Dear prospective sponsor,

Welcome to the 2016-2017 BASES year!

The Business Association of Stanford Entrepreneurial Students (BASES) is Stanford’s largest student-run entrepreneurship organization. Celebrating our 21st anniversary this year, we empower the next generation of entrepreneurs through our wide range of programs.

This year, we’re rolling out many exciting new initiatives including Business Hackathon and Product Bootcamp. We will continue to focus on expanding our flagship programs, such as our BASES Challenge and the Entrepreneurial Thought Leader series. We have also formed partnerships with a diverse array of technical groups on campus to provide our sponsors with the broadest reach on campus possible.

We seek to form long-lasting relationships with our sponsors. Indeed, many of our existing sponsors have worked with us for over a decade. BASES creates a customized strategy for each of our sponsors to ensure we reach their sponsorship objectives. A dedicated BASES sponsorship liaison works with each sponsor to leverage our organization and resources to maximize our sponsors’ impact on campus.

Some of the main ways we support our sponsors include:

- Strengthening their brand presence on campus
- Recruiting the best Stanford programmers and engineers
- Developing meaningful relationships with Stanford entrepreneurs
- Exclusive access to the most exciting startups and technologies on campus

We look forward to hearing from you.

Best,

Valerie Huynh
Vice President, Business Development
BASES: AT A GLANCE

- Founded in 1996 by Stanford graduate students
- 3000+ Challenge Entrepreneurs
- 14 BASES Bus Visits
- $100K+ Awarded in BASES Challenge
- 900 Startup Career Fair Students
- 5,000+ Weekly BASES Digest Readers
- $100,000,000+ in VC funding to BASES Challenge Companies
- 400 Hackspace inventors
- ETL Talks by leaders from Google, Facebook, and Palantir reaching 1200+ students
BASES is Stanford's largest student-run entrepreneurship organization. We look forward to an exciting year with our students, faculty, and sponsors.

The current BASES team consists of 74 students, 35 female and 39 male. 40% of our members are computer science majors, and 20% are majors in other engineering disciplines. BASES is one of the few student organizations on campus that bridges the engineering school, the Graduate School of Business, School of Law, and many other departments in the arts and sciences. We have over 1,000 active Bay Area alumni, many of whom are founders, entrepreneurs, and senior engineers. Notable BASES alumni include Instagram co-founder Kevin Systrom, Snapchat co-founder Evan Spiegel, ZenPayroll co-founder Joshua Reeves, KPCB Edge partners Anjney Midha, Ruby Lee, and Roneil Rumberg, HealthTap founder Ron Gutman, and Voltage Security founder Guido Appenzeller.

We host a variety of initiatives every year, including Stanford's oldest entrepreneurship competition, hacking workshops, a weekly speaker series, and two career fairs. Additionally, we collaborate with a number of other student organizations to offer our sponsors the highest quality experience and access to students. Our different events and activities are grouped into the BASES Inspire, Create, and Launch programs. Summaries of our programs are found on the following pages.
Entering its fourth year, the BASES VC-Law Mixer brings together the larger Stanford attendees included KCPB, General Catalyst, WilmerHale, Perkins Coie, Lightspeed Venture Partners. Sponsors are given special admission to the event.

Every winter and spring, BASES hosts Stanford’s second largest career fairs, attracting 900+ students and 79 companies. The fair attracts top programmers and engineers, and is the only campus fair focused on startups. Sponsors get free tables and access to the BASES Talent Portal, an online database with resumes of Stanford’s most talented students.

The ETL Lecture Series is Stanford’s most widely attended weekly speaker series, reaching over 350 students every week. It is a great way for students to connect with the Valley’s top thought leaders and inspiring professionals from across the world. Past speakers include Mark Zuckerberg, Marissa Meyer, Sheryl Sandberg, Melinda Gates, Reid Hoffman, Jack Dorsey, Laurene Powell Jobs, and Marc Andreessen. BASES sponsors are able to nominate speakers for an ETL speaking slot.

Lessons in Life (LIL) are small lunches hosted every quarter between a sponsor and up to eight students. The focus of LiL focuses is placed on the guest speaker’s life story, rather than his or her company. This series has experienced tremendous success over the past two years as students engage authentically with sponsors.

BASES Startup Career Fair
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BASES Bus takes Stanford students on tours of companies and startups around Silicon Valley. Each bus tour is application based, accepting up to 20 Stanford students. Past Bus tour destinations have included Facebook, Twitter, Oculus, Lyft and Applied Predictive Technologies. Sponsors may engage with student engineers and entrepreneurs by inviting them to their offices for BASES Bus visits.

Adventures
BASES Adventures puts a small group of students and a special guest in a dynamic problem solving environment. These events are great team building and bonding exercises. Past Adventures have included Escape the Room, rafting and hot-air ballooning. Adventures is a great way for sponsors to engage with students in a fun, intimate setting.

Startup Lunches
Our External Relations team invites founders and CEOs from sponsor companies to have lunch with high-quality, pre-selected students in intimate, high-impact settings. Past guests include Joe Lonsdale and Kevin Hart, and past companies represented include Palantir, Thumbtack, ZenPayroll, and AdRoll. This is a fantastic opportunity for students to get to know sponsor companies on a more personal level, and doubles as a great branding and recruiting opportunity.

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VC-Law Mixer
Entering its fourth year, the BASES VC-Law Mixer brings together the larger Stanford entrepreneurial community and 20+ VCs and law firms at a fun mixer-style event. Last year attendees included KCPB, General Catalyst, WilmerHale, Perkins Coie, Lightspeed Venture Partners. Sponsors are given special admission to the event.

Events with Accelerators and Incubators
Our External Relations team hosts a series of events with Y Combinator and StartX to educate students on the resources available through different accelerators and incubators affiliated with Stanford. These include talks and workshops where sponsors are invited to interact with entrepreneurs in these accelerator programs.
Social Impact Summit

The BASES Social Impact team will be kicking off the year with a high visibility event emphasizing opportunities for social good. The Global Impact team has invited several social entrepreneurs and CEOs of non-profits to speak about high impact work with a focus. After the panel, we will host an expo of companies working in social entrepreneurship. Sponsors can get involved by joining our expo and nominating speakers for the panel.

CNECT Platform

CNECT (Central Network of Entrepreneurial Collegiate Teams) is an online platform for entrepreneurs, modeled to be the TechCrunch for college campuses. CNECT will become an online platform for student entrepreneur communities across the nation to share ideas and promote relevant events. Our objective is to facilitate greater conversation and cooperation between student entrepreneurs and provide a central hub of relevant information for the greater community of business-minded students. Contributors will include Stanford, Harvard, MIT, Columbia, Berkeley, Northwestern, and Syracuse.

International Development Course

This fall, a group of 20 students will enroll in our project-based international development course. For 10 weeks, they will learn about the different pieces of the social entrepreneurship ecosystem and how they work together. By working in teams on 5 separate projects with Silicon Valley companies, students will address pressing global issues. Sponsors can get involved by sharing opportunities for social impact work at their respective organizations, mentoring on special projects, and lecturing about entrepreneurial and international development.

Mentorship and Alumni Relations

BASES has a rich network of alumni, counting over 1,000 active alumni in the Bay Area alone. We host events including alumni mixers, mentorship programs and alumni visits with a strong focus on networking. BASES alumni include the founders of Instagram, Snapchat and ZenPayroll. Sponsors are invited to our alumni events to engage with top BASES engineers and entrepreneurs, past and present.

Tackling Today's Troubles

Every month, we will bring in an expert to discuss a social problem and possible solutions with 10-15 Stanford students. The goal of Tackling Today's Troubles is to expose students to a variety of ways to engage in social entrepreneurship. Sending an industry expert to one of these events is a great way to connect with socially-minded students on a smaller, more personal level.

Social Impact Fair (Haas Fair)

Stanford's Haas Center for Public Service holds an annual Social Impact Fair to expose students to social impact internships and careers. This year, BASES will bring more business-related opportunities and marketing to the Social Impact Fair. Sponsors have the option to attend the Social Impact Fair and interact with students.

Emerging Market Workshops

The BASES Global Impact team will be facilitating Emerging Market Workshops in partnership with the Freeman Spogli Institute, the Stanford Design School, and the Stanford Institute for Innovation in Developing Countries at the Graduate School of Business. These workshops aim to help students prototype and iterate on innovative tools for alleviating poverty. BASES sponsors can nominate problems and send mentors to work with students on creating innovative solutions.

Treks

The BASES Treks Team takes 10-15 Stanford students on trips to company offices to explore context-specific definitions and manifestations of entrepreneurship. Treks trips are planned around existing connections, many of which come from sponsors. This coming year, BASES will also be taking the treks international, as it partners with universities in Asia and Europe. Sponsors may invite students to visit offices across the nation or globe.

Frosh Battalion

Each fall quarter, BASES identifies 20 Stanford freshmen with outstanding potential to grow professionally, and immerses them in a quarter of entrepreneurship-specific knowledge. BASES is proud to help its Frosh Battalion members start their professional experience from their first quarters at Stanford, and sponsors are welcome to join the events as guests, lecturers, or panel members.
CREATE

Startup Collab
A quarter-long project initiative where small groups of students partner with a company in order to solve an interesting problem that the company faces. Sponsors are eligible to nominate problems for students to work on, and will build deep relationships with handpicked students over the course of a quarter.

Product Bootcamp
A once-per-quarter bootcamp that aims to teach students how to apply academic coding skills from Stanford’s introductory CS courses to real-world projects. As a sponsor, you can get involved by sending engineering mentors and providing APIs/products to use in the coding bootcamp curriculum.

bGarage
bGarage is a new BASES initiative that aims to connect talented entrepreneurial students with the guidance of established companies. By working with companies to design consulting cases, business hackathon missions, and interactive projects for clients, bGarage caters to the high demand by students for intensive learning and helps connect them with company mentors.

Business Hackathon
The Business Hackathon is Stanford's first non-technical hackathon. The focus of the hackathon will be creative marketing skills and business plan writing for specific products. BASES sponsor companies will be invited to judge teams and mentor students.

Interactive Projects with Companies
Interactive projects are an opportunity for our sponsors to design business-focused projects for Stanford students to participate in. By mentoring students in a space that provides real-world value, sponsors can develop meaningful learning relationships while understanding students in professional settings.

Supporting an Entrepreneurial Ecosystem by Building a Technical Focus

Women in Entrepreneurship Summit
This past year, the BASES Women in Entrepreneurship Summit hosted 100 student attendees and 8 inspirational speakers who are female leaders in their respective fields. Speakers included the founder of Indiegogo, the COO of WikiHow, and partners from Canvas Ventures and Forerunner Ventures. Topics include entrepreneurship and how to overcome the difficulties of being a woman in the workforce. Sponsors are welcome to get involved by nominating speakers and attending the conference.

Last year, 900 students attended the BASES Startup Career Fair. BASES is proud to give students the opportunities to meet companies and get involved in impactful work. BASES is also incredibly proud to support the uniquely talented and growing communities at Stanford.

Through the “Create” branch of the BASES mission, BASES strives to harness the knowledge and technical skills in Silicon Valley and funnel it toward students with technical interest. These students are able to act on their interests and create real products with BASES’ guidance.
Kickoff
Held in January, the Kickoff event introduces the BASES Challenge competition to the Stanford community in an exciting way. At the event, Stanford students hear from a keynote speaker, interact with our past finalists in a demo-day style setting, meet with sponsors, and find potential team members. Past keynote speakers include KPCB General Partner Mary Meeker and Shopkick Co-founder Cyriac Roeding. There were 300 total attendees at last year’s Kickoff. Sponsors may be nominated for the keynote and set up a table at the event.

Judging Rounds
After teams submit applications for the BASES Challenge startup competition, they pitch their projects to sponsors at several judging rounds. The first judging round gives Challenge teams a chance to obtain valuable feedback on their projects, and gives sponsors an opportunity to interact with Stanford’s most promising entrepreneurs. 108 teams were selected to participate in the first judging round last year, with 51 teams advancing to the second judging round at Finale.

Office Hours
Office hours give Challenge teams a chance to gain constructive feedback on their projects from industry experts. Sponsors who act as mentors have an opportunity to interact closely with Stanford’s most promising entrepreneurs. About 40 Challenge teams participated in office hours last year.

Finale
Finale is the final event in the BASES Challenge competition, where teams showcase their startups to the public and the prize money winners are determined. BASES Challenge awards a total of $100,000 in prize money each year, including prizes for overall best ventures, best social ventures, and crowd favorites. In addition to public demos and the final judging round, attendees have the chance to listen to a keynote speaker talk about his or her experiences with entrepreneurship. Past winners include Kiva, One Acre Fund, Boosted Boards, D.Light Design, and Samasource. Sponsors are invited to judge and may be nominated for the Finale keynote. BASES also hosts a Sponsor-Exclusive Mixer after Finale for sponsors to meet the winners of each year’s competition.

BASES Challenge
The BASES Challenge is Stanford’s oldest and most competitive annual entrepreneurship competition. It is a great opportunity for BASES’s sponsors to see the latest trends on campus through judging and mentoring. Attracting over 200 companies a year, the BASES Challenge includes the following programs.

200 Participants
75+ Judges&Mentors

Growth
The Growth team is a new initiative that aims to support the professional growth of BASES by providing programs in business education. The importance of these skills is often overlooked by entrepreneurs in favor of more tactical ones, but Growth works to fill that void. Sponsors are invited to all of the highlight events, whether as workshop speakers, guests, or mentors.

Professional Development Workshops
The Growth team facilitates personal enrichment workshops led by faculty and sponsor speakers, on important business soft skills. These include effective networking, leadership, powerful resume-building, and team management.
SPONSORSHIP OVERVIEW

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SPONSORSHIP OVERVIEW

Friend
$15,000+

• Invitations to select BASES events
• Judge at BASES Challenge second round, meeting 80 of the highest-quality teams in our annual competition
• Invitation to BASES’ Startup Career Fair
• Acknowledgement on all BASES materials, including the BASES Digest (5,000+ active subscribers)

Supporter
$30,000+

Everything offered under a Friend sponsorship plus the following:

• Invitation to all BASES events
• A dedicated junior Sponsorship Liaison who helps create year-long strategy on campus
• Host a limited number of customized events and recruiting sessions on campus
• Nomination to speak at ETL Series for audience of 350+
• Opportunity to judge at the BASES Challenge finale
• Opportunity to host office hours and workshops through BASES Challenge
• Invitation to BASES Bay Area alumni events
• Invitation to BASES’ Lessons in Life Series with 10-12 vetted Stanford students
• Invitation to Startup Lunch Series for founders to engage with students
• Invite students to company for BASES Bus Visit
• Invitation to Product Bootcamp workshops as a lecturer
• Direct line to BASES presidents and leadership team
• Invitation to join CNECT, a media conglomerate of 6 universities
• Eligibility to submit a bGarage project for students to work on for a quarter.

Sustainer
$55,000+

Everything offered under a Friend and Supporter sponsorship plus the following:

• A senior Sponsorship Liaison, who creates a highly-tailored experience
• Invitation to headline workshops and tech-talks at PuzzleHunt and hackathons
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• Global Entrepreneurship Summit

Fall 2016
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• Emerging Markets Workshop
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• Mini-Challenge Fall Hackathon
• PuzzleHunt
• ETL Adventure
• BASES Bus

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• Incubator and Accelerator Events
• Spring Trek

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Thank you to all of our sponsors. BASES is a non-profit student organization. The scale and success of our programs would not be possible without the support of our sponsors. For nearly two decades, our sponsors have done much more than fund our programs. Every year, BASES members benefit immeasurably from the time our sponsors devote to our mentorship programs, judging panels, office hours, and speaker series.

BASES’s mission is to empower the next generation of entrepreneurs. Our sponsors provide us with the resources and experience to do so. Working together, we cannot wait to see which leaders and innovators BASES’s next twenty years will produce.