



Attention B2B Business Owner:

I'm sure you're aware that small businesses are becoming fastest growing business model in the U.S.

**Yet have you thought about the fact that they could be one of the hardest groups of professionals for you to market to? Let's take a look....**

1. The entrepreneur or small business owner is really busy, rarely do they take time out of their hectic day to actually 'see' the traditional types of marketing that you may have created just for them (print ads, TV ads, direct mail even).
2. They typically will do business more by word of mouth and referrals overall, knowing how much more valuable it is to use someone's services or buy their products if they were referred to them by someone they trust and like.
3. They also will do business with PEOPLE they like, not necessarily have loyalty to a certain company or chain.

**Therefore your job as a business who targets these types of professionals has changed right?**

You need to be in their mailbox, their inbox and most of all IN THEIR FACE at all times so that YOU are top of mind with them when it comes to them making the decision to buy your products and services.

Traditional advertising and marketing isn't always the best route anymore.

**In person events, sponsorships, involvement and interaction with them directly in order to be able to develop a relationship with them and continue to personally market to them on a regular basis is the BEST way for you to really capture and market to this type of client, don't you agree?**

Well, we have an extremely valuable opportunity just for you to tap into this dynamic market of entrepreneurs!

**This is a unique opportunity** for national and local sponsors to reach a very large group of Northern California's small business owners. Unlike traditional motivational seminars and biz expos, the dynamic presenters at EntrePalooza! will focus on providing real-world, take home strategies and information for entrepreneurs in all phases of their professional lives. This is a hands-on, working event where attendees will walk away with possibly their next Million Dollar Business Idea!

**Presentation topics will include** online and internet marketing, websites that work, effective networking, getting publicity, achieving work-life-balance, selling and asking for the biz, how to give good referrals and more!



**Your partnership with the EntrePalooza! 2008 event in Sacramento will provide you access and personal exposure to from 300 to 400 of these outstanding business professionals.**

Program sponsors will also be exposed to a host of affiliated organizations such as chambers and their memberships. Major sponsors will have access to strategically placed tables and significant time has been built into the event schedule to allow attendees to visit and engage with program sponsors.

In addition, local and regional media attention will be the goal of the event organizers as a way to get the word out about the area's # 1 must attend event for small biz professionals & entrepreneurs for power networking & biz building strategies!

**“We understand that you have many, many opportunities to donate your time and invest your valuable marketing dollars all year long. However, we believe that your involvement with this event coupled with up to 400 local business professionals, 5 dynamic informative speakers and one entire day of networking, collaborating, marketing and connecting will give you a huge return on your investment.”**

In addition to the dynamic speakers we will be hosting an evening Networking Reception with a surprise guest for the entertainment!

Check out the **Sponsorship Opportunities** below, choose your level of participation and...**Become a Sponsor Today!**

Contact Katrina at (916) 532-4142 or [katrina@JumpStartYourMarketing.com](mailto:katrina@JumpStartYourMarketing.com) with questions or to confirm your participation.

Sincerely,

A handwritten signature in black ink that reads "Katrina".

Katrina Sawa  
The JumpStart Your Biz Coach  
K. Sawa Marketing  
[www.JumpStartYourMarketing.com](http://www.JumpStartYourMarketing.com)



A handwritten signature in black ink that reads "Richard Ruckman".

Richard Ruckman  
President  
TGIF Networking  
[www.TGIFNetworking.com](http://www.TGIFNetworking.com)



## Sponsorship Opportunities

- |  |                                       |                |
|--|---------------------------------------|----------------|
| <b>Event Sponsor (1)</b>   | <a href="#"><u>Pay Online now</u></a> | <b>\$5,000</b> |
| <ul style="list-style-type: none"> <li>➤ Entire table of event tickets to use for staff or give away (8)</li> <li>➤ 8' skirted display table located in one of three most prominent areas</li> <li>➤ Event signage (company allowed to bring/hang one 3x8' or similar size banner inside or around the event, large corporate tradeshow booths and/or other signage as approved by organizers)</li> <li>➤ Full page ad in the printed event program and directory listing</li> <li>➤ Company logo prominently positioned at the top of all printed marketing materials, eblasts and on website</li> <li>➤ Sponsor profile on sponsor page of event website as well as on main page of site</li> <li>➤ 10 minute stage time at an assigned time during the event</li> </ul> |                                       |                |
| <b>Networking Reception Sponsor (1)</b>  | <a href="#"><u>Pay Online Now</u></a> | <b>\$1,500</b> |
| <ul style="list-style-type: none"> <li>➤ 2 Event Tickets</li> <li>➤ Small table to display marketing materials during networking reception only</li> <li>➤ 1/4 page ad in the printed event program and directory listing</li> <li>➤ 5 minute mic time at an assigned time during networking reception</li> <li>➤ Listing in the printed event program/directory</li> <li>➤ Listing on the website sponsor page with link</li> </ul>   |                                       |                |
| <b>Platinum Level Sponsor (5)</b>  | <a href="#"><u>Pay Online Now</u></a> | <b>\$2,500</b> |
| <ul style="list-style-type: none"> <li>➤ 6 Event Tickets</li> <li>➤ 8' skirted display table</li> <li>➤ Event signage (company allowed to bring/hang one 3x8' or similar size banner inside or around the event)</li> <li>➤ 1/2 page ad in the printed event program and directory listing</li> <li>➤ Company logo in all printed marketing materials, eblasts and on website</li> <li>➤ Sponsor profile on sponsor page of event website with link</li> <li>➤ 5 minute stage time at an assigned time during the event</li> </ul>   |                                       |                |
| <b>Gold Level Sponsor (15)</b>   | <a href="#"><u>Pay Online Now</u></a> | <b>\$1,500</b> |
| <ul style="list-style-type: none"> <li>➤ 4 Event Tickets</li> <li>➤ 8' skirted display table</li> <li>➤ 1/4 page ad in the printed event program and directory listing</li> <li>➤ Sponsor profile on sponsor page of event website with link</li> </ul>  |                                       |                |
| <b>Silver Level Sponsor (5)</b>  | <a href="#"><u>Pay Online Now</u></a> | <b>\$1,000</b> |
| <ul style="list-style-type: none"> <li>➤ 2 Event Tickets</li> <li>➤ 8' skirted display table</li> <li>➤ Listing in the printed event program/directory</li> <li>➤ Listing on the website sponsor page with link</li> </ul>   |                                       |                |

**\*\*\* Don't forget \*\*\* You will receive a directory of the contact information of ALL ATTENDEES!**



**EntrePalooza Event Sponsorships FAX-IN Order Form:**

**\*\*\*The sooner you sign up, the more exposure you'll get!\*\*\***

<u>Qty</u>	<u>Item</u>	<u>Notes:</u>
	<b>Event Sponsor (1) \$5,000</b>	
	<b>Networking Reception Sponsor (1) \$1,500</b>	
	<b>Platinum Level Sponsor (5) \$2,500</b>	
	<b>Gold Level Sponsor (15) \$1,500</b>	
	<b>Silver Level Sponsor (5) \$1,000</b>	

I've checked the box for the sponsorship level I would like to have for EntrePalooza on 6-27-08 for a total of \$\_\_\_\_\_ **Please print clearly.** You can fill this out to pay or go pay online at [http://www.ksawamarketing.com/pdf/EntrePaloozaSponsorLetter.pdf!](http://www.ksawamarketing.com/pdf/EntrePaloozaSponsorLetter.pdf)

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Primary Email Address \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_ 3 Digit Code on back \_\_\_\_\_

What type of credit card (check one) Visa \_\_\_ M/C \_\_\_ AMEX \_\_\_

Ccard Billing Address \_\_\_\_\_ City \_\_\_\_\_

St \_\_\_ Zip \_\_\_\_\_ Biz Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Providing this information constitutes your permission for K. Sawa Marketing to charge your credit card for the amount listed and to contact you regarding related EntrePalooza information via mail, email, fax and phone. We never sell, rent or share your information. For more information go online to [www.EntrePalooza.info](http://www.EntrePalooza.info). You may cancel your sponsorship for any reason up until June 1, 2008 by emailing [info@ksawamarketing.com](mailto:info@ksawamarketing.com) or calling (916) 727-4142. **Fill this out and give it to Katrina or Richard or fax it to 208-723-4142!**