

**2015-2016
Fiscal Year**

Corporate Partnership Packet



Advancing Innovative Minds

UNC Charlotte

2015-2016 Fiscal Year

Table of Contents

Introduction Letter	2
2015-2016 Chapter Directives.....	3
Advantages of Supporting Our Chapter.....	4
Sponsorship Levels.....	5

Introduction Letter

Advancing Innovative Minds
University of North Carolina at Charlotte
9201 University City Blvd
Charlotte, NC 28223-0001
aimcharlotte@uncc.edu

Dear Future Corporate Partner,

Thank you for choosing Advancing Innovative Minds (AIM) as a prospective sponsor. AIM is one of UNC Charlotte's most active and dedicated entrepreneurial clubs. We are constantly working to build strong relationships that will continue to develop our non-profit organization, as well as connect businesses and partners with some of the top innovative minds.

Our mission is "**to provide visionaries with business, technology, and networking knowledge bases as a means to encourage entrepreneurial influence**". We plan on using the booming development of the Charlotte area as a catalyst to promote truly effective ideas that will culminate into thriving businesses. The AIM Executive Board strives to promote a comfortable, yet passionate environment where members can create, plan, and inspire entrepreneurial action. AIM targets UNCC students of every; major, ethnicity, religion, race, and gender, and connects them with a team of creative individuals and resources to turn their ideas into solid business plans. We then encourage them to go to the next level by introducing them to entrepreneurial competitions, conferences, and corporate networks. These events will serve as a great tool to improve their chances of navigating the world of entrepreneurship.

AIM loves nothing more than to help build the next generation of business leaders, but we also have a passion for giving back to the community. AIM dedicates monthly time to the community through numerous campus outreach events for pre-college students, as well as volunteer work for the less fortunate. In all that we do, AIM promotes the entrepreneurial nature of hard work, determination, and humility. We AIM to positively influence the growth of the Charlotte region and we look forward to representing our sponsors in a positive light in all of our endeavors.

As a non-profit organization with students that are highly invested on campus, AIM requires help with purchasing materials for campus programs, fundraising supplies (such as posters and tables), education materials, campus advertising supplies (to increase our membership), and especially paying for off campus leadership conferences and volunteer travel. In return, we would love to provide our partners with an immense pool of innovative thinkers among the UNCC student body. As a sponsor, your image and satisfaction is of high value to us.

Your company can help us by providing support in the form of monetary or in-kind donations. Thank you in advance for your support. We look forward to building a lasting partnership.

Sincerely,

Raymond Ferrell
AIM Co-Founder & President

Dreu Dixon
AIM Co-Founder & Strategic Advisor



2015-2016 Chapter Deliverables

Professional Development

- ❖ Resume Development
- ❖ Mentorship program
- ❖ Mock Interviews
- ❖ Professional Panels
- ❖ Professional Speakers
- ❖ Participation in entrepreneurial competitions

Positively Impacting the Community

- ❖ Cystic Fibrosis Cycle for Life
- ❖ American Cancer Research Society: Bark for Life
- ❖ Campus Outreach Events for aspiring middle/high school entrepreneurs and innovators

Building Campus Relationships & Awareness

- ❖ PORTAL (Partnership, Outreach, and Research to Accelerate Learning)
- ❖ WOW (Week of Welcome)
- ❖ SOAR (Student Orientation, Advising, and Registration)
- ❖ Collaborations with other student organizations

Club Activities

AIM plans to provide visionaries with a business, technology, and networking knowledge base through:

- ❖ **General Body Meetings**
 - ◆ Seminars and Workshops to create an innovative atmosphere and provide counsel from experienced professionals
 - ◆ General Body members
 - a. Present their business ideas
 - b. Collaborate on entrepreneurial projects
 - c. Connect and expand their network
- ❖ **Peer & High School Mentoring**
 - ◆ Local high/middle school seminars
 - ◆ On-Campus Outreach events
- ❖ **Mastermind Circles**
 - ◆ Business incubators where students will focus on specific projects
 - ◆ Circles will be overseen by AIM executive board members to provide guidance and maintain focus
 - ◆ Potential business plans will be formulated
 - ◆ Entry into competitions and other programs will be encouraged and support

Advantages of Supporting Our Chapter

- ❖ Recognition of support will be given through a variety of methods
 - ◆ UNCC AIM organization webpage
 - <http://www.advancinginnovativeminds.org>
 - ◆ AIM Instagram Page
 - http://instagram.com/uncc_aim
 - ◆ AIM LinkedIn Profile
 - <https://www.linkedin.com/groups/Advancing-Innovative-Minds-8104445/about>
- ❖ Primary access to some of the most creative minds at UNC Charlotte
- ❖ Multiple recruitment opportunities
 - ◆ Priority access to Chapter Resumes
 - ◆ Recognition at Chapter held events
 - ◆ On-campus opportunity to recruit students and market services
- ❖ Multiple opportunities to hold workshops & info session on campus
- ❖ Having an essential role in developing entrepreneurship and business in the region

Sponsorship Levels

All sponsorship levels qualify the sponsor to be appointed to the AIM Board of Advisors. The AIM Board of Advisors consists of UNCC Alumni, UNCC faculty, AIM professionals, and Corporate representatives, all of which are outstanding supporters of the growth and development of the UNCC AIM student body. Donations can be either monetary or in-kind, however must be worth the dollar amount for proper sponsorship level representation. If interested in sponsorship, contact: aimunccpartnership@gmail.com and/or aimunccpresident@gmail.com with any questions or requests.

Gold \$1000+ Equivalent Donations

- ❖ Recognition at all General Body meetings
- ❖ Recognition at the AIM promotional table during various organization showcases and large events (through presentations, banners, t-shirts, billboards, flags etc.)
- ❖ Publishing of Corporate material (advertisements of events, products, etc.) through our social media avenues
- ❖ Recognition on chapters website and social media outlets
 - ◆ Facebook, Instagram, OrgSync, LinkedIn

Silver \$500-\$999 Equivalent Donations

- ❖ Recognition at General Body Meetings
- ❖ Publishing of Corporate material(advertisements of events, products, etc.) through our social media avenues
- ❖ Recognitions on chapters website and social media outlets
 - ◆ Facebook, Instagram, OrgSync, LinkedIn

Bronze \$50-\$499 Equivalent Donations

- ❖ Recognition at General Body Meetings
- ❖ Recognitions on chapters website and social media outlets
 - ◆ Facebook, Instagram, OrgSync, LinkedIn

