



A New Approach for a New Economy: Realizing the Potential of Social Enterprise
April 28-30, 2010 – San Francisco, CA

The Sector - A new sector is emerging with the primary purpose of addressing social, environmental and economic challenges of our time. The growth of social enterprise has the potential to be a defining innovation of this century. Social enterprises build a more just, sustainable world by applying market-based strategies to today's many social problems. The social needs they address and the business models they use are as diverse as human ingenuity. From businesses that help people overcome employment barriers to contracted providers of social and human services and everything in between, social enterprises are launched by social entrepreneurs who want to improve the common good and solve social problems in new, more lasting and effective ways than traditional approaches. Today's economy makes this effort all the more critical as government seeks new and sustainable ways to address serious challenges in the areas of employment, education, health care, the environment, at-risk youth, and many others.

The Social Enterprise Alliance - SEA is the only member organization in North America to bring together the diverse field of social enterprise. It serves as advocate for the field, hub of information and education, and builder of a vibrant and growing community of social enterprises. The growth of a robust social enterprise sector can usher in a new era of tackling and resolving our most vexing social problems. SEA's annual conference, now in its 11th year, convenes the best practices and thinking from across the field to reduce barriers, forge new partnerships, and channel human, financial and intellectual capital to the sector so that social enterprise can be scaled to deliver its benefits in communities across the country.

The Social Enterprise Summit 2010 + World Forum - We're proud to be hosting the 3rd World Forum, the international gathering for accelerating the practice of social enterprise around the world. This conference will attract over 500 attendees from around the globe to benefit from two days of educational and networking sessions on all aspects of planning, launching, operating and growing successful social enterprise strategies. Part of the conference program includes tours to successful social enterprises in the Bay Area.

The Opportunity - We encourage you to consider engagement with the Social Enterprise Alliance through one of the special opportunities described below. Are you an established social enterprise that would like to help mentor and encourage the field? Are you a funder in support of more sustainable nonprofits? Are you a social investor working to enhance the 'ecosystem' for social enterprise? Or do you represent a business that wishes to identify ways of engaging with social enterprises or to incorporate social enterprise into your supply chain? Consider one of the following opportunities to visibly demonstrate your support for this vital new sector.

Social Enterprise Summit 2010 Sponsor Opportunities

Summit 2010 Partner - (\$50,000) - Social enterprises across the country are innovating solutions to social challenges ranging from homelessness and unemployment to the need for clean energy. We would like to see the proliferation of successful social enterprise models and the development of new ones. As the 2010 Summit Partner, you understand we can make the 21st century the era in

which we learn how to tackle and solve our most vexing social problems, and you believe social enterprise offers a key piece of that solution. As the Summit Partner, your organization will collaborate with the Social Enterprise Alliance to highlight the powerhouse of solutions offered by social enterprise through these opportunities:

- Name recognition on all Summit signage as the Summit Partner
- Name recognition on Summit webpages
- Welcome attendees at the Summit Opening Breakfast
- Complimentary webinar for your employees on an introduction to social enterprise
- One tote bag insert
- One full page ad in Program book
- Complimentary Summit registration for 3

Summit 2010 Supporter - (\$25,000) - Social enterprise is one of the most exciting tools for creating a more sustainable world. Since the 1st Gathering in 1998, the Social Enterprise Alliance has convened the community of social enterprise leaders. Help accelerate the development of a robust social enterprise sector through partnering with SEA to host this premier event for the field. Your company will benefit through these opportunities:

- Name recognition on Summit signage
- Logo in monthly Summit e-newsletter
- Opportunity to welcome attendees at a plenary
- One half page ad in Program book
- Complimentary Summit registration for 2

National Campaign - (\$25,000) - You believe in the power of the double bottom line to advance a better world, and you support organizations that take into account both community impact and financial sustainability. As the National Campaign Sponsor, your organization will partner with the Social Enterprise Alliance to raise public awareness of social enterprise across the continent through an outreach, social media and advertising campaign designed to reach consumers, businesses and community leaders:

- Opportunity to co-develop national outreach campaign
- Name recognition in national advertising
- Recognition in Summit Program book

International scholarships - (\$25,000) - You support innovative mission-based organizations around the globe, and would like to enable leaders from these organizations to benefit from attending the Summit. As a Scholarship Sponsor, your organization will provide conference registration and travel support to 12 leaders from other countries:

- Complimentary Summit registration for 2
- Name recognition in scholarship materials
- Recognition in Summit Program book

Policy Track - (\$15,000) - (*Already committed*) The Summit 2010 in San Francisco is a prime opportunity to showcase how government can support entrepreneurial solutions to today's vexing social problems. This sponsor opportunity supports the exchange of ideas between government representatives from various countries. As a Policy Track Sponsor, your organization will partner with the Social Enterprise Alliance to bring invited policy-makers together with social enterprise leaders through these opportunities:

- Name recognition as a Track Sponsor on session signage
- Welcome Policy speaker at session opening
- Recognition in Program book

- One complimentary Summit registration

Models and Strategies Track – (\$15,000) – Many social enterprise models and strategies have been honed by years of trial and error. We aim to help ramp up the performance, impact, and spread of effective models through this track on key aspects of building a double-bottom line business, presented by seasoned leaders from around the world. As the Track Sponsor, your organization will partner with the Social Enterprise Alliance to bring the highest quality educational sessions on management ideas and excellence to the Summit through these opportunities:

- Name recognition as a Track Sponsor on session signage
- Name recognition on online archive of Track handouts
- Recognition in Program book

Finance & Investment Track – (\$15,000) - Many social enterprise managers come to the field through their interest in helping to solve social problems but lack rigorous training in various aspects of running a business. Enterprise operations have a significantly better chance of success as the business skills of enterprise staff are developed, and SEA's Summit is one of the few places practitioners can receive this kind of training specifically for the needs of social enterprise. You will help professionalize the field by enabling this track on vital core financial management competencies for enterprise operations as well as practices for attracting investment. As a Track Sponsor, your organization will partner with the Social Enterprise Alliance to bring the highest quality financial and investment sessions to the Summit through these opportunities:

- Name recognition as a Track Sponsor on session signage
- Name recognition on online archive of Track handouts
- Recognition in Program book

Leadership Development and Education Track – (\$15,000) – Any social entrepreneur who has launched or considered launching an enterprise is hungry for lessons learned from other entrepreneurs. What worked, and what didn't? You will help to ensure that new entrepreneurs, whether coming out of business school or launching encore careers, are supported through this track disseminating practical knowledge on developing skilled human capital for operating social enterprises. As a Track Sponsor, your organization will partner with the Social Enterprise Alliance to bring leadership development to the Summit through these opportunities:

- Name recognition as a Track Sponsor on session signage
- Name recognition on online archive of Track handouts
- Recognition in Program book

Communications and Storytelling Track – (\$15,000) – Social enterprises have unique challenges and opportunities in telling their story, whether it's to a local policy-maker or a funder on the other side of the planet. How can social enterprises differentiate themselves in our information-rich environment? How can they use online technology to advance their cause? You will help to disseminate fresh new practices for generating interest, awareness and support for the social enterprise approach. As a Track Sponsor, your organization will partner with the Social Enterprise Alliance to disseminate communications strategies at the Summit through these opportunities:

- Name recognition as a Track Sponsor on session signage
- Name recognition on online archive of Track handouts
- Recognition in Program book

Students and Young Professionals Track – (\$15,000) - Advances in social innovation are being propelled by entrepreneurial young leaders launching new social enterprises at a rapid rate. The Summit offers a vital forum for young innovators to exchange ideas with established leaders, with

benefits to all. You will help make this track possible, which includes several exciting initiatives for broadening the Summit appeal to leaders 35 and under. As a Young Leaders Track Sponsor, your organization will partner with the Social Enterprise Alliance to feature multiple activities for integrating young innovators into this premier field event, including a Young Social Entrepreneurs party, a young leader plenary panelist, a Young Social Entrepreneur award, educational sessions presented by young leaders, and the World Café to include social enterprises started by young leaders

Add \$10,000 for SYL scholarships

- Enable students or young leaders to attend the World Forum and benefit from this once-a-year event on social enterprise

SYL Track Sponsor benefits include:

- Name recognition as a Track Sponsor on session signage
- Name recognition on online archive of Track handouts
- Recognition in Program book

Social Enterprise Showcase and reception – (\$10,000) –(Already committed)

As a Reception Sponsor, your organization will partner with the Social Enterprise Alliance to provide this very special networking at the Summit, benefiting from these opportunities:

- Name recognition as a Reception Sponsor on event signage
- Welcome attendees to the Showcase
- Recognition in Program book

Summit Scholarships – (Already committed) - 10 scholarships will enable local organizations that might not otherwise attend the Summit to benefit from this premier learning and peer networking opportunity on social enterprise. – *Already committed*

- Recognition in call for Scholarship applications
- Recognition in Scholarship confirmations
- Recognition in Program book

Keynote – (\$5,000, 4 opportunities) (2 Already committed) - Summit attendees work hard at their enterprises all year long and look forward to the Summit keynote presentations as a rare opportunity to be inspired and stretched with brand new thinking from the leading edges of the field. SEA books keynote presenters who will challenge attendees to make connections between new ideas and opportunities they hadn't thought of and to act more boldly and more creatively in their own leadership activities when they get back home. Your sponsorship of the Summit's keynote sessions demonstrates your commitment to providing opportunities for social enterprise practitioners to be inspired, to think outside the box, and to dare to do more. As the Keynote Sponsor, your organization will partner with the Social Enterprise Alliance to bring thought leaders to the Summit, and you'll benefit through these opportunities:

- Name recognition as the Keynote Sponsor on plenary signage:
- Dine with keynote presenters at plenary breakfast, lunch or banquet
- Recognition in Program book

Leadership Awards – (\$3,000, 2 opportunities) - In the development of any new field, recognition of outstanding leadership serves as a beacon to inspire others toward higher goals and greater achievement. In the field of social enterprise characterized by brand new innovations, such leadership examples are especially vital. SEA is proud to highlight two 2010 Leadership Award winners in these categories:

- The **Social Enterprise Leadership** award will be presented to a nominee who has exhibited the core characteristics of a leader, including vision, courage, the ability to inspire others, make good judgments and stay the course over time in leading and building a stable social enterprise.
- The **Social Enterprise Innovation** award will be presented to a nominee who has introduced a social enterprise model that is effective and genuinely unique, either not done before at all or not previously applied in social enterprise.

As the Leadership Award Sponsor, your organization will partner with the Social Enterprise Alliance to recognize these role models at the Summit through these opportunities:

- Name recognition as one of two Leadership Award Sponsors on ceremony signage:
 - **Social Enterprise Leadership** Award Presented by (your company) or the **Social Enterprise Innovation** Award Presented by (your company)
- Dine with Leadership Award winners at Banquet dinner
- Recognition in Program book
- Recognition on Leadership webpage on SEA website

Networking Garden - (\$2,000, 1 opportunity) – One of SEA’s most vital role is convening a peer community to advance the field. The Summit provides an annual opportunity for practitioners and supporters from across the continent to catch up, share stories, and make new acquaintances. Our popular Networking Garden is the place people can grab a table, relax and chat with new and old friends. As the Networking Garden Sponsor, your organization will partner with the Social Enterprise Alliance to ensure important personal connections are made at the Summit to help inspire and advance individual achievements:

- Name recognition on Networking Garden signage and on computers in CyberCafe
- Recognition in Program book

Summit Social Network – (\$2,000, 1 opportunity) – Attendees to the Summit look forward to this annual event for networking with peers who understand the significance of each other’s accomplishments and challenges in running double bottom line organizations. We’re amplifying the networking opportunity by enabling all attendees to make connections both before and after the event, through our online Summit Social Network. The online Network enables attendees to post their online profile, organize get-togethers, and initiate conversations online. Partner with SEA to build the field by facilitating these new connections, friendships and partnerships, many of which will last far beyond the Summit:

- Name recognition as a Network Sponsor on the Summit Social Network (online)
- Recognition in Program book

Summit Message Board – (\$1,500, 1 opportunity) – Show your support for the field by helping to make connections. Have your company name displayed prominently on the Summit Message Board.

- Name displayed on the Summit Message Board
- Recognition in Program book

Social Enterprise Tours – (\$1,500, 6 opportunities) - We all know that experiential learning leaves the greatest impression on us, and that’s why our social enterprise tours are one of our most popular events at the Summit. Attendees report they enjoy visiting actual enterprise facilities and appreciate having the opportunity to talk with the enterprise leadership on their challenges, strategies and successes. As a Tour Sponsor, your organization will partner with the Social Enterprise Alliance to make possible this terrific showcase of local enterprises in operation through these opportunities:

- Name recognition as a Tour Sponsor on tour signage
- Name recognition on Tour map
- Recognition in Program book

Coffee Break - (\$1,000, 2 opportunities) – Nourishment is as important to building community as creating a space. Show your support for the field by providing refreshment at one of the afternoon coffee breaks.

- Name recognition on Coffee Break signage
- Recognition in Program book

Totebag Insert - (\$1,000) – You’ve written an article or offer an informational brochure or booklet that will benefit leaders of social enterprise. Make sure one of the tote bag goodies is yours.

- One insert in all attendee tote bags
- Recognition in Program book

To discuss a Sponsorship, contact Jerr Boschee at jerr@orbis.net