

Partner with the founders building what's next

Support women founders at the critical stage between proven traction and scalable growth — while gaining meaningful access to an emerging CPG innovation pipeline.

At our Annual Pitch Competition night, Enthuse partnerships go beyond event visibility. Sponsors can fund founder growth, engage employees, build relationships with emerging brands, and create meaningful year-round impact.

This year our event will be held
November 5, 2026
The Town Hall By Skylight, 2 Penn Plaza, NYC



Why It Matters

Women founders receive less than 3% of venture capital funding, a number that hasn't moved in years. The most critical moment usually comes right after a founder proves her product has traction and needs capital to grow, exactly the moment when she's already *too established* for friends-and-family funding but still *too early* for most traditional investors to take a chance on her.

That gap - between \$100K and \$1M in annual revenue - is the gap that we built the Enthuse Foundation to address. When other doors are closing, we open ours, because timely support, not more waiting, is what changes a founder's trajectory. Our sponsors have already watched that support turn into Shark Tank deals, Costco shelf space, and brand acquisitions.

Every sponsor who steps in becomes part of that story, and part of the next founder's turning point.



What partnership can create for your organization

- First look at a pipeline of emerging consumer brands
- Authentic alignment with women-owned CPG founders and the brands shaping what's next in the category
- Visibility within the investor and CPG industry at the Pitch Competition, the signature night for women in CPG
- Measurable impact tied to real founder outcomes, not just impressions
- Founder stories that bring your company's purpose to life

Sponsorship Levels



Road to \$1M Partner

Own the full founder journey

IMPACT

Support mentorship, education and growth resources across the Enthuse founder pipeline

ACCESS + ACTIVATION

Curated founder introductions • Emerging brands showcase • Annual CPG trends briefing • Pitch Competition speaking role • Employee mentorship

VISIBILITY

Category exclusivity • Year-round naming rights • Premium visibility across Enthuse channels + events

\$100,000

Founder Growth Partner

\$50,000

Own the founder development

- Underwrite growth initiatives for a defined founder cohort
- Cohort access + office hours
- Mentor + speaking opportunities
- Named program visibility

Category Partner

\$25,000

Own your category

- Fund a defined area of founder programming with category exclusivity
- Founder workshop ownership and design
- Founder access + activation
- Year-round category recognition

Community Partner

\$10,000

Join the founder community

- Contribute directly to founder support and grants
- Pitch Competition networking
- Event recognition
- Event visibility

Annual Pitch Competition Founder Awards

1ST PLACE

\$25,000

2ND PLACE

\$10,000 (SOLD)

AUDIENCE CHOICE

\$3,000 (SOLD)

Own a Moment at our Annual Fundraising Event

Each includes “presented by” naming, event recognition, digital amplification and sponsor visibility; bespoke activations available.

AFTER PARTY

\$50,000

HALFTIME SHOW

\$30,000

EMERGING BRANDS MARKETPLACE

\$30,000

COCKTAIL RECEPTION

\$10,000

FOUNDER TRAVEL FUND

\$5,000



Open the Next Door

Partner with Enthuse to help women founders move from proven potential to sustainable growth.

Reach out to info@enthusefoundation.org for more information or custom sponsorship packages