

# SPONSORSHIP LEVELS

## PUBLIC RELATIONS

BiGAUSTIN maintains a database of over 6,000 small businesses in Central Texas, which periodically receive email newsletters with news and updates. Our website receives over 100,000 unique visitors each year, adding to the visibility of our sponsors, partners, and clientele.

We currently work with the major media outlets in the Austin area, including KVUE, KEYE, Time Warner Cable, austin-woman magazine, Austin Family Magazine, Austin Business Journal, Austin Monthly, Rare Magazine, Jewell Magazine and The Austin Chronicle.

<p><b>Title Sponsor</b></p> <p><b>Events Benefits and Visibility</b></p> <ul style="list-style-type: none"> <li>Participate in Awards Ceremony</li> <li>Podium acknowledgement</li> <li>Sponsor Table - to display company product &amp; information</li> <li>Two tables of ten to the Awards event (reserving 6 tickets for low income entrepreneurs)</li> <li>Ten Tickets to Entrepreneur's Breakfast (reserving 2 tickets for low income entrepreneurs)</li> <li>Prominent two page center spread in the Award program</li> <li>Banner signage on the main stage at the Awards Banquet</li> <li>Premier placement of logo on all related printed materials, BiGAUSTIN website and email newsletters pre &amp; post event</li> <li>Distribute favor/gifts for event guests with company logo</li> <li>Exclusive placement of logo on Save the Date Card distributed to over 6,000 small businesses.</li> <li>Inclusion in press releases and related public relations</li> </ul>	<p><b>Bigidea Award Sponsor</b></p> <p><b>Events Benefits and Visibility</b></p> <ul style="list-style-type: none"> <li>Sponsor a best business plan contest category. Will include your company logo on the award as well as announcing the finalist and winner during the banquet.</li> <li>-2008 Best Plan Award</li> <li>Sponsor Table - to display company product &amp; information</li> <li>Distribution of company product &amp; information</li> <li>One Table of Ten Tickets to the Awards event (reserving 2 tickets for low income entrepreneurs)</li> <li>Ten Tickets to Entrepreneur's Breakfast (reserving 2 tickets for low income entrepreneurs)</li> <li>Prominent full page acknowledgement in the Award program</li> <li>Premier placement of logo on all related printed materials, BiGAUSTIN website and email newsletters pre &amp; post event</li> <li>Distribute favor/gifts for event guests with company logo</li> </ul>
<p><b>Believer</b></p> <p><b>Events Benefits and Visibility</b></p> <ul style="list-style-type: none"> <li>One table at the Awards event</li> <li>Eight Tickets to Entrepreneur's Breakfast</li> <li>Full page inside front cover acknowledgement in Awards program</li> <li>Placement of logo on all related printed materials, BiGAUSTIN website and email newsletters pre &amp; post event</li> </ul>	<p><b>Supporter</b></p> <p><b>Events Benefits and Visibility</b></p> <ul style="list-style-type: none"> <li>One table to the Awards event</li> <li>Six tickets to Entrepreneur's Breakfast</li> <li>Full page back inside cover acknowledgement in Awards program</li> <li>Placement of logo on all related printed materials, BiGAUSTIN website and email newsletters pre &amp; post event</li> </ul>
<p><b>Advocate</b></p> <p><b>Events Benefits and Visibility</b></p> <ul style="list-style-type: none"> <li>One Table to the Awards event</li> <li>Half page acknowledgement in Awards program</li> <li>Placement of logo on all related printed materials, BiGAUSTIN website and email newsletters pre &amp; post event</li> <li>Placement of logo on all related marketing collateral, pre &amp; post event</li> </ul>	<p><b>Table Sponsor</b></p> <p><b>Events Benefits and Visibility</b></p> <ul style="list-style-type: none"> <li>One Table to the Awards Event</li> <li>Ten Tickets to Entrepreneur's Breakfast or Luncheon</li> <li>Thank you acknowledgement in program</li> </ul>

# Big idea day

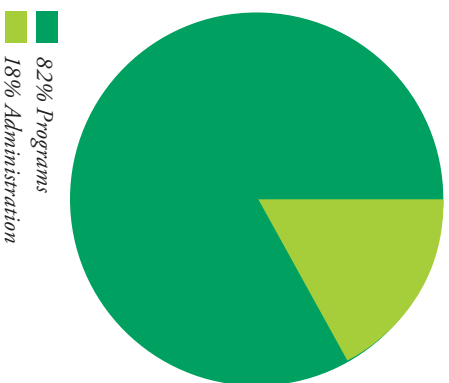
making small businesses Big

April 18, 2008

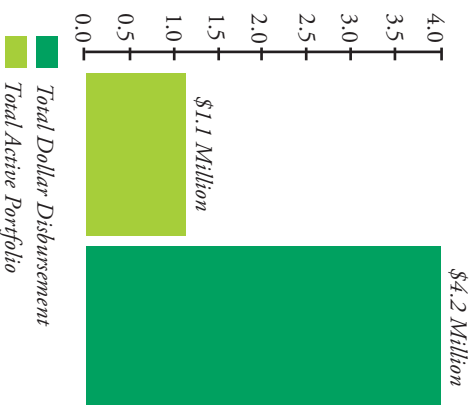
**BiGAUSTIN**  
BUSINESS INVESTMENT GROWTH

You may also become a 'friend of BiGAUSTIN' with a donation of under \$2,500. Secure donations can be made via [www.bigaustin.org](http://www.bigaustin.org). For more information about our sponsorship levels and/or being a 'friend of BiGAUSTIN' contact Jeannette Peten at [jeannette@bigaustin.org](mailto:jeannette@bigaustin.org) or call (512) 928-8010.

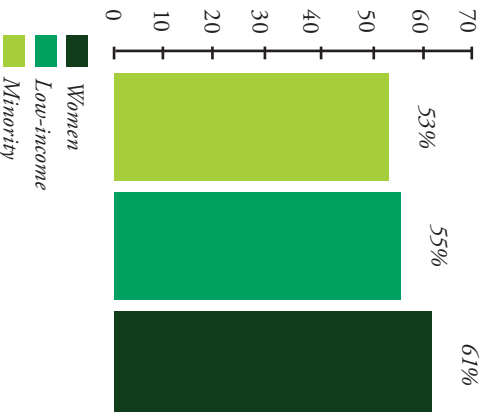
## Use of Funds



## Capital Disbursement



## Client Demographics



### About BIGAUSTIN

As a 501(c)3 BIGAUSTIN is a Central Texas's single-source solution for entrepreneurial education, tailored business counseling and flexible loans.

BIGAUSTIN's primary market is individuals with an interest in business ownership or business expansion whose access to credit and/or to high quality business training and ongoing support is limited or non-existent. Often times this disparity is a result of poverty, minority or gender status, or other social barriers to business opportunity.

The BIGAUSTIN approach systematically builds social and human capital through an increase in assets – both tangible and intangible - including increased self-esteem and self-worth, positive attitude changes, personal and life skill building, and building community networks. As a micro-enterprise development organization, BIGAUSTIN recognizes the ability of low-income individuals to apply their talent, creativity, and hard work to improve their lives and move towards self-sufficiency.

The combination of the BIGAUSTIN approach, coupled with the drive and determination of the entrepreneurs has resulted in creating or expanding micro- and small businesses. Working together, the family of BIGAUSTIN entrepreneurs have generated over \$18 million in gross sales to the local economy. This dramatic result confirms that BIGAUSTIN is able to identify, interact with and successfully deliver effective services in the micro-enterprise market.

### BIGAUSTIN

The first micro-lender in Austin, BIGAUSTIN remains the leading non-profit micro-enterprise development organization and is Central Texas' sole-source solution for micro-enterprises in search of comprehensive entrepreneurial education, counseling and flexible loans.

### Our Mission

BIGAUSTIN assists small business to successfully grow by providing comprehensive education, tailored business counseling and flexible loans.

### Our Vision

BIGAUSTIN fosters economic development as the resource for small businesses to stimulate prosperity.

## BIG|breakfast

Dedicated to providing entrepreneurs with solutions to, and the motivation for solving the most pressing small business marketing challenges. Every year BIGAUSTIN brings a qualified and experienced roster of marketing masters to share their marketing secrets, innovative marketing strategies and new ways to adapt to the ever-changing market.

## BIG|marketplace

With the BIG|marketplace you'll see why it "pays to buy local!" Held every year between the BIG|breakfast and the BIG|idea Awards, you'll feel like you've just entered a fabulous street festival with over 20 local BIGAUSTIN vendors bringing you one-of-a-kind products and services in a lively, casual environment.

## BIG|ideawards

Now, in its 8th year, The BIG|idea Awards celebrates the courage, confidence and character of local entrepreneurs who live their dreams and creatively bring solutions to the marketplace. Each year BIGAUSTIN awards these entrepreneurs with recognition, appreciation and acknowledgement for a job well done.

*Your donations are important to us! Without the generosity of individuals like you BIGAUSTIN would not be able to provide entrepreneurial education and support services. WE appreciate your past donations and your donation support in the future.*

### Sponsorship Levels

- Title \$35,000
- BIG|idea Award Sponsor \$20,000
- Believer \$15,000
- Supporter \$10,000
- Advocate \$ 5,000
- Table \$ 2,500

### Methods of Giving

- Giving Cash in the Form of a Check
- Donating via Credit Card
- Donating over the phone or by fax

### Checks

Please make your checks out to BIGAUSTIN and submit your check or money order with the BIGAUSTIN Contribution Form.

### Fax or Phone Donations

To contribute by phone call (512) 928-8010  
To donate by fax (512) 926-2997

### Other methods of giving

- Stock and Mutual Funds
- Charitable Trusts
- Gifts of Real Estate
- Wills, Trusts, and Life Insurance – Marching Gifts
- Designated Giving
- Corporate Giving

### Contact Information

Name				Billing Address	
Day/Evening Phone	Fax	City	State	Zip	
Email				Sponsorship Level Selected	Amount (\$)
Method of Payment:	Check <input type="checkbox"/>	Credit Card <input type="checkbox"/>	Name on Card _____		
Credit card information:	MasterCard <input type="checkbox"/>	Visa <input type="checkbox"/>	Account # _____		
	AMEX <input type="checkbox"/>	Discover <input type="checkbox"/>	Exp. Date _____		
Signature (Constitutes Approval of this Transaction)				Date	

*If this gift is from a Corporation or Foundation, please complete the following:*

Corporation/Foundation Name	Contract Name & Phone Number
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