



# BUSINESS SHOWCASE WEEK 2024

# SPONSORSHIP FORM

## WHAT IS BUSINESS SHOWCASE WEEK?

The Innovation Connector's annual signature event convenes over 1,500+ **entrepreneurs, business leaders, and students** to fuel the innovative entrepreneurial spirit in Muncie and East Central Indiana.

We empower & celebrate entrepreneurs and innovation.

One week filled with workshops, training sessions, panel discussions, networking, celebration, and fun!

## WHY INVEST IN BUSINESS SHOWCASE WEEK?

Sponsoring Business Showcase Week shows your support for entrepreneurs and business builders in our community. Participants are empowered with resources so the business community will be healthy and thrive. Your sponsorship shows them that you support them.

## WHO BENEFITS FROM BUSINESS SHOWCASE WEEK?

Our entire community benefits - businesses and entrepreneurs, sponsors, local vendors, the local entrepreneurial ecosystems, and everyone!

## HOW IS MY DONATION USED?

Funds are used to promote, host, and operate an entire week of events.

## EVENT SPONSORSHIP OPPORTUNITIES

This signature event is made possible through the generous support of event sponsors.

- Recognition during events & weeks leading up to events
- Digital signage recognition on outdoor sign
- Aggressive digital marketing campaign
- Advertising recognition in all publications
- Event program brochure & event literature
- Opportunities to serve on panels and to welcome attendees
- Sponsor recognition throughout 2024

**2024 EVENT**  
**NOVEMBER 18-23**  
 AT THE  
 **INNOVATION CONNECTOR**





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## SPONSORSHIP LEVELS

- TITLE SPONSOR **SECURED**  IN-KIND FOOD SPONSOR
- BUSINESS SHOWCASE SUPPORT SPONSOR \$5,000
- BUSINESS EXCELLENCE SPONSOR \$2,500
- BUSINESS IMPACT SPONSOR \$1,000

Complete this form to register as a sponsor for Business Showcase Week 2024. The Innovation Connector is a 501(c)3 non-profit organization. **Contact Natalie Smith, Program and Events Coordinator, at [nsmith@innovationconnector.com](mailto:nsmith@innovationconnector.com), or call (765) 285-4900 for more details**

### ENTER YOUR CONTACT INFORMATION

We will contact you to arrange payment. We accept checks, major credit cards, or can invoice you.

**BILLING CONTACT NAME:** \_\_\_\_\_

**ORGANIZATION:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**AUTHORIZED SIGNATURE:** \_\_\_\_\_

**PRINTED NAME:** \_\_\_\_\_

***RETURN COMPLETED FORM TO NATALIE SMITH***



**EMAIL**  
[nsmith@innovationconnector.com](mailto:nsmith@innovationconnector.com)



**QUESTIONS?**  
**(765) 285-4900**

The Innovation Connector | 1208 W. White River Blvd., Muncie, IN 47303

<b>Business Showcase Week TITLE Sponsor</b>	<b>Secured</b>
<b>Business Showcase Support Sponsor</b>	<b>\$5,000</b>
<b>Business Excellence Sponsor</b>	<b>\$2,500</b>
<b>Business Impact Sponsor</b>	<b>\$1,000</b>
<b>In-Kind Food Sponsor</b>	