



INNOVATION ON THE PARK
AN EVENING TO BENEFIT BUILD NYC
STUDENT ENTREPRENEURS

June 6, 2019

Landmark on the Park
160 Central Park West, New York, NY
6:00 PM - 10:00 PM

ABOUT BUILD

BUILD is a nationally recognized non-profit that uses entrepreneurship to ignite the potential of high school students from under-resourced communities and put them on the path to college and career success. BUILD students launch and manage their own small businesses, engaging in all stages of the process from developing new business ideas to writing business plans to pitching for seed funding to production, marketing and sales. In the process, they develop critical 21st century skills that prepare them to thrive in the classroom, the workforce and life.

Since our founding in 1999, BUILD has changed the trajectory of thousands of students' lives in the Bay area, Boston, Washington D.C. and New York, the newest region. In our third year in New York, BUILD is serving over 400 students at eight partner schools. We can't wait to see what these promising young men and women will achieve.



ABOUT THE EVENT

We invite you to become a sponsor and support BUILD's efforts to bridge the economic and educational barriers that exist for New York's most vulnerable youth. A sponsorship offers your company a unique opportunity to associate your brand with innovation, entrepreneurship and community impact.

In May, 50 student business teams from BUILD's eight partner high schools will compete in the Business Plan Competition. Serving as the culminating event of the year, the Business Plan Competition is a showcase of all that students have learned while running their businesses. Only three teams will advance to the Finals.

On June 6th, our finalists will present their updated business plans and reflect on their achievements and challenges before a panel of high profile judges. They will be competing for over \$2,000 in cash and prizes. Who will emerge as the champion?

Join a select group of change makers at the historic Landmark on the Park to celebrate BUILD students and the successful conclusion of our third year in New York.

- ❖ Meet youth entrepreneurs at the Student Marketplace and learn about their products.
- ❖ Watch the three top student teams pitch their businesses before VIP judges and 300 guests at the final round of the Business Plan Competition.
- ❖ Network with New York's top business, education, philanthropic and community leaders.
- ❖ Feast on hors d'oeuvres and a light supper prepared by Chef Eric Veilleux.
- ❖ Stay for dancing, dessert and drinks at the After Party immediately following the Business Plan Competition.





DREAM MAKER LEAD SPONSOR

\$25,000

Includes 20 tickets to the event

As a lead sponsor, your name will be part of the official event title, you will be listed on the invitation, and you will be publicly recognized during the awards presentations. In addition, you will receive the following benefits:

- ❖ Most prominent acknowledgement on all event signage and in the program
- ❖ Guaranteed spot for one senior executive from your company to serve as a judge at the Business Plan Competition Finals on the night of the event
- ❖ Opportunity to provide giveaways and promotional materials at the event
- ❖ Guaranteed spots for four representatives from your company to serve as judges at all ninth grade student showcase events
- ❖ Year-long recognition on the BUILD NYC website
- ❖ Exposure to the BUILD NYC community on social media platforms
- ❖ Feature story in BUILD NYC's newsletter



Every sponsorship is customizable. We will work with you to design a package that leverages your company's brand and maximizes your marketing and promotional objectives. For more information, contact Pam Minetti: pminetti@build.org, 914-649-5916





VENTURE CAPITAL ADVISOR

\$15,000

Includes 10 tickets to the event

As a Venture Capital Advisor, you will be the exclusive sponsor of one of eight student businesses that will be displaying their products at the Student Marketplace or competing in the Business Plan Competition. In addition, you will receive the following benefits:

- ❖ Prominent acknowledgement on all event signage and in the program
- ❖ Co-branding with your sponsored team on social media and at the Student Marketplace
- ❖ A photo of your sponsored team, a sample of their product, and at least one engagement opportunity for volunteers from your company to visit your team's classroom or have the students come to your office for a pitch practice or career panel
- ❖ Guaranteed spots for four representatives from your company to serve as judges at all ninth grade student showcase events
- ❖ Year-long recognition on the BUILD NYC website
- ❖ Exposure to the BUILD NYC community on social media platforms and our newsletter

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VISIONARY INVESTOR

\$10,000

Includes 8 tickets to the event

As a Visionary Investor, you will be one of the sponsors of the Student Marketplace and the After Party and your logo will be displayed on dedicated table signage. You will also receive the following benefits:

- ❖ Featured on all other event signage and acknowledgment in the program
- ❖ Guaranteed spots for four representatives from your company to serve as judges at all ninth grade student showcase events
- ❖ Year-long recognition on the BUILD NYC website
- ❖ Exposure to the BUILD NYC community on social media platforms and our newsletter

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ANGEL INVESTOR

\$5,000

Includes 4 tickets to the event

As an Angel Investor, you will fund refreshments and transportation to and from the event for a BUILD student entrepreneur. You will also receive the following benefits:

- ❖ Featured on all event signage and acknowledgement in the program
- ❖ Guaranteed spots for two representatives from your company to serve as judges at all ninth grade student showcase events
- ❖ Year-long recognition on the BUILD NYC website
- ❖ Exposure to the BUILD NYC community on social media platforms and our newsletter



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SERIAL ENTREPRENEUR

\$2,500

Includes 2 tickets to the event

As a Serial Entrepreneur, you will enable one BUILD teacher or mentor to join the celebration and cheer his or her students on. You will also receive the following benefits:

- ❖ Acknowledgement in the program
- ❖ Guaranteed spots for two representatives from your company to serve as judges at all ninth grade student showcase events
- ❖ Year-long recognition on the BUILD NYC website
- ❖ Exposure to the BUILD NYC community on social media platforms and our newsletter



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BOOTSTRAP INVESTOR TICKET

\$1,250

includes one ticket to the event

As a Bootstrap Investor, you will fund awards, prizes and post-event recognition activities for the remarkable student entrepreneurs participating in the evening's activities. You will also be acknowledged in the program and receive year-long recognition on the BUILD NYC website.

YOUTH CHAMPION TICKET

\$500

includes one ticket to the event

As a Youth Champion, you will help fund refreshments and transportation for 50 student business teams during the first round of the Business Plan Competition. You will also be acknowledged in the event program.

INCUBATOR TICKET

\$250

Includes one ticket to the event



ENTREPRENEURSHIP IS THE HOOK, HIGH SCHOOL,
COLLEGE AND CAREER SUCCESS ARE THE GOALS.

BECOME A SPONSOR
BUILD STUDENT FUTURES

For more information, contact:

Chymeka Olfonse - Regional Executive Director, colfonse@build.org, 914-486-1864

Pam Minetti - Director of Philanthropy, pminetti@build.org, 914-649-5916

Send checks to BUILDNYC, Attention: Chymeka Olfonse,
1460 Broadway, New York, NY 10036

