

# SPONSORSHIP OPPORTUNITIES

ENTREPRENEURS' ORGANIZATION PRESENTS:  
2017 EO MEXICO UNIVERSITY



# Connect With Elite Entrepreneurs at 2017 EO Mexico Global University

Whether your company needs to reach new business leads, cultivate relationships, build your brand or launch a new product, **2017 EO Mexico Global University** connects you to entrepreneurs who will fuel your growth. Our members trusts the management of EO and as a partner those values extend to your businesses. We value the relationships we hold.

- ✓ Create a narrative that engages your market before, during, and after the event.
- ✓ Position your brand as a solution for entrepreneurs
- ✓ Get exposure to 12,000+ business owners and direct contact with 400 EO members at the event



# Mexico University Attendee Snapshot

- Total participants: **426**
- Top five countries represented: **United States, Mexico, Canada, Australia, and Hong Kong**
- Median revenue per member: **US\$5million**
- Average employees per member: **152**
- Top five industries represented: **Consulting Services, Manufacturing, Computer/Software, Real Estate, Health/Medical Services**



# Experiential Marketing

As part of this relationship we will provide you with the opportunity to engage audiences through the following assets:

- ✓ A morning time slot before the day schedule begins to host a morning activity, be it yoga, or something completely new that catches the attention of members.
- ✓ The opportunity to host a member forum/workshop where together you can solve business problems and interact on a professional level with attendees.
- ✓ The final day of an EO University is one of the most engaging and enjoyable for members, with activities such as heli-skiing and tubing. The day acts as a great opportunity to bond and network outside of a typical business environment.
- ✓ An exhibit booth in EOXpo Mexico



# Brand Positioning

## **On-site**

- ✓ Your logo on promotional and event materials.
- ✓ Verbal recognition in the opening and closing remarks of speakers.
- ✓ A press release that follows up after a University allowing you to maintain a positive image, remain front of mind, and create a strong relationship with the members.

## **Digital**

- ✓ Brand visibility, hotlinks, logos and editorial on the EO website.
- ✓ Banner branding and offers on the University event page.
- ✓ eDM's to our database of members dependent on the level of investment.
- ✓ An opportunity to use our social media channels to promote offers and key messaging to our members throughout the year.
- ✓ Ownership of any coproduced digital applications.

# Content

The wealth of thought-leading speakers present at EO Universities are invaluable to EO members, and are in many cases, the key reason they attend. Universities therefore act as a hub for first hand access to unique educational content.

Filming this content and making it available to wider audiences is valuable to a number of distinct groups. Through combining content with digital, EO have created assets that fully exploit the potential of both these areas to generate the maximum amount of return for your brand in partnering with EO. As part of this relationship we will provide you with:

- ✓ Access to University speaker content for internal use post event.
- ✓ Access to and branding of the real-time content platform during the Universities.



**Salim Ismail**

Keynote Speaker at 2017 EO Mexico Global University,  
Best-Selling Author of Exponential Organizations, Executive Director of Singularity University, and Former Vice President of Yahoo!

# Networking

- ✓ Global and chapter member market access that provides your brand with the ability to target specific and bespoke offers directly at the members.
- ✓ Personal introductions from EO members to EO members
- ✓ A table at the evening meal where you can entertain members who have chosen to dine with your brand.
- ✓ Ability to attend evening socials and after-hours
- ✓ Pre-event report including:
  - Countries represented
  - Industries represented
  - Size of companies represented



# Sponsorship Packages

<b>SPONSOR BENEFITS</b>	<b>GOLD US\$30,000</b>	<b>SILVER US\$20,000</b>	<b>BRONZE US\$10,000</b>
Full Access tickets to attend the University	4	2	1
Recognition on the event website and EO social media	★	★	★
Recognition on all University marketing media to 12,000+ members	★	★	★
Recognition in event wrap-up message	★	★	★
Ability to announce “Official Partnership” in press release	★	★	★
Verbal recognition in opening and closing remarks	★	★	★
Signage throughout the event	★	★	★
Dedicated exhibit space	★	★	★
Opportunity to present raffle prize on stage	★	★	
Opportunity to include promotional items or gifts in attendee packages	★	★	
Off-site event sponsorship	★		
Recognition as sponsor of evening social	★		
Opportunity to introduce keynote speakers	★		



# EO Member Sponsorship Packages

<b>SPONSOR BENEFITS</b>	<b>GOLD US\$15,000</b>	<b>SILVER US\$10,000</b>	<b>BRONZE US\$7,000</b>
Full Access tickets to attend the University	4	2	1
Recognition on the event website and EO social media	★	★	★
Recognition on all University marketing media to 12,000+ members	★	★	★
Recognition in event wrap-up message	★	★	★
Ability to announce “Official Partnership” in press release	★	★	★
Verbal recognition in opening and closing remarks	★	★	★
Signage throughout the event	★	★	★
Dedicated exhibit space	★	★	
Opportunity to present raffle prize on stage	★	★	
Opportunity to include promotional items or gifts in attendee packages	★		
Off-site event sponsorship	★		
Recognition as sponsor of evening social	★		
Opportunity to introduce keynote speakers	★		

# In-Kind Package

## **SPONSOR BENEFITS (US\$10K in value)**

Two tickets to attend the daytime learning program

Recognition on the event website and EO social media

Recognition on all University marketing media to 12,000+ members

Recognition in event wrap-up message

Ability to announce “Official Partnership” in press release

Signage throughout the event

Opportunity to distribute promotional items to attendees

# Contacts

**Cynthia Serrano**

EO Mexico Member & Strategic Alliances Chair

[cas@serranoabogados.org](mailto:cas@serranoabogados.org)

**Simone Echeverri-Gent**

Director of Global Partnerships

[secheverrigent@eonetnetwork.org](mailto:secheverrigent@eonetnetwork.org)