



Biotechnology Entrepreneurship (BE) Workshop Series 2016

1. Letter of Invitation

On behalf of the BE Team you are invited to attend Growing BE (Biotechnology Entrepreneurship) event on February 26th, 2016. The morning workshop - Lead to Succeed - will hone leadership skills and will be followed by the afternoon workshop - Simply Pitching. If you would like to participate in this workshop please register online at <http://www.epicentreuwindsor.ca/events>. You may also contact us at beuwin@uwindsor.ca or by phone: 519-253-2000 ext. 3570 (Dr. Tranum Kaur) or 519-253-3000 ext. 3107 (Dr. Francine Schlosser).

We hope to see you there,

-BE Team - Bridging Biotech & Business

2. Mission Statement

Growing BE: Leadership and Pitching Workshop is hosted by the Masters of Medical Biotechnology Program (Department of Chemistry and Biochemistry) and EPICentre will take place on February 26th, 2016 at the Katzmann Lounge, Vanier Hall, University of Windsor.

The Leadership Workshop is geared towards Science students that hope to become leaders in their respective fields, whether research or business based. This workshop will inform participants about the qualities of a leader, enables them to embody these qualities, and guide them to help them achieve their career goals by providing key strategies to establish them as leaders in their fields.

A perfect pitch is concise, engaging, and well articulated and is the key to securing an award or grant, a job, or an investment. The steps to create and tailor a pitch for a variety of applications including: job interviews, research proposals, and investor acquisition, will be presented and practised in this afternoon workshop.

3. Sponsorship

Join us to promote Biotechnology Entrepreneurship, help prototypes become products, and challenge the boundaries between Biotechnology and Business. Sponsorship with us will increase your brand visibility, expand your customer base, and build your reputation for social responsibility and community awareness. Supporting us will allow you to share promotional products with our many attendees who will be able to link your companies with their own ideas and applications, potentially increasing your customer database. The benefits of joining us are numerous and we hope that we will be able to help you reach your goals.

4. Levels of Sponsorship

Sponsorship in cash will correlate with the inclusion of your company logo being included on our social media pages, posters, website and the programs for the day of the event. Depending on your valuable contribution to our event we will promote your brand on one or more of these platforms. All sponsors will have the opportunity to share promotional products with our attendees either as door-prizes or as giveaways for all attendees, please specify the item and the quantity and we will be glad to accommodate your request if possible. We thank you for your time and hope that you will contribute to our event and thereby help us build a strong group of Biotechnology Entrepreneurs in North America. Together we can bridge the gap between Biotechnology and Business.

Level of Sponsorship	Minimum Amount (CAD)	Benefits
Platinum	\$2500	Logo Displayed on: <ul style="list-style-type: none"> ✓ Pamphlets ✓ Website ✓ Social Media¹ ✓ Displayed at the Symposium Size of Logo: Large Plus: <ul style="list-style-type: none"> ✓ Social Media Promotion²
Gold	\$1000	Logo Displayed on: <ul style="list-style-type: none"> ✓ Pamphlets ✓ Website ✓ Social Media Size of Logo: Medium

¹ Social Media: Logo will be displayed in the banner.

² Social Media Promotion: (a) Platinum Level - Links to your website and social media accounts will be provided to our followers. (b) Gold Level - Only a link to your website will be provided.

		Plus: ✓ Social Media Promotion
Silver	\$500	Logo Displayed on: ✓ Pamphlet ✓ Social Media ✓ Size of Logo: Small
Bronze	\$350	✓ Logo Displayed on: ✓ Social Media ✓ Size of Logo: Small
Basic	\$200	Sponsorship mentioned in social media
Other		All contributions will go towards making the Growing BE: Leadership and Pitch Workshop a success.

5. Special Sponsor Opportunities

Special sponsorship opportunities are financial or non-financial opportunities to sponsor special components of this year's Growing BE: Leadership and Pitch Workshop. These sponsorship opportunities are from decorations to special gifts for our approximately 75 attendees, speakers and judges.

Sponsorship Title	Sponsorship Type	Details
Flowers and More	Non-Financial	Please Specify
Branded Items (Swag)	Non-Financial	Notebooks, Pens, Binders, Clipboards, Mugs, Caps, Sticky Notes, etc. Quantity = 200

6. Schedule of Events

The schedule of events for the Growing BE: Leadership and Pitch Workshop has been included for your benefit. If you would like to attend the event please contact beuwin@uwindsor.ca.



Friday, February 26, 2016

Katzmann Lounge
Vahler Hall
University of Windsor
401 Sunset Avenue
Windsor, ON | N9B 3P4

SCHEDULE OF EVENTS:

Registration and Breakfast 9:30 - 10:00 AM

Keynote Address 10:00 – 11:00 AM

Break 11:00– 11:15 AM

“Lead to Succeed” Workshop 11:15 – 12:15 PM

Lunch 12:15 – 1:15 PM

“Simply Pitching” First Rotation 1:15 – 2:00 PM

“Simply Pitching” Second Rotation 2:00 – 2:45 PM

“Simply Pitching” Third Rotation 2:45 – 3:00 PM

Closing Remarks 3:00 – 3:30 PM

7. Guidelines

Once you have chosen your sponsorship type(s) then, if desired, please send a **.jpeg or .jpg** or **.pdf** file of your company's logo to beuwin@uwindsor.ca in order for us to include it in the required documentation as indicated by your choice of sponsorship. Kindly fill in the form (see section 6) and scan it to beuwin@uwindsor.ca, mail it to:

Dr. Tranum Kaur
Department of Chemistry & Biochemistry
Essex Hall 260(A)
University of Windsor
401 Sunset Avenue
Windsor, ON
N9B 3P4
Canada

Cheques may be made payable to University of Windsor. If your sponsorship requires delivery of goods/products please contact beuwin@uwindsor.ca or Dr. Tranum Kaur at (519) 253-2000 ext. 3570 to arrange for appropriate pick-up or delivery.

Growing BE: Leadership and Pitch Workshop 2016

Sponsorship Submission Form

Please fill out this form and email it to beuwin@uwindsor.ca or mail it to:

Dr. Tranum Kaur
Department of Chemistry & Biochemistry
Essex Hall 260(A)
University of Windsor
401 Sunset Avenue,
Windsor, ON
N9B 3P4
Canada

In the case of special sponsorship, please inform us in advance by email of your intent even if you are mailing this completed form and cheque (payable to University of Windsor).

Section 1: General Information

Name	Prefix		
_____	Mr. Mrs. Ms. Miss. Dr.		
First	Last		
_____	_____		
Company Name	Position		
_____	_____		
Phone Number	Email Address		
_____	_____		
Address			
_____	_____		
Street Name	Apt./Suite	City	Province/State
_____	_____	_____	_____
Postal/Zip Code	Country		
_____	_____		

-- This form is continued on the following page --

Section 2: Sponsorship Information

Sponsorship Type:

Platinum Gold Silver Bronze Basic Other \$_____CAD

Flowers and More Branded Items Quantity: _____ Details: _____

Section 3: Sponsor Benefits

Promotional Product(s)³ Quantity: _____ Details: _____

Would you like your logo displayed? Yes / No (Bronze to Platinum Sponsors ONLY)

If yes please send an email to beuwin@uwindsor.ca with a .jpeg, .jpg, or .pdf file with your logo. Subject line: Company Name - Sponsor - Logo

What is your website? _____

_____ (Gold & Platinum Sponsors ONLY)

What are your social media accounts? _____

_____ (Platinum Sponsors ONLY)

Please contact us by email at beuwin@uwindsor.ca or by phone at (519) 253-3000 ext. 3570 with any questions or comments.

³ Promotional Products requests need to be approved by our team, please e-mail beuwin@uwindsor.ca to ensure that we are able to accommodate your request.



Thank you for supporting Growing BE Workshops 2016 and supporting and nourishing this budding biotechnology industry. Your contributions make this event possible.

-BE Team 2015

