

# Portfolio *of* Opportunities 2012



The SCORE Foundation  
fuels the growth of America's  
small businesses and our  
global economy by

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



## Target Markets

Gallup Research from The SCORE Foundation sponsored by Constant Contact exemplifies the impact SCORE clients have on growing successful small businesses across the United States. SCORE clients are representative of the diversity of business owners:

- 40% of clients are under age 44
- 65.7% of clients are college graduates
- 18% of SCORE clients are African American
- 7% of SCORE clients are Hispanic
- 6.5% of SCORE clients are Asian-American
- 47.4% of SCORE clients are Women-owned firms

### In 2010 SCORE clients

- Started 58,637 new businesses
- Created 71,449 jobs



# 91%

of Score's 2010 clients  
remained in business in 2011

## Investment Benefits

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 48 years.

### Access to

- SCORE network of 1,100+ locations (364 in communities across the country)
- The nation's largest network of business mentors — 14,000 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 9,800 community-based business workshops reaching an audience of over 209,000 entrepreneurs
- A Web site with over 350,000 unique visitors a month — [www.score.org](http://www.score.org)
- Over 200,000 monthly subscribers to two small business monthly newsletters
- Over 80,000 online workshop attendees
- A community of 14,000 volunteer small business counselors of current and former business owners and corporate executives who last year donated more than 1.5 million hours of service to their communities



## Corporate Partnerships

## Sponsorship Opportunities

### National Corporate Sponsor - \$30,000

*For a minimum investment of \$30,000 in support your corporation can realize the following benefits:*

- Recognition as a *National Corporate Sponsor* in the “Our Sponsors” section of the SCORE and SCORE Foundation Web sites that directly links to the appropriate entry area on your site for small business
- Opportunity to share educational content for one (1) co-branded e-guide promoted to over 200,000 small businesses through our newsletter and available on the SCORE Web site with over 400,000 unique monthly visitors
- One (1) Table sponsorship and event sponsor recognition at the 2011 SCORE Awards Gala event in Washington, D.C. on September 13, 2012
- SCORE Foundation Corporate Partner membership communication
- Announcement of partnership through SCORE Social media channels
- Press release issued to SCORE and SCORE Foundation media partners announcing partnership
- Placement of SCORE logo on location of partner website relevant to small business growth and sustainability

### National Corporate Patron - \$50,000

*For a minimum investment of \$50,000 in support your corporation can realize the following benefits:*

**ALL of the benefits of a National Corporate Sponsor Plus the following:**

- PREMIUM logo placement recognition as a *National Corporate Patron* in the “Our Sponsors” section of the SCORE and SCORE Foundation Web sites that directly links to the appropriate entry area on your site for small business
- Opportunity to share educational content for two (2) co-branded e-guides promoted to over 100,000 small businesses through our newsletter and available on the SCORE Web site with over 350,000 unique monthly visitors
- Premium upgrade to your Table sponsorship and event sponsor recognition at the 2012 SCORE Awards Gala event in Washington, D.C. on September 13, 2012
- Opportunity to serve as a guest blogger on the SCORE blog during a mutually agreed upon month
- Sponsorship of a sub-section topic page on score.org

Once you become a National Corporate Sponsor or Patron, you can take advantage of a discounted rate on opportunities for additional customized resources and branding.

**15% discount for National Sponsors**

**20% discount for National Patrons**

SCORE online newsletters	\$40,000
Online Educational Workshops	\$25,000
SCORE Web site Sectional Sponsorships	\$50,000 - \$120,000
Online eGuides, podcasts, webinars package	\$25,000
Business Roundtable Series for five (5) markets	\$25,000
SCORE Education Days	\$20,000
Custom print or online workbooks/resources	*
Regional workshops or events	*
SCORE Workshop Palooza	*
Small Business Research Projects	*
Focus Group Study	*

\*Fee as negotiated in sponsorship package.



# SCORE Annual Events

## 2012 SCORE Awards

An annual event celebrating and recognizing small businesses and their CHAMPIONS — corporate, individual, congressional. Exposure to decision-makers and leaders in the small business community.

Additional information is available.



- The 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 2012 SCORE Awards celebration will be held in Washington D.C. on September 13, 2012, and will welcome more than 400 attendees, including representatives from the Administration, Congress and officials from Executive and Administrative agencies; SCORE Corporate Partners; and SCORE counselors and small businesses from across the country.

Event Title Sponsor	\$75,000
Pre-Reception Sponsor	\$25,000
SCORE Awards Sponsor	\$15,000
After Party Sponsor	\$10,000
Table Sponsor – Platinum (10 seats)	\$ 5,000
Table Sponsor – Gold (5 seats)	\$ 2,500

## SCORE Leadership Conference Summer 2012

The premier networking and education event for SCORE volunteers. This event provides the 400+ SCORE leaders with valuable resources, knowledge and tools for the 14,000+ local volunteers. Leaders will learn about latest trends and issues affecting small businesses, technology updates, and much more.

### Sponsorship Opportunities

- Presenting Sponsor \$100,000 (one available)
- Platinum Sponsor \$50,000 (two available)
- Gold Sponsor \$25,000 (four available)
- Silver Sponsor - \$10,000 (six available)

### Other Event Sponsorship Opportunities

- Internet Café \$10,000 (one available)
- Closing Event Dinner Sponsor \$25,000 (one available)
- Conference USB drive with Education Materials \$7500 (one available)
- Conference reception breaks \$5000 (two available)
- Pre-breakfast business briefing \$5000 (two available)
- Wine and cheese business briefing \$5000 (one available)
- Conference Bag sponsor \$5000 (one available)
- SCORE Workshop Palooza Event Sponsor  
*(included in sponsor levels of \$25,000 and higher)*
- SCORE Palooza Networking Reception Sponsor  
\$10,000 (one available)
- SCORE Palooza Lunch Sponsor \$15,000
- SCORE Palooza Ball Bag Sponsor \$5,000
- SCORE Palooza Break Sponsor \$5,000

\* Conference and SCORE Palooza sponsorship includes one complimentary booth in the exhibit area. Additional items available for fees as negotiated by host venue.



**SCORE is on a mission to reach a transformational goal of helping to successfully grow 1 million new businesses by 2017. Your investment in SCORE will make a difference in creating new jobs and strengthening communities across America.**



### **Contact Information**

For more information, please contact:

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