

From Farm to Fork

Exploring Entrepreneurship: The Chicago Food Industry

April 13, 2009 • Gleacher Center, Chicago



Sponsorship Packet



Mission: Identifying the challenges and opportunities for entrepreneurial ventures in the Chicago food industry

The Polsky Center for Entrepreneurship at the University of Chicago's Booth School of Business and the Chicagoland Entrepreneurial Center are pleased to sponsor and present the Exploring Entrepreneurship Series. The purpose of this six month program is to explore a specific industry that is key to the economic growth of the region. Through this program, students, faculty, and members of the industry are brought together to study both the challenges and opportunities facing an industry's ability to grow and maintain leadership. For 2009, the focus will be on the food industry in Chicago.

The deliverables of the Exploring Entrepreneurship Series are two-fold. On April 13, 2009, a conference will be held at the Gleacher Center that will highlight trends and opportunities for innovation and entrepreneurial ventures in the Chicago food industry. The conference will be open to industry experts, entrepreneurs, students and faculty that have an interest in the expansion and leadership of the food industry. The second deliverable is a White Paper that will be generated from research conducted by Chicago Booth students under the guidance of faculty, the Chicagoland Entrepreneurial Center and the Market Strategy Group.

We hope the White Paper and the conference create discussion around the opportunities and challenges facing the local food industry in the context of the global economy. We can no longer look at economic development in a regional or national context. Chicago is part of a global economic community and our future depends on growing core industries that have preeminence in the world economy. Chicago has always been known as leader in the food industry. We hope that the information and recommendations that emerge from the Exploring Entrepreneurship Series will help sustain and further enhance this global reputation.

Why sponsorship is necessary

The previous industry focus for the Exploring Entrepreneurship Series was on the Chicago Trading Industry. The conference and the production of the White Paper included over 60 student, faculty and industry volunteers. Once again, we anticipate that many volunteers from the Chicago community will assist in the research, writing and production of the White Paper and the conference. We are seeking funds to market and host the conference so that the entrance fee will be reasonable for entrepreneurs and students, and we will need funding to print and distribute the White Paper.

As a business leader with expertise in the food industry, this sponsorship opportunity will provide exposure to a breadth of business leaders in the Chicagoland area who have a mutual interest in the advancement of the Chicago food industry.

Sponsorship Levels

Amount

Benefits

Gold Sponsor
\$10,000

Company logo will appear on signage, printed programs, web pages, White Paper and other promotional materials. One page black and white advertisement in the conference printed program and half page company information in the White Paper. Complimentary attendance of up to five representatives at the conference.

Silver Sponsor
\$5,000

Company logo will appear on signage, printed programs, web pages, and other promotional materials. One half page black and white advertisement in the conference printed program and half page company information in the White Paper. Complimentary attendance of up to three representatives at the conference.

Bronze Sponsor
\$1,000

Company logo will appear on signage, printed programs, web pages, and other promotional materials and quarter page company information in the White Paper. Complimentary attendance of one representative at the conference.

Sponsorship Return Form GENERAL INFORMATION

Company Name	Contact Person Name & Title
Address	
Phone Number	Fax Number
Email Address	
Company Web Address	
SPONSORSHIP LEVELS (please check one) <input type="checkbox"/> \$10,000+ Gold Sponsor <input type="checkbox"/> \$ 5,000+ Silver Sponsor <input type="checkbox"/> \$ 1,000+ Bronze Sponsor	
Signature: _____	
Note: The University of Chicago Graduate School of Business is a 501c(3) non-profit institution and, as a result, your donations are tax-deductible.	
Please submit this form with check to: Attn: Starr Marcello Senior Associate Director of Entrepreneurship Programs Polsky Center for Entrepreneurship The University of Chicago Booth School of Business 5807 S. Woodlawn Ave., Chicago, IL 60637 Tel 773. 834.4525 Fax 773. 834.4046 Email: starr.marcello@chicagobooth.edu	

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