

SCORE *Awards*

Thursday, September 16, 2010

Ronald Reagan Building
and International Trade Center
Washington, D.C.



*The purpose of
The SCORE Foundation
is to fuel the growth
of America's small business
and our global economy by*

- Connecting knowledge with need
- Joining diverse expertise with entrepreneurial spirit
- Creating a customized relationship for the small business owner

SCORE *Awards*

is the pre-eminent recognition and celebration of excellence in and support of America's Small Business. Awards will be bestowed in categories which reflect the central role of American small business in commerce and society.



The SCORE Awards is hosted by The SCORE Foundation, a 501(c) 3 organization that helps to advance and accelerate the mission of SCORE, a prominent national nonprofit organization recognized as Counselors to America's Small Business.

The **2010 SCORE Awards celebration** will be held at the Ronald Reagan Building and International Trade Center in Washington D.C. on September 16, 2010, and will welcome 350-400 attendees, including representatives from the Administration, Members of Congress and officials from Executive and Administrative agencies; SCORE corporate partners; and SCORE counselors and small businesses from across the country.



SCORE *Awards*

The SCORE Foundation invites you to form a strategic alliance with an organization that represents the interests and spirit of the nation's 25 million entrepreneurs.

The SCORE Foundation offers your company the opportunity to cultivate a relationship with a market segment inseparable from the American dream — small business owners.

By supporting The SCORE Foundation, your corporation will build its brand among a notably loyal consumer group and grow its bottom line through opportunities to be exposed to our national network of more than 357,000 successful entrepreneurs, in all stages of business development.

The SCORE Foundation is proud to open its doors to all companies that share our vision to fuel the growth of America's small business and our global economy.



SCORE *Awards*

Your sponsorship investment allows you to become a partner with a trusted business resource partner in communities across America. SCORE has been linking diverse business expertise with entrepreneurial spirit for over 45 years.

Access to

- SCORE network of 1,100+ locations (370 markets in all 50 states)
- The nation's largest network of business mentors — 12,400 volunteers — backed by more than 300,000 years of business experience
- The nation's only online volunteer business counseling network of 1,200 volunteers serving more than 125,000 small businesses annually
- A network offering over 7,000 community-based business workshops reaching an audience of over 184,000 entrepreneurs
- A Web site with over 310,000 unique visitors a month — www.score.org
- Over 185,000 monthly subscribers to two small business monthly newsletters
- Over 50,000 online workshop attendees
- A new online community of SCORE clients growing by 125 members per day
- A community of 12,400 volunteer small business counselors of current and former business owners and corporate executives who last year donated more than 1.3 million hours of service to their communities



SCORE Client Profile

- 60% in-business
- 40% nascent or start-up
- 7.4 years in business
- Under \$100K in annual revenue
- 2-3 employees
- 50% are between 35 and 54 years of age
- 15% are between ages 18 and 34
- 24% are ages 55 and up

SCORE's clients are representative of the diversity of business owners in the United States. A comparison of U.S. Census data for business owners and an SBA impact study shows the following results:

- African-American Business-owned firms 5 percent
SCORE African-American clients 11 percent
- Hispanic/Latino-owned firms 7 percent
SCORE Hispanic/Latino clients 6 percent
- Asian-American-owned firms 5 percent
SCORE Asian-American clients 3 percent
- Women-owned firms 28 percent
Women SCORE clients 48 percent
- **Veteran SCORE clients 12 percent**

Types of businesses

The most common types of businesses served by SCORE is in the service category, followed by retail, manufacturing and consulting, healthcare, and wholesale and construction.

FY08 Total Clients: 357,637

According to an SBA report to Congress, last year SCORE helped

- Create 25,000 new jobs representing over \$100 million in additional payroll in communities
- Start nearly 20,000 new businesses

Your investment impacts a significant outcome.

A recent SBA study shows that small businesses that use SCORE have business survival rates 16% higher than the industry average. SCORE clients are still in business one year after inception more often than other businesses.

SCORE Awards

The SCORE Foundation is pleased to announce expanded opportunities to partner with corporations and organizations as we celebrate the growth of America's small businesses.

Exclusive Gala Title Sponsor: \$50,000

Benefits:

- Title Underwriter recognition in all event collateral and press releases
- Exclusive corporate branding opportunity of the Lou Campanelli Award (i.e. The Lou Campanelli Award sponsored by XYZ)
- Event podium recognition and executive opportunity for remarks
- Two premium placed tables/20 VIP seats
- Option to host *SCORE Award* winner and/or key federal policymakers at table
- Option to invite and host key SCORE national leaders at VIP tables
- Senior executive to present winner with *SCORE Award* at podium
- Event signage and podium recognition
- Controlled collateral/premium provided to all attendees
- Full-page back cover ad in the commemorative on-site program
- Pre and post SCORE Awards press visibility
- Other benefits as negotiated



Platinum Gala Sponsor: \$25,000

Benefits:

- Platinum Gala recognition in all event collateral
- Recognition on the sponsor page of the SCORE Web site
- One premium placed table/10 VIP seats
- Option to host *SCORE Award* winner and/or key federal policymakers at table
- Event signage and podium recognition
- Controlled collateral/premium provided to all attendees
- Full-page ad in the commemorative on-site program
- Pre and post SCORE Awards press visibility

Exclusive Pre-Gala Reception Sponsor: \$20,000

Benefits:

- Pre-Gala Reception recognition in all event collateral
- One premium placed table/10 VIP seats
- Option to host *SCORE Award* winner and/or key federal policymakers at table
- Event signage and podium recognition
- Controlled collateral/premium provided to all attendees
- Full-page ad in the commemorative on-site program
- Pre and post SCORE Awards press visibility

Award Category Naming Rights: \$15,000

The SCORE Foundation is pleased to offer naming opportunities in certain award categories to showcase your corporation's commitment to a segment of the small business community, including:

Outstanding Veteran-Owned Small Business

Outstanding Minority-Owned Small Business

~~Outstanding Woman-Owned Small Business~~ **SOLD!**

~~Outstanding Socially Progressive Small Business~~ **SOLD!**

Benefits:

- One premium placed table/10 VIP seats
- Option to host *SCORE Award* winner and/or federal policymakers at table
- Senior executive to present winner with *SCORE Award* at podium
- Event signage and podium recognition
- Controlled collateral/premium provided to all attendees
- Full-page ad in the commemorative on-site program
- Pre and post SCORE Awards press visibility

Table Sponsorship: \$5,000

Benefits:

- One reserved table/10 VIP seats
- Option to host *SCORE Award* winner and/or federal policymakers at table
- Event signage and podium recognition
- Controlled collateral/premium provided to all attendees
- Full-page ad in the commemorative on-site program

SCORE *Awards*

The **SCORE** **FOUNDATION**

1760 Old Meadow Road, Suite 500, McLean, VA 22102
www.scorefoundation.org

Yes, I want to show my support as noted below:

- Exclusive Gala Title Sponsor — \$50,000
- Platinum Gala Sponsor — \$25,000
- Exclusive Pre-Gala Reception Sponsor — \$20,000
- Award Category Naming Rights — \$15,000
- Table Sponsorship — \$5,000

- We cannot attend the 2009 Score Awards. Here is our tax deductible donation for The SCORE Foundation.
For this donation we will receive recognition in The SCORE Awards program and pre-and post-event marketing.
Donation Designation \$10,000 \$7,500 \$5,000 \$1,000 Other: \$ _____
- Please invoice me
- Check enclosed made payable to The SCORE Foundation
- Charge my: American Express Discover MasterCard VISA

CC# _____ Exp. Date ____ / ____

Name on card _____

Signature _____

Payment Information

Execution of this sponsorship registration form signifies assumption of legal responsibility to pay for all sponsorship as stipulated on the form.

Act Now! Space is limited.

Contributor Information

Your authorized signature below signifies your commitment to pay for all sponsorship as stipulated herein:

Name _____

Signature _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Please return this completed form to ldibenedetto@scorefoundation.org or fax it to 703-506-3266.

