

*Orlando's*

# BIG EXCHANGE

*for Thinkers, Educators, Artists & Makers*

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Orlando's First Week-Long Celebration  
of Global Entrepreneurship Week

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# OUR MISSION



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## Awakening a collective spirit of entrepreneurship...

by facilitating a mindful exchange between thinkers, educators, artists and makers. We will encourage everyone to bring their unique gifts to the table for mutual benefit through inspiration, example and hands-on experience.

We're hosting a week-long series of workshops and sessions designed to move teams from problem to solution, bringing interdisciplinary talents together in synergistic ways to benefit our town.

We'll also be curating other events happening around the city from public, private and independent sectors to create a single location for information on all the Global Entrepreneurship Week happenings.

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# LOCAL REACH & DEMOGRAPHICS

*Bringing together Orlando creatives*

300

On-Site  
Attendees

500

LiveStream  
Attendees

15,000

Partner  
Engaged  
Audience

Age 24 – 42

Some College,  
College  
Degrees

Avg. Annual  
Household  
Income \$55k+

Positions Held:  
Students, Freelance,  
Founders, Strategists,  
Developers, Creative Leads,  
Seeking Second Career Path  
Including Additional  
Education Opportunities



# ELEMENTS

# OF THE WEEK

1

## Central Resource for All Entrepreneurship Events

- Advertising and marketing for events planned by Rollins, Orlando Tech, UCF, Canvs, Florida Institute of Technology, Venture Pitch, Full Sail, FL Blog Con, FL Hospital, FL Angel Network, Starter Studio and many more!
- Printed Fold-Out Program with City Map, Location Pins & Event Details for the Week
- Online, Mobile-Friendly Site with City Map, Location Pins & Event Details for the Week

2

## Summer Submissions

- Leading up to the week, concerned citizens may submit problems that need solving right now
- 4 problems will be chosen and reverse pitched at the Kick-Off Rally by area leaders
- Generating buzz and awareness around the city for Global Entrepreneurship Week

3

## Kick Off Rally

- 300 tickets available: includes all BIG Exchange workshops, coffee/pressed juice & cocktail hours, and AfterBash
- Area leaders reverse pitch 4 problems submitted over the summer
- Cross-Industry teams are formed to innovate solutions using existing resources
- Workshop details and solution methodology is reviewed
- Teams are sent off to pioneer solutions throughout the week, with presentations made to the mayor at the AfterBash

4

## Action-Oriented Workshops

- Series of action-driven workshops progress teams towards a presentable solution by end of week
- Workshops held at sponsor locations across the city
- All workshops LiveStreamed and recorded, free to the public
- Teams may attend workshops in person or watch via LiveStream or recording as their schedule allows

ELEMENTS OF THE WEEK

5

## Open Doors Across the City

- All entrepreneurial and public resources will host open door office hours for teams to visit and evaluate existing resources to integrate into their solutions
- Ongoing directory of resources available for concerned citizens and social entrepreneurs to use for future problem-solving and cross-pollination

6

## AfterBash

- Teams may present their solutions at end of week to the Mayor, Social Enterprise Investors, Philanthropists and other local leaders for investment and implementation
- Local entrepreneurs, area leaders, teams and sponsors will be dancing, tasting, sipping and celebrating the greatness of our city's people and resources for good

ELEMENTS OF THE WEEK

# SPONSORSHIP BENEFITS

*The benefits to sponsoring our city's first week-long celebration of Global Entrepreneurship Week would breach the confines of the week alone, but here's what we can offer during the event:*



## \$5500 Global Entrepreneurship Week's Curator

- Email subscription featured sponsor
- Featured at Monday kick off event on stage
- Workshop host opportunity for mid-week session
- Featured on all digital and print sponsorship collateral (main website, social media profiles, event email banners, on-site digital signage, printed programs, swag bags)
- Featured at Friday pitch event on stage
- Featured in video interviews on local social enterprise leaders and corporate social responsibility initiatives (as applicable)

### PLUS Official Global Entrepreneurship Week Curator Privileges:

- Featured as exclusive sponsor on Orlando GEW website where all of the week's events are curated (see 1weekkc.com as an example)
- Featured video on site from key leaders sharing hopes and vision for entrepreneurship growth in Orlando as a local thought leader
- Featured in meta data of site for SEO value
- Backlink and anchor text of our choice to your site for SEO value
- Booth at Monday Kickoff and Friday Showcase sessions event venues
- Access to event interest email list after event ends (possible 500+ local emails)

## \$3500 Entrepreneur's Toolbox: LiveStream/ Recording Sponsor

- Email subscription featured sponsor
- Featured at Monday kick off event on stage
- Workshop host opportunity for mid-week session
- Featured on all digital and print sponsorship collateral (main website, social media profiles, event email banners, on-site digital signage, printed programs, swag bags)
- Featured at Friday pitch event on stage
- Featured in video interviews on local social enterprise leaders and corporate social responsibility initiatives (as applicable)

### PLUS Live Streaming Sponsorship Privileges:

- Featured during LiveStream event on screen
- Featured in custom outro on LiveStream and on recordings of sessions
- Featured in meta data of recordings for SEO value
- Backlink and anchor text of your choice to your site for SEO value
- Perpetual presence on evergreen, SEO optimized content
- Featured in LiveStream email subscription confirmation emails
- (This sponsorship rate increases to \$5500 on 9/20 to include Afterbash liquor license)

## \$2500 Entrepreneur's Friend: Our Official Live Tweet Sponsor

- Email subscription featured sponsor
- Featured at Monday kick off event on stage
- Workshop host opportunity for mid-week session
- Featured on all digital and print sponsorship collateral (main website, social media profiles, event email banners, on-site digital signage, printed programs, swag bags)
- Featured at Friday pitch event on stage
- Featured in video interviews on local social enterprise leaders and corporate social responsibility initiatives (as applicable)

### PLUS Live Tweeting Sponsorship Privileges:

- Daily tweets about you from our professionally managed accounts (Twitter, Facebook, Vine, YouTube, Instagram)
- Recognition the week before, the week of, and the week after as the Official Live Tweeting sponsor through our professionally managed accounts

# \$2000 Entrepreneur’s Inspirer, Our Official Book Sponsor: Selling Your Creativity by Jason Surfrapp

- Email subscription featured sponsor
- Featured on all digital and print sponsorship collateral (main website, social media profiles, event email banners, on-site digital signage, printed programs, swag bags)
- Featured in video interviews on local social enterprise leaders and corporate social responsibility initiatives (as applicable)

## PLUS Official Book Gift Sponsorship Privileges:

- Printed bookmark (you provide) or other insert into each of 300 copies of Jason’s book with a special message from you to the attendee in each swag bag



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*Your participation and sponsorship would be greatly appreciated by the entrepreneurial community. It is our personal goal to facilitate meaningful relationship beginnings with our select sponsors and the audience we are gathering.*

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# THE VISION TEAM



## Shea Glenny, Host

After bringing 1 Million Cups (a Kauffman Foundation initiative) to Orlando, Shea saw the hunger in Central FL area to grow entrepreneurship. She's a dedicated do-gooder with lots of energy and smiles to go around. You'll find her running around searching out entrepreneurs as Co-Organizer of 1 Million Cups Orlando, helping non-profits and social enterprises with digital marketing strategies as Director of Strategy for Root Radius, and exploring the joys of Florida with her husband and young kiddos.



## Connor Smith, Organizer

As the founder of Studio 18, Connor is passionate that 'Community is King'. He blends the arts with entrepreneurship to help local artists thrive in business and hone their craft to generate full-time income doing what they love, while caring for our community in the process.



## Carl Dungca, Organizer

Carl is a professional video game designer & producer, having worked on projects ranging from AAA sports titles for consoles to licensed mobile games. He's excited by the existing passionate talent in the digital-creative space in Orlando and looks forward to growing the space and earning more widespread appreciation and respect for the city. He loves the challenge of trial-by-fire and interprets failure not as an end-state but as a learning opportunity on the road to success — not a hard "no" but rather "not yet."



## Ryan Mickley, Organizer

Called to cultivate servant leaders, Ryan helps young professionals discover, define and deliver their gifts to the world. He is 1 of 20 Master Certified Personal Branding Strategists worldwide and is the youngest person to ever earn this status. Educational institutions have asked Ryan to speak on topics pertaining to professional development and content marketing, most notably DeVry University, Full Sail University and the Drop Back In Academy.



## Necole Pynn, Organizer

At the sweet spot between arts and technology, Necole writes and edits compelling communications pieces for Orlando Tech Association, Orlando International Fringe Theatre Festival, Orlando iX, and is Managing Director of Canvs. Her passion is for Orlando area residents to use their creativity and passion in entrepreneurial ventures that make our local scene vibrant with culture.



## Christa Rensel, Designer

Christa is on a journey to support creatives to do what they love, and be successful at it, through empowerment, authenticity, and transparency. As founder of Kaleidoscope Media and a board member of Indienomicon, Christa has found a love for the Orlando tech and entrepreneurial communities, and is honored to be a part of these thriving communities.



# THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.

– Peter Drucker



# THE ADVISORY TEAM



## Leslie Hielema

Vice President, Florida Institute of Technology, The Orlando Center  
& Former President and CEO of the Orlando Regional Chamber  
of Commerce



## Kathy DeVault

Director of Strategic Partnerships at City of Orlando



## Colin Forward

Director of Allogy Africa, Mobile Analyst of Mobilegov and Co-Founder  
RAISE Lab at UCF



## Orrett Davis

Executive Director of Orlando Tech & Organizer and Global Facilitator  
of Startup Weekend



## Ron Ben-Zeev

President and CEO of World Housing Solutions & Co-Organizer  
of 1 Million Cups, Startup Weekend and Lean Startup Machine



## Philip Holt

Co-Founder of Canvs & Co-Founder and CEO of Splyt

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Think

**BIG**

With Us

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[sponsorship@big-exchange.com](mailto:sponsorship@big-exchange.com)

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