



May 5, 2011
Renaissance Hotel
Asheville

Location: Renaissance Hotel Asheville

Expected Attendance: 300+ Entrepreneurs and Business Leaders

Event Summary: Carolina Connect is Western North Carolina's signature event for entrepreneurs and investors, started by AdvantageWest in 2002 as part of its entrepreneurial development program. This event continues to be the hallmark networking event for connecting entrepreneurs with their peers and potential investors on trending topics relevant to today's global economy. The 2011 edition, produced in partnership with Mountain BizWorks, is sure to be the best Carolina Connect conference in history.

Notable Event Components: Carolina Connect is a full day of networking, professional development and idea-sharing – plus the winner of a business plan competition for women entrepreneurs sponsored by AdvantageWest and *VERVE* magazine. Throughout the morning and afternoon, *speakers and panel discussions* will provide key concepts and ideas for entrepreneurs at all stages of business development, as well as investors. *The Critical Conversations Networking Café* offers a dynamic series of new topics relevant to trends in the global economy and are led by industry professionals in a conversational and fun environment that allows participants to interact and network. *A post-conference networking* event on the terrace is yet another opportunity for attendees to connect.

Keynote Speaker: Peter Shankman is a serial entrepreneur, author, speaker, worldwide connector and marketing pundit, known for his radical new ways of thinking about social media, PR, marketing, advertising, creativity, and customer service. Described as "redefining the art of networking" by *PR Week* magazine, Shankman has appeared in countless national media outlets, including *The New York Times*, *The Wall Street Journal*, *The Los Angeles Times*, *The New York Daily News*, *USA Today*, *CNN*, *MSNBC*, *the Associated Press* and *Reuters*. His latest book is *Customer Service: New Rules for a Social Media World*.

Funding: Registration Fees and Corporate Sponsorship. AdvantageWest Economic Development Group is a nonprofit, public-private partnership and is Western North Carolina's regional economic development commission. Mountain BizWorks is an entrepreneurial, nonprofit organization that operates with a double bottom line of social impact and financial viability -- ensuring a permanent resource for the Western North Carolina region.

Contact:

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Sponsorship Opportunities

Presenting Sponsor - \$10,000

Company Name used as "Carolina Connect presented by Company Name" in all correspondence including website, media, event signage and conference materials
12 registrations to conference including VIP reception
Reserved seating for keynote sessions
Corporate logo prominently displayed in all conference materials, including event signage, lanyards, programs and PowerPoint presentation
Opportunity to provide introduction for conference sessions
Booth Space at event

VIP Reception Sponsor - \$7,500

Exclusive right to sponsor pre-conference VIP Reception with keynote speakers in community and opportunity to make brief remarks to kick off and welcome attendees to Carolina Connect 2011

VERVE and AdvantageWest VERVE-aciouly BIG IDEA business plan competition Bank Sponsorship - \$7,500

Opportunity for a local bank to be the sole-sponsor of the first women's regional business plan competition hosted by AdvantageWest and VERVE
Logo prominently displayed in all advertising promoting competition as well as in follow-up story on winning recipient
Bank representative on hand at Carolina Connect to present check to winner
Logo appear in all Carolina Connect conference materials and registration for 2 attendees for conference and VIP reception
Bank representative to participate as panel of judges to determine winning recipient

Platinum - \$5,000

6 registrations to conference including VIP reception
Reserved seating for keynote sessions
Corporate logo prominently displayed on programs and PowerPoint presentation
Opportunity to provide introduction for opening session
Booth Space at event

Gold - \$3,500

4 registrations to conference including VIP reception
Reserved seating for keynote sessions
Corporate logo displayed on programs and PowerPoint presentation
Booth Space at event





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Silver - \$2000

2 registrations to conference
Preferred seating for keynote sessions
Corporate logo displayed on programs and PowerPoint presentation

Lanyard Sponsor - TBD

Corporate logo displayed on lanyards worn by conference participants (cost of lanyards)

Sponsorship Commitment

Company Name as it is to appear: _____

Contact Name: _____ **Email:** _____

Address: _____

Phone: _____ **Cell Phone:** _____

Level of Sponsorship: _____ **Cost:** _____

Sponsor Signature: _____

*Sponsor signature indicates financial commitment on behalf of this event.
Final sponsorship payment due May 1, 2011.*

