

ENTHUSE

FOUNDATION

PITCH COMPETITION
SPONSORSHIP OPPORTUNITIES
NOV 14, 2024

About

The Enthuse Foundation is a non-profit organization investing in a *new* generation of women entrepreneurs and cultivating the *next* generation of business leaders.

#newtonext

Impact to Date

200

HOURS OF FREE
EDUCATIONAL CONTENT

\$200K

IN CASH AWARDED
TO WOMEN

6K

PEOPLE CHAMPIONING
WOMEN FOUNDERS

50

GRANT WINNERS AND
FINALISTS



What *We Do*

- *Community.* In-person and virtual networking opportunities with other women business owners.
- *Education.* Original content (webinars, blog posts, videos) that's relevant to the issues entrepreneurs face.
- *Capital.* The Enthuse Foundation awards more than \$50K annually to women founders through its annual pitch competition and grant program.

About the *Pitch Competition*

- November 14, 2024 at The Town Hall by Skylight (2 Pennsylvania Plaza Enter @ 7th Ave and West 33rd New York, NY 10121)
- Five women CPG founders pitch their products to a panel of expert judges
- Marketplace featuring 15 women-owned brands including five finalists
- Expected attendance of 400 people in-person and virtually.
- \$65K+ awarded in cash and prizes



Pitch Competition *Legacy*



Jen Pelka

2019 Runner-Up

Available on all domestic Delta flights



Cecilia Panichelli

2020 Runner-Up

Acquired in 2023 by Pensieve Foods



Arion Long

2020 Winner/2022 Judge

Investors include Beyoncé and Pharrell Williams



Ashley Nickelsen

2021 Winner

Available in 35+ Costco stores across the United States



26

BRANDS

500K

DIGITAL VIEWS

2

ACQUISITIONS



Benefits of *Sponsorship*

- *Brand Alignment with Social Causes.* Supporting women entrepreneurs aligns your brand with gender equality and empowerment.
- *Visibility and Brand Awareness.* Our event attracts media attention, industry leaders, and a broad audience, providing extensive exposure.
- *Networking Opportunities.* Our pitch competition brings together a network of entrepreneurs, investors, and influencers.
- *Positive Brand Perception.* Involvement can lead to increased brand loyalty, as consumers often prefer brands that champion causes they care about.
- *Content Creation and Storytelling.* The event provides rich content opportunities, from live coverage to interviews.

Sponsorship *Packages*

FOUR SPONSORSHIP OPPORTUNITIES*
*CUSTOM PACKAGES ALSO AVAILABLE



SEED

\$3,000

ACCELERATOR

\$10,000

VENTURE

\$25,000

PRESENTING

\$50,000

SPONSORSHIP TIERS	SEED \$3,000	ACCELERATOR \$15,000	VENTURE \$25,000	PRESENTING \$50,000
Logo on marketing assets	YES	YES	YES	YES
Custom graphics	YES	YES	YES	YES
Press release mention	YES	YES	YES	YES
Access to afterparty	YES	YES	YES	YES
Photo opportunity	_____	YES	YES	YES
VIP seating	_____	_____	YES	YES
Branded swag	_____	_____	YES	YES
Logo on big checks	_____	_____	_____	YES
Placement at marketplace	_____	_____	_____	YES
Finalists' products	_____	_____	_____	YES

ENTHUSE

FOUNDATION

Thank *you* for being
a part of our *community*!

We appreciate all donations at the Enthuse Foundation. Interested in supporting another way or would like to donate in-kind services/products (catering, transportation, technology, prizes), please contact Rachel Robins (rrobins@enthusefoundation.org) to discuss a customized option.