

THIRD ANNUAL
LAUNCHED
A CELEBRATION OF LANSING-AREA ENTREPRENEURSHIP

2011 | SPONSORSHIP
OPPORTUNITIES

WWW.LAUNCHEDEVENT.COM

Join Lansing-area business leaders for a celebratory event toasting the recent accomplishments of innovators and entrepreneurs in the community.

5-8 PM on Thursday, December 8, 2011
Dublin Square Irish Pub in East Lansing

Beer, wine and appetizers provided

5 | **COUNTDOWN**

Registration and networking

6 | **LAUNCH**

Insight from local entrepreneurs and business leaders

7 | **ORBIT**

Celebration continues with music and entertainment

8 | **AFTERBURN**

Post-event celebration and networking

For more information on sponsorship opportunities, please contact:

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Live Concepts Media
(773) 875-8296

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www.launchedevent.com

SPONSORSHIP DEADLINE: November 7, 2011

LAUNCHED
A CELEBRATION OF LANSING-AREA ENTREPRENEURSHIP

AN EVENT PRODUCED BY:

LIVE CONCEPTS
CONTENT • CONFERENCES • CONNECTIONS

nicholas
CREATIVE

IN COOPERATION WITH:



SIGNATURE

EVENT SPONSOR

★ **EXCLUSIVE** | \$2,500

Position your company as a leading supporter of local entrepreneurship and business development with this premier LAUNCHED sponsorship.

Maximize the exposure of your company with a custom-produced video and an opportunity to address the LAUNCHED audience with a keynote speaking platform.

Signature Sponsor benefits include:

- ★ **Professionally produced 30 second promotional video on your company, to be played at the beginning of event presentations.**
- ★ **Opportunity for five-minute address during event presentations**
- ★ **Access to all contact information (name, address and email) for event attendees**
- ★ **Reserved VIP hi-top table at event**
- ★ **Twenty event passes for VIP customers**
- ★ **Logo inclusion and sponsor recognition on on-site signage**
- ★ **Opportunity to place banner at event**
- ★ **Tabletop exhibit space at event**
- ★ **Recognition by event M.C. as exclusive Signature Sponsor**
- ★ **Logo inclusion in multimedia slide show**
- ★ **Logo and link on event web site**

Terabyte Sponsor

\$2,000 PER SPONSOR

- **Opportunity for two-minute sponsor greeting**
- **Access to all contact information for event attendees**
- **Reserved VIP hi-top table at event**
- Ten event passes for VIP customers
- Tabletop exhibit space at event
- Logo inclusion and sponsor recognition on on-site signage
- Opportunity to place banner at event
- Recognition by event M.C. as Terabyte Sponsor
- Logo inclusion in multimedia slide show
- Logo and link on event web site

Gigabyte Sponsor

\$1,000 PER SPONSOR

- **Five event passes for VIP customers**
- **Tabletop exhibit space at event**
- Logo inclusion and sponsor recognition on on-site signage
- Opportunity to place banner at event
- Recognition by event M.C. as Gigabyte Sponsor
- Logo inclusion in multimedia slide show
- Logo and link on event web site

Megabyte Sponsor

\$500 PER SPONSOR

- Two event passes for VIP customers
- Logo inclusion and sponsor recognition on on-site signage
- Opportunity to place literature on shared sponsor table
- Recognition by event M.C. as Megabyte Sponsor
- Logo inclusion in multimedia slide show
- Logo and link on event web site

Startup/ Student Sponsor

- Startup/ Student sponsors receive all the benefits of Megabyte sponsors without VIP event passes

STARTUP SPONSOR | \$250

Reserved for tenants of Technology Innovation Center, NEO Center and other regional startups

STUDENT SPONSOR | \$50

Reserved for student-owned startup companies and organizations

Award Sponsor

★ **EXCLUSIVE** | \$1,500

- **Opportunity to introduce award winners and present awards**
- **Logo on award plaques**
- Three event passes for VIP customers
- Logo inclusion and sponsor recognition on on-site signage
- Opportunity to place literature on shared sponsor table
- Recognition by event M.C. as Award Sponsor
- Logo inclusion in multimedia slide show
- Logo and link on event web site

Champagne Toast Sponsor

★ **EXCLUSIVE** | \$1,500

- **Opportunity to give champagne toast speech**
- **Logo on champagne cups**
- Three event passes for VIP customers
- Logo inclusion and sponsor recognition on on-site signage
- Opportunity to place literature on shared sponsor table
- Recognition by event M.C. as Champagne Toast Sponsor
- Logo inclusion in multimedia slide show
- Logo and link on event web site

Reception Sponsor

★ **EXCLUSIVE** | \$1,000

- **Opportunity to place banner near food table at event**
- **Logo on cocktail napkins and table tents**
- Three event passes for VIP customers
- Logo inclusion and sponsor recognition on on-site signage
- Opportunity to place literature on shared sponsor table
- Recognition by event M.C. as Reception Sponsor
- Logo inclusion in multimedia slide show
- Logo and link on event web site

Name Badge Sponsorship

★ **EXCLUSIVE** | \$1,000

- **Logo inclusion on all attendee name badges**
- Two event passes for VIP customers
- Logo inclusion and sponsor recognition on on-site signage
- Opportunity to place literature on shared sponsor table
- Recognition by event M.C. as Name Badge Sponsor
- Logo inclusion in multimedia slide show
- Logo and link on event web site