



# 1000 PITCHES

**Sponsorship Guide**  
*2014*

Spark SC is looking to collaborate with leading entrepreneurial organizations to run 1000 Pitches. Partnering with us gives you and your company access to unparalleled marketing opportunities and provides tangible ways to influence entrepreneurship in Los Angeles.

Benefits of sponsoring 1000 Pitches include:

- *Improve company's awareness and image with 10,000+ students in the LA area*
- *Access to long-form, targeted marketing*
- *Shape students' first experience with professional entrepreneurship*
- *Associate your brand with a unique and nationally recognized student event*
- *Expand your USC network and work closely with Spark SC, the school's student run entrepreneurship hub*
- *Invest in the next generation of innovators*

## Sponsorship Levels

## Contribution

### IPO

**\$5000**

*Keynote Speaker at Kickoff and/or Award Ceremony*  
*Company specific marketing material + swag distribution*  
*Representation at Innovation Lab*  
*Host Pitch Workshop*  
*Have a Featured Pitch*  
*Host a pitch booth(s)*  
*Logo displayed on shirt*  
*Opportunity to be part of final judging process*  
*Featured on event website*

*Number of Sponsors committed:*

**1/1**

### STARTUP

**\$2500**

*Representation at Innovation Lab*  
*Host Pitch Workshop*  
*Have a Featured Pitch*  
*Host a pitch booth(s)*  
*Logo displayed on shirt*  
*Opportunity to be part of final judging process*  
*Featured on event website*

*Number of Sponsors committed:*

**2/3**

### PITCH

**\$1000**

*Host a pitch booth(s)*  
*Logo displayed on shirt*  
*Opportunity to be part of final judging process*  
*Featured on event website*

*Number of Sponsors committed:*

**2/4**

### IDEA

**\$500**

*Logo displayed on shirt*  
*Featured on event website*

*Number of Sponsors committed:*

**6/7**

# Details of Sponsorship Relationship

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*Outlined below are the statements of what Spark SC commits to in exchange for sponsorship at varying levels for the 1000 Pitches Event.*

## ■ Logo Displayed on Event Shirt

Two thousand 1000 Pitches shirts will be printed and distributed throughout USC's campus. Having your logo on this shirt ensures increased brand awareness of your company with Spark SC, entrepreneurship, and philanthropy.

## ■ Featured on Event Website

Spark SC and 1000 Pitches will launch the event website by September 1, where all company sponsors will be recognized for their contribution. 1000+ students are expected to participate in and visit the page, ensuring your company to be recognized as a core component of Los Angeles' entrepreneurship scene.

## ■ Opportunity to Judge

Your mentorship will be invaluable in declaring the strongest pitches. **Pitch** level sponsors or above are encouraged to join the decision-making process. This final selection process will be determined by October 15. Sponsors will also have the opportunity to present the awards to the winners at the award ceremony.

## ■ Host a Pitch Booth

On campus "Pitch Booths" will be held regularly throughout the competition, where we can record students' pitches on the fly. Sponsors can request to participate in hosting Pitch Booths with their own branding; this is a great way to create relationships with USC students.

## ■ Have a Pitch Featured

1000 Pitches will have thousands of students pitching to us--we'd like to see you show them how it's done. Sponsors are able to upload an employee's pitch into the competition.

The pitch must be < 5 minutes and must pertain to one of our ten categories (see Executive Summary) and may be delivered to us at your convenience. Spark SC is not responsible for filming this pitch.

## ■ Host a Pitch Workshop

We will be hosting workshops to guide students to become serious competitors in the 1000 Pitches competition. A workshop presentation particular to your company can be arranged.

## ■ Representation at Innovation Lab

Spark SC's home base is in the USC Innovation Lab, and where students come to listen to speakers, participate in workshops and collaborate. As a sponsor for 1000 Pitches, you will have ensured branding and bulletin opportunities in the Innovation Lab, which is visited by hundreds of students each week.

Spark SC is not responsible for creating materials to go on the bulletin board.

## ■ Keynote Speaker at Kickoff

The Kickoff will be a large event with 150+ students in attendance. It will feature 5 students demonstrating example pitches while being recorded live and a Keynote speaker – you. You will be publicly recognized as our main sponsor and thanked for your contribution to the community. You can also bring various representatives and branding materials to this event.

Spark SC will host The Kickoff the week prior to September 12, 1000 Pitches' start date. If members of your organization are looking to get more involved with event, please let us know and we will find the best way to collaborate. Spark SC will need to approve the speaker's presentation prior to the event. Blatant plugs will not be allowed – this speech is meant to foster excitement about the LA entrepreneurship community in our students. Spark SC is not obligated to produce any fliers, banners, or other branding materials for you, but we strongly encourage you to bring your own. Please let us know if you need any assistance.

All sponsors are encouraged to attend this event.

## ■ Keynote Speaker at Award Ceremony

All of the benefits and rules for The Kickoff apply to the Award Ceremony as well. This event will be a presentation and celebration of the winners of each category, and will be where each winner receives their \$1,000 check. Speaking at this event gives you the opportunity to be the resonating voice of 1000 Pitches as students look back on the experience. This is your opportunity to inspire students

If the IPO sponsor cannot participate in either the Kickoff or the Award Ceremony, the opportunity will be offered to one of the Startup-level sponsors.

All sponsors are encouraged to attend this event.



## Sponsorship Contract

*Signing this document signifies the partnership between the sponsoring organization and Spark SC. Spark SC's responsibilities depend on the level of sponsorship of the organization, as is described above. Spark SC is open to conversations about personalizing these sponsorship benefits and agreements.*

*A personalized sponsorship contract will be sent after the preliminary signature agreement below.*

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*Sponsor Organization*

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*Date*

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*Spark SC*

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*Date*



*Thank you for  
your support.*

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Contact us at **1000Pitches@sparksc.org**  
to learn more and see sponsorship details.

To learn more about Spark SC,  
visit our website at  
**www.sparksc.org**