 2018 event. Sponsors will be expected to sign an agreement in order to finalize involvement in this event. Provision of the in-kind item will be due upon successful completion by the winner of the terms of the prize winner agreement (or as soon as possible if the service is only offered periodically, i.e. classes). The item or service will be provided directly to the prize winner, not to the City of Austin.

## **Fund Your Own Prize Option**

In addition to sponsoring the main Innovation Prize, organizations are invited to propose their own in-kind prize and criteria for consideration by the project team. Example may include prizes for the best idea for a specific material or the idea that best advances a goal of the organization or company.

### Fund Your Own Prize Sponsorship Logistics

All sponsorships will be reviewed for approval to ensure no conflicts of interest and alignment with the event mission. The Sponsor will need to identify criteria for review and approval by the project team and provide a judge to select the prize recipient. Sponsors will be expected to sign an agreement in order to finalize involvement in this event. Provision of the in-kind item will be due upon successful completion by the winner of the terms of the prize winner agreement (or as soon as possible if the service is only offered periodically, i.e. classes). The item or service will be provided directly to the prize winner, not to the City of Austin.

## **In-Kind Event Cost Sponsorship Opportunities**

In addition to prize sponsorship opportunities, there may be opportunities to support the [Re]Verse Pitch Competition event through providing in-kind event-related services such as food, beverages, banner or signage printing, etc. In-kind event sponsors will be recognized based on the equivalent cash value of the item or service donated as outlined below. All sponsorships will be reviewed for approval to ensure no conflicts of interest and alignment with the event mission.

## **Sponsorship Recognition**

The sponsorship level will reflect the value of the in-kind service offered to the winner. For example, a sponsor offering a service that normally costs \$275 would be recognized as a Bronze sponsor.

	<i>Platinum</i> <i>(\$2,500+)</i>	<i>Gold</i> <i>(\$1,000+)</i>	<i>Silver</i> <i>(\$500+)</i>	<i>Bronze</i> <i>(Under \$500)</i>
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<i>Logo, Name, &amp; Prize Offering displayed as a sponsor on event website*</i>				
<i>Thank you during opening and closing events</i>				
<i>Social media mentions leading up to and after event.</i>				
<i>Logo included in on-site event displays (digital and/or printed)*</i>				
<i>Inclusion in all digital and email marketing messaging</i>				
<i>Opportunity to provide company/organization information to competitor participants via insert or email</i>				

\*Logo placement and size will reflect the sponsorship level

**All Sponsors: Participation Encouraged**

Regardless of the sponsorship type, we invite all sponsors to attend and participate in the event, to include: serving as mentors or advisors and by encouraging employees/ members to attend.

**Thank you and we hope you can participate in this year's [Re]Verse Pitch Competition!**

**For more information, please contact:**

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