Exploring Entrepreneurship: Innovation in the Midwest Education Industry

January 29, 2010  ●  Gleacher Center, Chicago

Sponsorship Packet
Mission: Fostering innovation in the Midwest educational industry

The Polsky Center for Entrepreneurship at the University of Chicago’s Booth School of Business is 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 2010, the focus will be on innovation in the education industry. Through the development of a conference followed by a white paper, academia and the community are brought together to highlight future opportunities for entrepreneurship and innovation in this particular industry.

On January 29, 2010, a conference will be held at the Gleacher Center that will highlight trends and opportunities for innovation and entrepreneurial ventures in the Midwest education industry. The conference will be open to industry experts, investors, entrepreneurs, students and faculty that have an interest in the expansion and leadership of the education industry.

This day-long conference will kick-off with a keynote speaker who will set the stage for the conference’s objectives by describing current trends in education and key initiatives that could drive innovation. The rest of the day will follow two tracks. One track will focus on various platforms around the delivery of education – online, new models for in-school instruction, assessments and a specific panel focused on higher education. The other track will spotlight resources and markets affecting entrepreneurship in education – human capital, investment, marketing strategies and the opportunity across global markets. The day will end with a reception for all participants, as well as an entrepreneurial showcase highlighting innovative startups from around the region.

Sponsorship Benefits

Sponsorship for the Exploring Entrepreneurship series is a benefit that endures for several years. Given that the conference is integrated with a white paper that is distributed widely, your company’s name will be seen by a global readership. The first white paper that was focused on the trading industry is still cited in distant places such as India. As a business leader with expertise in the education 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 innovation in the Midwest education industry.

Sponsorship donations will help to market and host the conference so that the entrance fee will be reasonable for entrepreneurs and students, and to print and distribute the white paper.
Sponsorship Levels

Gold Sponsor $7,500
- Introduction of the morning or lunch keynote
- Company logo will appear on signage, printed programs, web pages and white paper
- One page black and white advertisement in the conference printed program
- Half page company information in the white paper
- Complimentary attendance for up to five representatives at the conference

Silver Sponsor $5,000
- Company logo will appear on signage, printed programs, web pages and white paper
- One half page black and white advertisement in the conference printed program
- Half page company information in the white paper
- Complimentary attendance for up to three representatives at the conference

Bronze Sponsor $1,000
- Company logo will appear on signage, printed programs, web pages and white paper
- One quarter page company information in the white paper
- Complimentary attendance for one representative at the conference
**Sponsorship Return Form**

**GENERAL INFORMATION**

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**SPONSORSHIP LEVELS**

(please check one)

___ $7,500+ Gold Sponsor
___ $5,000+ Silver Sponsor
___ $1,000+ Bronze Sponsor

**Signature:** ____________________________________________

Note: The University of Chicago Booth 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:
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