

B|M|C

BusinessModel

COMPETITION

SPONSOR PACKET - 2014



Join Us at the Int'l Final Event

IBMC Global Champion Trophy

May 1 - 3, 2014

BYU Marriott School of Management
Utah Valley Convention Center
Provo, Utah, USA



For more information, email us at businessmodelcompetition@gmail.com
or visit us online at BusinessModelCompetition.com

BMC

BusinessModel

COMPETITION

Support the **competition** that fuels **student innovation** and **entrepreneurship** worldwide

What is the IBMC?

The International Business Model Competition represents the first competition of its kind in the world. Starting with just 8 teams in 2010, the IBMC now gathers more than 2,000 student teams from over 200 colleges in 20 countries to compete for over \$100,000 in cash and prizes. The semi-final and final events held May 1st-3rd in Provo, Utah, will see the top 40 teams compete for the title of global champion.

How is the IBMC different from other new venture competitions?

The IBMC is not a business plan competition. Rather than focusing on developing a static business plan, complete with unproven financial projections, the IBMC focuses on identifying and precisely defining the assumptions of the new venture, testing those assumptions in the field, and then pivoting (changing) based on the lessons learned.

Past IBMC Companies Include:



-1st place, BMC 2013
-\$300,000 in '13 revenue
-#4 startup 2013
collegestartup.com



-2nd place, BMC 2013
-\$2.3MM in '13 revenue
-2013 Global Student Entrepreneur of the Year



-Semi-Finalist, BMC 2013
-1st place, Accelerate Michigan Innovation competition



-Semi-Finalist, BMC, 2013
-Raised \$64,000 on Kickstarter

Why support?

Your support enables student teams from all over the world to present their new ventures, get valuable feedback, and compete for funding. These students are the world's best and brightest from all disciplines and their businesses solve real-world problems. In order for them to reach their goals, your help is needed.

Ways to get involved?

- **General Sponsorship** - With the IBMC's rapid expansion, it requires funding to setup qualifier competitions and run the IBMC final event. For more information about the sponsorship levels, see next page.
- **Sponsor a Prize** - The number of teams participating in the IBMC is constantly growing. We would like to reward the top performers with prizes that relate to your industry (e.g., The [Sponsor Name Here] Prize for Best Tech Company).
- **In-Kind Service or Donation** - Provide service or product to reward a winning team to help them more efficiently launch their business (e.g., 10 hours of free accounting work or iPads for all of the competing team members).

We Invite You to Join Our Current Sponsors and Partners:



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Sponsorship Levels

DIAMOND SPONSOR - \$50,000

Only 1 spot available

- ✓ Private Q&A session with IBMC-affiliated judges and VIP guests
- ✓ Opportunity to speak at the event of your choosing
- ✓ Table (provided) in prominent location to display your products and services during the event
- ✓ Eight (8) tickets and VIP seating at IBMC events
- ✓ Attendance at the exclusive post-finals networking event with top student teams, judges, and VIP guests
- ✓ Large company logo in prominent location on all event signage (printed and digital)
- ✓ Full page ad in prominent location in the competition booklet (distributed to all competition attendees)
- ✓ Sponsorship name recognition in all IBMC PR releases
- ✓ Company logo and link on www.businessmodelcompetition.com

PLATINUM SPONSOR - \$25,000

Only 3 spots available

- ✓ Table (provided) in prominent location to display your products and services during the event
- ✓ Six (6) tickets and VIP seating at IBMC events
- ✓ Attendance at the exclusive post-finals networking event with top student teams, judges, and VIP guests
- ✓ Large company logo on all event signage (printed and digital)
- ✓ Full page ad in the competition booklet (distributed to all competition attendees)
- ✓ Sponsorship name recognition in all IBMC PR releases
- ✓ Company logo and link on www.businessmodelcompetition.com

GOLD SPONSOR - \$10,000

Only 5 spots available

- ✓ Table (provided) to display your products and services during the event
- ✓ Four (4) tickets and VIP seating at IBMC events
- ✓ Attendance at the exclusive post-finals networking event with top student teams, judges, and VIP guests
- ✓ Small company logo on all event signage (printed and digital)
- ✓ Half page ad in the competition booklet (distributed to all competition attendees)
- ✓ Sponsorship name recognition in all IBMC PR releases
- ✓ Company logo and link on www.businessmodelcompetition.com

SILVER SPONSOR - \$5,000

Only 10 spots available

- ✓ Table (provided) to display your products and services during the event
- ✓ Two (2) tickets and VIP seating at IBMC events
- ✓ Attendance at the exclusive post-finals networking event with top student teams, judges, and VIP guests
- ✓ Company name on all event signage (printed and digital)
- ✓ Quarter page ad in the competition booklet (distributed to all competition attendees)
- ✓ Sponsorship name recognition in all IBMC PR releases
- ✓ Company logo and link on www.businessmodelcompetition.com

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