

ENTHUSE

FOUNDATION

7TH ANNUAL PITCH COMPETITION
SPONSORSHIP OPPORTUNITIES
2025

Women entrepreneurs receive less than *three percent* of venture capital (VC) funding, a number that has remained stagnant despite numerous efforts to change that pattern.

We wanted to *do* something about it.

The Enthuse Foundation is a non-profit organization investing in a new generation of women entrepreneurs. Since its inception in 2018, the Enthuse Foundation has:



Invest in *Women*



What *We Do*

Our mission to support women entrepreneurs is guided by our three pillars:

- *Community.* Build community through in-person and virtual networking events with other women business owners, investors, and business leaders.
- *Education.* Develop original content (webinars, blog posts, videos) that address relevant issues facing entrepreneurs.
- *Capital.* The Enthuse Foundation awards more than \$65K annually to women founders through its annual pitch competition and grant program.

With your help, we can do *more*.

Sponsor Our *Pitch Competition*

Annual event celebrating woman CPG entrepreneurs includes, cocktail hour, pitch competition and marketplace.

- Thursday, Nov. 6 at The Town Hall by Skylight The Penn District
- Five woman CPG founders pitch their products to a panel of expert judges
- Expected attendance of 400 people in-person and virtually.
- \$225K+ awarded in *cash and prizes*



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Previous Pitch Competition *Finalists*



Ashley Sankar
NineteenTwenty

Even though Ashley didn't win the 2023 Pitch Competition, she was introduced to an *investor* who financed inventory for a NineteenTwenty pop-up store in NYC and went on to secure a deal on ABC's Shark Tank with Robert Herjavec.

"What is most amazing is that even after the competition was over, the Enthuse Foundation **community** hasn't forgotten about me, but instead has continuously checked in with me and helped to promote my story and my business!"



Chloe Bergson and Alison Evans
SAYSO

Chloe and Alison used the \$10,000 prize money from the 2023 Pitch Competition for in-store demos in key Sprouts regions nationwide and graduated from the Sprouts Innovation Set, a three-month trial period for emerging brands.

"The **capital** initiatives offered by the Enthuse Foundation helps small businesses take on opportunities they otherwise may have to pass up, and it's invaluable to gain non-dilutive capital."

Enthuse Foundation *Finalists* Snapshot



Jen Pelka

2019 Pitch Competition Runner-Up
Available on all domestic Delta flights



Cecilia Panichelli

2020 Pitch Competition Runner-Up
Acquired in 2023
by Pensieve Foods



Arion Long

2020 Pitch Competition
Winner/2024 Judge
Investors include Beyoncé and
Pharrell Williams



Ashley Nickelsen

2021 Pitch Competition Winner
Available in 35+ Costco stores
across the United States



Nadine Joseph

2021 Pitch Competition Finalist
Acquired in 2025
By Wellkasa



Morgan Murdock

2024 Pitch Competition Winner
Raised \$220,801 on WeFunder
from 101 investors



Regina Trillo

2022 Pitch Competition Winner
PepsiCo Greenhouse Accelerator
Program participant



Nancey Harris

2022 Pitch Competition Runner-Up
Awarded a "NAACP Powershift Entrepreneur
Grant," created by Daymond John.

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2025 Pitch Competition
Sponsorship *Opportunities*

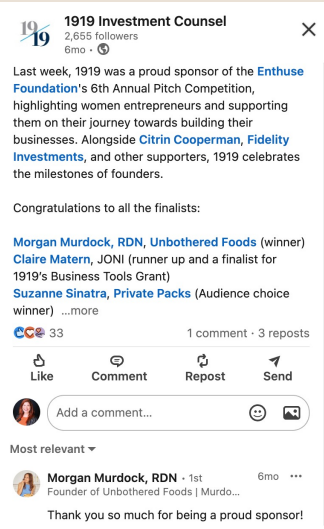


Benefits of *Sponsorship*

Supporting women entrepreneurs aligns your brand with gender equality and empowerment.

- *Visibility and Brand Awareness.* Our pitch competition attracts media attention, industry leaders, influential brands 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.* Pitch Competition engagement provides rich content opportunities, including videos and photos.

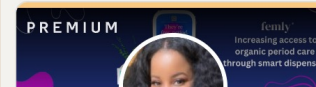
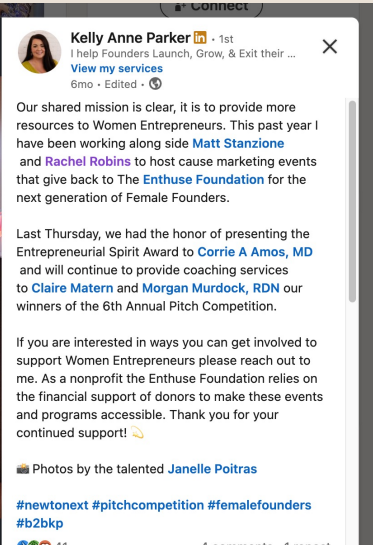
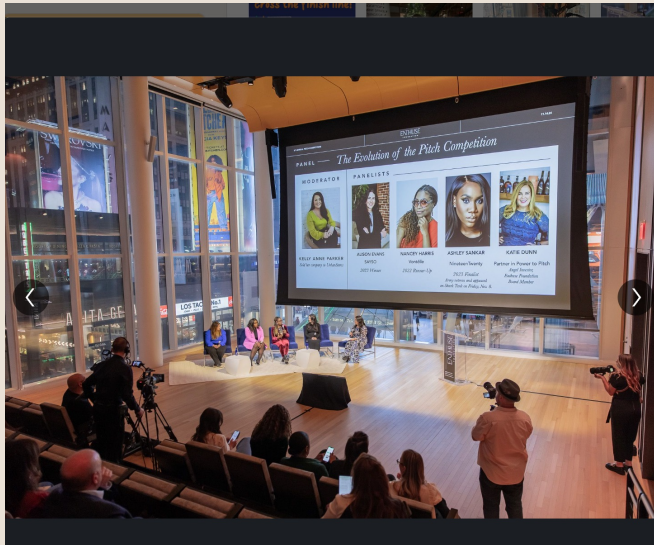
In their own Words



Jack Edwards • 1st
President of Johnson Brothers
6mo •

It is always exhilarating to be part of the Enthuse pitch competition, where women founders can win funding, support and recognition for their companies. Enthuse is doing fantastic work as the gender gap is still so unfair to women founders. I am so happy to be on their board and support the mission. Every founder did an amazing job pitching and I was so impressed by you all. Keep up the hard work ladies and you will make it happen!!! You always inspire me with your knowledge, ideas and commitment. Thank you for an amazing night.

[#InvestInWomen](#)



Arion Long
Chief Estrogen Officer @
Femly I Invented a touch-
less pad and tampon
dispenser I Increasing
period care access in
restrooms I Backed by
Pharrell Williams, Beyoncé,
& Google I Tech Company
of the Year 22' I MBE I
#impact

💡 The Enthuse Foundation goes beyond this event, tirelessly working to provide resources, coaching, grants, and access to capital for entrepreneurs, ensuring founders have the tools they need to thrive. Their commitment to fostering innovation and impact is unmatched.

🎉 A huge congratulations to the incredible winners and runners-up:
🏆 Grand Prize: @unbotheredfoods
🥈 Runner-Up: @drinkjoni
👏 Audience Choice: @privatepacks
👏 Shoutout to @neotein and @tobehonestbev for their outstanding pitches.

A special thanks to @21seeds, Jack Edwards from @illy_us, Eugene Khabensky from @diageo, and the amazing team at Enthuse Foundation for making this unforgettable evening possible!

This experience reminded me of the power of community, collaboration, and innovation in driving entrepreneurship forward. Cheers to all the founders who inspire us to dream bigger and push boundaries!

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Pitch Competition Sponsorship *Packages*

FIVE SPONSORSHIP OPPORTUNITIES*

**CUSTOM PACKAGES ALSO AVAILABLE*

PITCH
\$3,000

ANGEL
\$5,000

SEED
\$20,000

VENTURE
\$50,000

PRESENTING
\$100,000

Sold Out

Sponsorship Tiers

Comparison Chart

	PITCH \$3,000	ANGEL \$5,000	SEED \$20,000	VENTURE \$50,000
Custom graphics to promote and logo inclusion on marketing assets	✓	✓	✓	✓
Tickets to the Pitch Competition	✓	✓	✓	✓
Pitch Competition After-Party Invite	✓	✓	✓	✓
Enthuse Foundation swag		✓	✓	✓
Photo with Pitch Competition winner			✓	✓
Custom content tailored to sponsor				✓
Booth at Pitch Competition Marketplace				✓

Pitch Sponsor

\$3,000

- Two complimentary tickets to Pitch Competition
- Pitch Competition After Party invite
- Listed sponsor of Enthuse Foundation Pitch Competition
- Logo inclusion on all Pitch Competition digital marketing assets including website, e-mails, signage, social media posts
- Custom graphics to promote sponsorship

Angel Sponsor

\$5,000

- Two complimentary tickets to Pitch Competition
- Pitch Competition After Party invite
- Enthuse Foundation tote bag or tumbler
- Listed sponsor of Enthuse Foundation Pitch Competition
- Logo inclusion on all Pitch Competition digital marketing assets including website, e-mails, signage, social media posts
- Custom graphics to promote sponsorship

		ENTHUSE FOUNDATION	Sold Out	
	<i>SEED</i> \$20,000	<i>VENTURE</i> \$50,000	<i>PRESENTING</i> \$100,000	
	• Five complimentary tickets to Pitch Competition • Pitch Competition After Party invite • Two Enthuse Foundation swag items • Exclusive photo opportunity with Pitch Competition winner • Logo inclusion on all Pitch Competition digital marketing assets including website, e-mails, signage, social media posts • Custom graphics to promote sponsorship	• Dedicated table to promote company at Pitch Competition • 10 complimentary tickets to Pitch Competition • Pitch Competition After Party invite • Five Enthuse Foundation swag items • Exclusive photo opportunity with Pitch Competition winner • One custom content tailored to sponsor needs (blog posts, webinars, e-mail) • Logo inclusion on all Pitch Competition digital marketing assets including website, e-mails, signage, social media posts • Custom graphics to promote sponsorship	• Name Sponsor of Pitch Competition Marketplace • Custom and stand-alone signage at Pitch Competition • Dedicated table to promote company at Pitch Competition • 15 complimentary tickets to Pitch Competition • Pitch Competition After Party invite • Five Enthuse Foundation swag items • Exclusive photo opportunity with Pitch Competition winner • Two custom content tailored to sponsor needs (blog posts, webinars, e-mail) • Logo inclusion on all Pitch Competition digital marketing assets including website, e-mails, signage, social media posts • Custom graphics to promote sponsorship	

Join Others *Paying* it Forward



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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), please contact Rachel Robins (rrobins@enthusefoundation.org) to discuss a customized option.