

Exploriem.org Bootstrap Awards Sponsorship Opportunities

Friday February 12, 2010

Centurion Conference Centre - 7:00am to 9:00 am

Introduction by Professor Bruce M. Firestone, Executive Director, Exploriem.org, Founder, Ottawa Senators, Entrepreneur-in-Residence, Telfer School of Management, University of Ottawa, Broker, Partners Advantage GMAC Real Estate, Brokerage

I think that many young Canadians are concerned about the risk profile of becoming an entrepreneur. They know that to be successful it takes a large time commitment and it is a total 'mind and body work out' that can be quite stressful.

The Dalai Lama says not to worry about things. If something is happening and you can do nothing about it, don't worry about it. If something is happening and you can do something about it, don't worry about it, fix it!

I think people know intuitively that another condition applies—particularly to entrepreneurs: you worry when you are not sure if there is something you can do about it. In the field of entrepreneurship, you are constantly operating on less than perfect information—is the client going to sign that contract, is my supplier going to come through on time, can I collect my receivables fast enough to make the next payroll, is the Board of Governors of the National Hockey League going to choose Ottawa and Tampa or Milwaukee, St. Petersburg, Seattle, Portland, Hamilton or Houston?

Now that is a worrisome thought and quite stressful too.

One of the ways we can address this problem is hook up entrepreneurs with experienced, thoughtful mentors.

What are some other things we can do to help young Canadians enter the field?

1. Help them get their business models right.
2. Help them understand and use bootstrap capital and guerrilla marketing as well as social marketing.
3. Assist them in developing and learning the entrepreneur's skill set.
4. Provide them with their own awards ceremony and some office space.
5. Run a business model competition, the Bootstrap Awards and the U of O Wes Nicol Business Plan Competition.
6. Mix students from the three major tertiary education institutions in Ottawa (University of Ottawa, Carleton University and Algonquin College).

Exploriem.org does all of this and more. The Bootstrap Awards is one way to recognize the achievements of self-starters in our community—the people who are making the future happen, who are self-reliant and the foundation of the prosperity of our city. By supporting the Awards, you are encouraging the next generation who will lead this community.

Professor Bruce M. Firestone, Ottawa, Canada. December 2009. <http://www.eqjournalblog.com/> and <http://twitter.com/ProfBruce>.

Presenting Sponsor

\$5,000 + GST per sponsorship

- Opportunity for Senior Executive to do welcoming remarks at the event
- 1 complimentary table of 8 with your company sign at the event (\$480 value)
- Opportunity to display your company banner at the event
- Title Sponsor of event i.e. The Explorim Bootstrap Awards Presented by <company name>
- Corporate logo on all marketing promotions (e-mail announcements, flyers, program etc)
- Corporate logo featured as Title Sponsor on the Bootstrap Awards website
- Corporate logo placement on signage and/or PowerPoints at the event
- literature table available for placement of your company materials

Fastest Growing Bootstrap Startup Award Sponsor

\$3,500 + GST per sponsorship

- Corporate logo on all marketing promotions (e-mail announcements, flyers, program etc)
- Corporate logo featured on the Bootstrap Awards website
- Corporate logo placement on signage and/or PowerPoints at the event
- literature table available for placement of your company materials
- 2 complimentary registrations to attend the event
- 2 complimentary passes to attend the OCRI Awards Dinner on April 8, 2010 ** (\$390 value)
- Opportunity for Senior Executive to present the award to the finalist at the OCRI Awards

*** The 3 finalists will be announced at the Bootstrap awards with the winner being announced at the OCRI Awards on April 8, 2010 at the Hilton Lac Leamy. The table of 8 consists of 2 representatives from your company, the 3 finalists with a guest each.*

Micro Business Award Sponsor

\$750 + GST per sponsorship

- Corporate logo on all marketing promotions (e-mail announcements, flyers, program etc)
- Corporate logo featured on the Bootstrap Awards website
- Corporate logo placement on signage and/or PowerPoints at the event
- literature table available for placement of company material
- Company name identified as sponsor on the Micro Business Award
- Opportunity to present the Micro Business Award at the event
- 1 complimentary registration to attend the event

Fastest Growing Under 20 Bootstrap Award Sponsor

\$750 + GST per sponsorship

- Corporate logo on all marketing promotions (e-mail announcements, flyers, program etc)
- Corporate logo featured on the Bootstrap Awards website
- Corporate logo placement on signage and/or PowerPoints at the event
- literature table available for placement of company material
- Company name identified as sponsor on the Fastest Growing Under 20 Bootstrap Award
- Opportunity to present the Fastest Growing Under 20 Bootstrap Award at the event
- 1 complimentary registration to attend the event

Best New Website of the Year Award Sponsor

\$750 + GST per sponsorship

- Corporate logo on all marketing promotions (e-mail announcements, flyers, program etc)
- Corporate logo featured on the Bootstrap Awards website
- Corporate logo placement on signage and/or PowerPoints at the event
- literature table available for placement of company material
- Company name identified as sponsor on the Best New Website of the Year Award
- Opportunity to present the Best New Website of the Year Award at the event
- 1 complimentary registration to attend the event

Best New Technique for Sales Award Sponsor

\$750 + GST per sponsorship

- Corporate logo on all marketing promotions (e-mail announcements, flyers, program etc)
- Corporate logo featured on the Bootstrap Awards website
- Corporate logo placement on signage and/or PowerPoints at the event
- literature table available for placement of company material
- Company name identified as sponsor on the Best New Technique Sales Award
- Opportunity to present the Best New Technique Sales Award at the event
- 1 complimentary registration to attend the event

Most Innovative Source of Bootstrap Capital Award Sponsor

\$750 + GST per sponsorship

- Corporate logo on all marketing promotions (e-mail announcements, flyers, program etc)
- Corporate logo featured on the Bootstrap Awards website
- Corporate logo placement on signage and/or PowerPoints at the event
- literature table available for placement of company material
- Company name identified as sponsor on the Most Innovative Source of Bootstrap Capital Award
- Opportunity to present the Most Innovative Source of Bootstrap Capital Award at the event
- 1 complimentary registration to attend the event

Pixie Dust Award Sponsor

\$750 + GST per sponsorship

- Corporate logo on all marketing promotions (e-mail announcements, flyers, program etc)
- Corporate logo featured on the Bootstrap Awards website
- Corporate logo placement on signage and/or PowerPoints at the event
- literature table available for placement of company material
- Company name identified as sponsor on the Pixie Dust Award
- Opportunity to present the Pixie Dust Award at the event
- 1 complimentary registration to attend the event

Most Innovative New Bootstrap Model Award Sponsor
\$750 + GST per sponsorship

- Corporate logo on all marketing promotions (e-mail announcements, flyers, program etc)
- Corporate logo featured on the Bootstrap Awards website
- Corporate logo placement on signage and/or PowerPoints at the event
- literature table available for placement of company material
- Company name identified as sponsor on the Most Innovative New Bootstrap Model Award
- Opportunity to present the Most Innovative New Bootstrap Model Award at the event
- 1 complimentary registration to attend the event

For more information on sponsorship please contact:

Bruce Firestone
Explorim.org
(613) 422-6757
Email: bfirestone@partnersadvantage.ca

Registration form for Sponsorship of the 2010 Explorim.org Bootstrap Awards

Funds are payable to *Exploreim.org*, a Canadian Registered Not-For-Profit Corporation.

Amount: \$ _____ + GST \$ _____ = Total \$ _____

Payment: _____ Cheque (payable to Explorim.org)

_____ Visa

_____ MasterCard

_____ American Express

Cardholder name: _____

Account number: _____

Expiry date: _____

Signature: _____

Name of Organization: _____

Name of Representative: _____

Position/Title: _____

Address: _____

Postal/Zip Code : _____

Telephone: _____

Fax: _____

Email: _____

Signature: _____

Date: _____

Accepted by *Explorim.org*: _____

Signature: _____

Date: _____