



BUSINESS BEYOND
THE BATTLEFIELD™
C O N F E R E N C E

NOVEMBER 6-9, 2019

ARLINGTON, TEXAS

Live! by Loews Hotel



ABOUT

The Business Beyond the Battlefield Conference provides collaborative, hands-on, interactive learning and networking opportunities to increase awareness of and facilitate access to entrepreneurial development resources that inspire action and adds economic value through the military connected community.



A photograph of a modern building's interior, featuring a large, multi-level atrium with a prominent white staircase and glass railings. The scene is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

**CONNECT WITH, ENGAGE
AND SUPPORT THOSE WHO
CONTINUE TO SERVE**

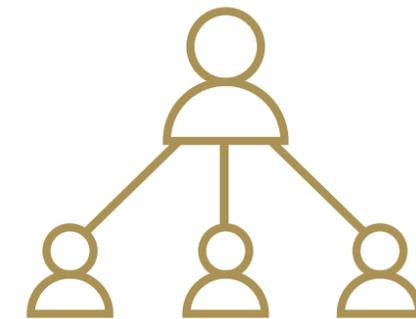
WHY SPONSOR?



Align your brand with world-class leaders.



Add value to the military connected entrepreneur community.



Make new and meaningful connections.





AGENDA OVERVIEW & EVENT HIGHLIGHTS

- Fireside Chats and Best Practice Panel Discussions
- Keynotes
- Interactive Workshops
- Procurement Fair with Contract Match Making
- Franchise Expo
- Small Business Showcase
- Resource Fair with Access to Capital and Mentoring
- Face to face Networking and Engaging Collaborations
- Great Food. Unlimited Learning...and Fun
- Pitch Competition



THE ENTREPRENEUR BOOT CAMP TRACK

The Entrepreneur Boot Camp Track is for small businesses that have little or no experience in business ownership. This track is an introduction to entrepreneurship. These workshops provide an overview of business ownership and other self-employment opportunities. Participants are lead through the key steps for evaluating business concepts and receive the foundational knowledge required to develop a business plan. In addition, participants are introduced to SBA resources for accessing start-up capital, technical assistance and contracting opportunities. Participants in this track receive access to two in-depth follow on courses.



THE STRATEGIC RECONNAISSANCE TRACK

The Strategic Reconnaissance Track offers a broad brush from experienced professionals on multiple aspects of growing a successful small business. From employee development, to sales and marketing, to strategic planning and capital infusion this track is for seasoned businesses owners seeking to take their military spouse or veteran-owned business to the next level.



THE CONTRACT DEPLOYMENT TRACK

The Contract Deployment Track is for those seeking to increase revenues through Government or Corporate contracting. Participants in this track receive certification training and bid matching opportunities with government agencies, prime contractors and large corporations that purchase goods and services from small businesses.



THE SPECIAL OPERATIONS TRACK

The Special Operations Track is an ala carte option for those who want to design their own conference experience. Choose your courses from any track (except the Entrepreneur Boot Camp Track) to ensure that you receive the specific content that you believe will take you from where you are to where you want to be. This track is designed by you for you.



ATTENDEE/SPEAKER STATS

4

Training
Tracks to
Customize
Your
Experience

12

Prestigious
List of 12
Keynote
Speakers

20

Over 20
Interactive
Seminars &
Workshops

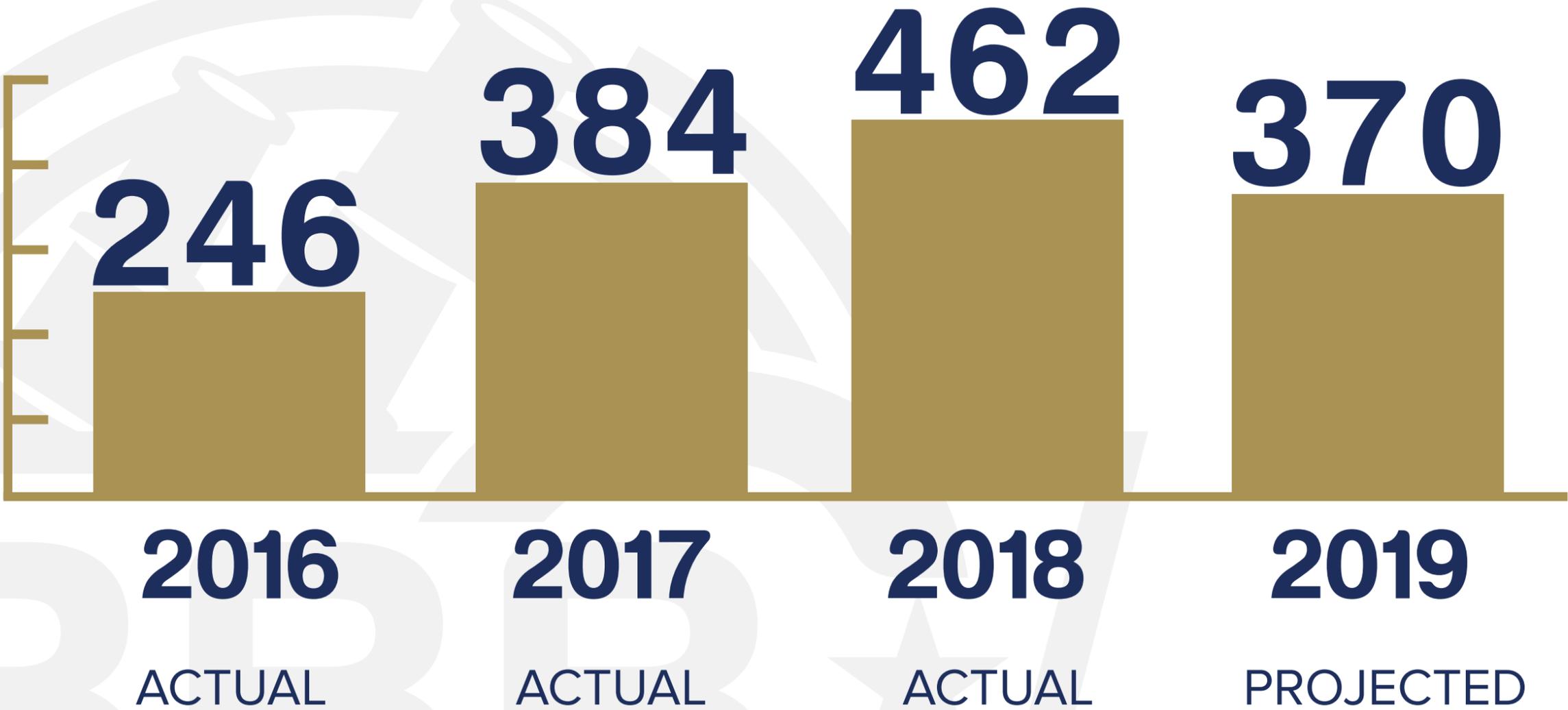
100

Access More
than 100
Entrepreneurial
Development
Resources

300

Network with
300 Veterans &
Military Spouse
Entrepreneurs

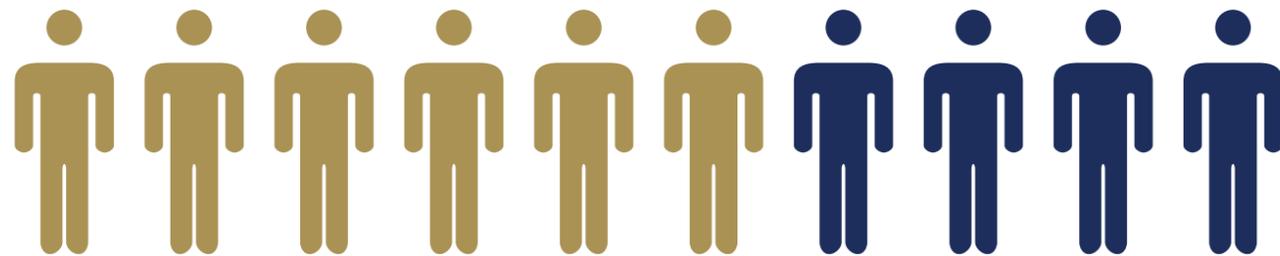
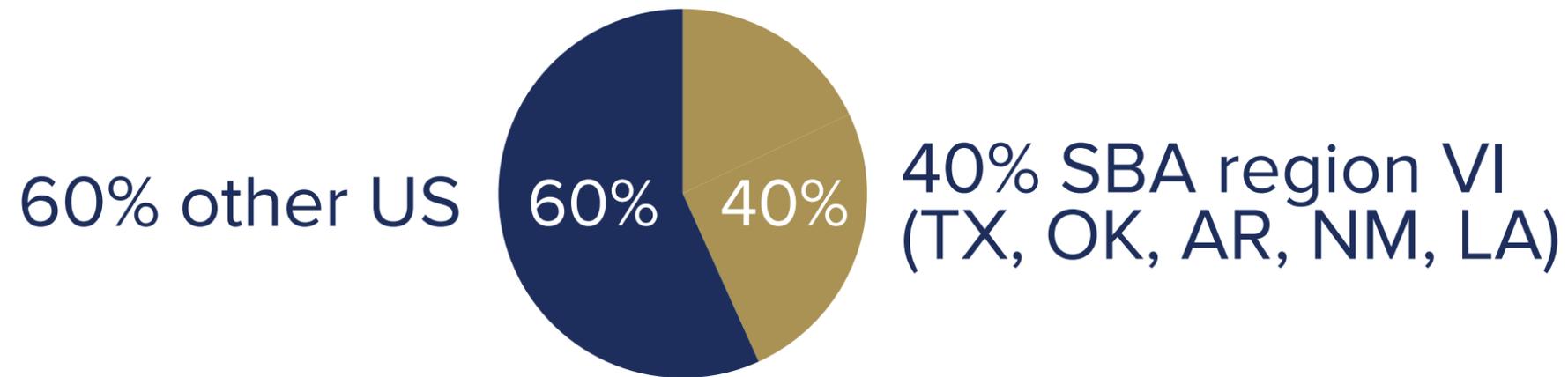
ATTENDEE/SPEAKER STATS



WHO IS THE DEMOGRAPHIC TARGET AUDIENCE?

ages **26-68**

100% veteran, active duty or military spouse



60% female

40% male



nascent entrepreneurs (\$0-\$100K revenue)



existing veteran-owned small businesses (\$100K-\$250K revenue)



established small businesses (>\$250K revenue)

SPONSORSHIP OPPORTUNITIES

TITANIUM LEVEL

\$40,000 (Title Sponsor – Admiral/General Officer Sponsor)

- Company logo in conference program and other printed material
- Company logo in all BBBC19 social media posts
- Company logo prominently displayed on event website
- Introduction of general session keynote speaker
- Free VIP conference registration (6)
- Company logo on name badges (front)
- Special 6' pop-up signage with logo & message
- Branded collateral materials on lunch tables
- General session video presentation
- Branded collateral material in registration packets
- Breakout session/workshop presentation
- General session presentation
- Event program ad - Full page 8.5"X11"
- Sponsor recognition in pre-event targeted email campaign
- One-year sponsor recognition in online community
- 20'X10' exhibit area in event exhibit hall
- Discounted multi-year sponsorship option
- Free VIP registration for Live to Lead simulcast event with John Maxwell (6)
- BBBC advisory board seat (1)

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL

\$25,000 (Field Grade Officer Sponsor)

- Company logo in conference program and other printed material
- Company logo in all BBBC19 social media posts
- Company logo prominently displayed on event website
- Introduction of general session keynote speaker
- Free VIP conference registration (4)
- Company logo on name badges (back)
- Special 6' pop-up signage with logo & message
- Branded collateral materials on lunch tables
- General session video presentation
- Branded collateral material in registration packets
- Sponsored breakout room
- General session presentation
- Event program ad - 1/2 page 4.25"X5.5"
- Sponsor recognition in pre-event targeted email campaign
- 20'X10' exhibit area in event exhibit hall
- Discounted multi-year sponsorship option
- Free VIP registration for Live to Lead simulcast event with John Maxwell (4)
- BBBC advisory board seat (1)

SPONSORSHIP OPPORTUNITIES

GOLD LEVEL

\$10,000 (Company Grade Officer Sponsor)

- Company logo in conference program
- Company logo in all BBBC19 social media posts
- Company logo prominently displayed on event website
- Free VIP conference registration (2)
- Special poster board signage with logo & message
- Branded collateral materials on lunch tables
- General session video presentation
- Branded collateral material in registration packets
- Introduction of breakout session/workshop speaker
- Event program ad - 1/4 page 2.125"X2.25"
- Sponsor recognition in pre-event targeted email campaign
- 10'X10' exhibit area in event exhibit hall
- Free VIP registration for Live to Lead simulcast event with John Maxwell (2)

SPONSORSHIP OPPORTUNITIES

SILVER LEVEL

\$7,500 (Non-commissioned Officer Sponsor)

- Company logo in conference program
- Company logo in all BBBC19 social media posts
- Company logo prominently displayed on event website
- Free VIP conference registration (2)
- Branded collateral materials on breakfast tables
- Branded collateral material in registration packets
- Event program ad - 1/4 page 2.125"X2.25"
- Sponsor recognition in pre-event targeted email campaign
- 10'X10' exhibit area in event exhibit hall
- Free VIP registration for Live to Lead simulcast event with John Maxwell (2)

SPONSORSHIP OPPORTUNITIES

FOOTBALL GAME VIEWING PARTY

- Choose 1 of 6 TexasLive! venues and your party menu for Thursday Football Night in America
- Target selected entrepreneur attendees via the event Mobile APP
- Company logo and brief description in conference program
- Company logo in targeted BBBC19 social media posts
- Company listed in event mobile APP featuring viewing party details
- 2 Free conference registrations
- Collateral materials distributed at viewing party
- Special signage with company logo at registration
- Sponsor recognition in pre-event targeted email campaigns
- Company branded invite in registration packets

SPONSORSHIP OPPORTUNITIES

PITCH CONTEST SPONSOR

\$25,000

- Company logo and brief description in conference program
- Company logo on dedicated registration website
- Free VIP conference registration
- Collateral materials distributed at event
- Company branded material in registration packets
- 10'X10' exhibit booth
- Exclusive general session check presentation opportunity

SPONSORSHIP PACKAGES

REGISTRATION SPONSOR

\$5,000+

Company Logo in Conference Program
Tabletop signage recognition in registration area
Free VIP conference registration
Company logo on registration name badges
Branded collateral materials on breakfast tables
Company branded material in registration packets

MEAL SPONSOR

\$4,500+

OR IN-KIND MEAL

Company Logo in Conference Program
VIP Pass for sponsored meal
Special poster board signage with logo in meal area
Branded collateral materials on sponsored meal tables

SWAG BAG SPONSOR

\$ IN-KIND

CONTACT US TO DISCUSS THE OFFERING AND SPECIFIC SWAG NEEDS.

VIP Pass for selected meal
Company logo/name on SWAG
Company branded material in registration packets

ADDITIONAL SPONSORSHIP OPTIONS

MEDIA SPONSOR

\$5,000+

(or in-kind; contact us to discuss the offering and specific media needs)

PRINT SPONSOR

\$5,000+

(or in-kind; contact us to discuss the offering and specific print needs)

SPECIAL EVENT SPONSOR

\$5,000+

(or in-kind; contact us to discuss the offering and specific special event needs)

SPONSORSHIP

Don't see an option that aligns with your goals? Let's talk about a customized option to bring value to the veteran and military spouse community through BBBC19.

	TITANIUM	PLATINUM	GOLD	SILVER	MEDIA	PRINT	SPECIAL EVENT
Logo in program/printed material	●	●	●	●			
Logo in BBBC19 social media posts	all	all	all	select			
Logo on event website	●	●	●	●			
Introduction of general session keynote speaker	●	●					
Free VIP conference registration	6	4	2	2			
Company logo on name badges	front	back					
Special 6' pop-up signage	●	●					
Branded collateral materials on meal tables	lunch	lunch	lunch	breakfast			
General session video presentation	2 min	1 min	30 sec				
Branded collateral material in registration packets	●	●	●	●			
Breakout session/workshop presentation	●		intro				
Sponsored breakout room		●					
General session presentation	20 min	10 min					
Event program ad	full	1/2	1/4	1/4			
Sponsor recognition in pre-event email campaign	●	●	●	●			
One-year recognition in online community	●	●					
Exhibit area in event exhibit hall	20'X10'	20'X10'	10'X10'	10'X10'			
Discounted multi-year sponsorship option	●	●		●			
Free VIP registration for Live to Lead simulcast	6	4	2	2			
BBBC advisory board seat	●	●					
Special poster signage with logo & message			●				

contact us to discuss the offering and specific media/print/event needs

EXHIBITOR BENEFITS

EXHIBITOR

- 1 ticket to the Welcome Reception
- 1 ticket to the Awards Banquet Dinner
- 1 exhibitor table (1 - 6 ft. table & 2 chairs)
- Participation in the roundtable business matchmaking session
- Connect with SDVOSBs, DVBEs and veteran small businesses in various industries nationwide
- Access to the BBBC mobile directory to connect with SDVOBs/DVBEs and veteran-owned small business attendees
- Social media posts to show your company's support of the Veteran and Military Spouse Business Community
- Highly visible public image campaign to reach to all veteran businesses nationwide



EXHIBITOR PACKAGES

VIP EXHIBITOR

Includes exhibitor benefits and concierge registration processing plus...

- Double occupancy hotel suite included
- 2 Free VIP conference registrations
- 1 additional ticket to the Welcome Reception (2 total)
- 1 additional ticket to the Awards Banquet Dinner (2 total)
- 1 exhibitor table (1- 6 ft. table & 2 chairs)
- Company name in targeted BBBC 2019 social media post, listed in event mobile application, and brief description in conference program, listed on conference website, listed in dinner PowerPoint presentation
- Your logo displayed on the welcome sign at conference
- Premium location in exhibit hall



EXHIBITOR PACKAGES

VETERANS SERVICE ORGANIZATION (VSO)

Exhibitor: \$250
(By invite only: Limited space)

OTHER NONPROFIT

Exhibitor: \$750
(By invite only: Limited space)

VETERAN-OWNED SMALL BUSINESS (VOSB)

Exhibitor: \$750
VIP Exhibitor: \$2,250 (Limited space)

OTHER SMALL BUSINESS (NON VOSB)

Exhibitor only \$1,250 (Limited space)

GOVERNMENT AGENCY

Exhibitor: \$750,
VIP Exhibitor: \$2,250

CORPORATION/PRIME CONTRACTOR/FRANCHISE

Exhibitor: \$1,250,
VIP Exhibitor: \$3,250

