



## 2012 Sponsor Packet



Awards Gala  
Thursday, March 1, 2012  
5:30pm–9:00pm  
Grand America Hotel  
Salt Lake City, Utah  
[UtahStudent25.com](http://UtahStudent25.com)

### AGENDA

5:30 pm – VIP Pre-Reception  
6:15 pm – General Reception  
7:15 pm – Dinner, Program & Awards

# Sponsor Packet

Dear Sponsor,

Now in its third year, the Utah Student 25 is poised to deliver yet another great ranking of Utah's top student-founded businesses. We have moved from the Fall to the Spring at the request of the state's leading universities in order to give them time to help the leading candidates submit their entry. We hope you will join us as a renewal sponsor or anew in supporting this great nonprofit event that honors students who are not only making their own job but creating jobs for others.

Sincerely,

  
John Richards  
Founder-Director

[UtahStudent25.com](http://UtahStudent25.com)



## History

The **Utah Student 25** was born when Utah higher education faculty began to recognize student entrepreneurship through single university business plan competitions and Student Entrepreneur of the Year events.

Then, these educators began to realize that there were students who quietly started their businesses without much fanfare but were achieving extraordinary success in terms of revenue and profits but there was nothing recognizing these almost super-human efforts. Students taking a full slate of credit hours and with myriad concerns and considerations were launching businesses that defied logic. University students aren't supposed to create \$1 million revenue companies in their first year!

The idea to hold an Inc. 500-like event to recognize student entrepreneurs by attempting to get every student entrepreneur with at least \$1 in revenue to submit his or her company to the Utah Student 25 for consideration of being ranked in the Top 25 by revenue and profits.

In 2009, the first-ever **Utah Student 25** was held to great fanfare. A sell-out event, over 300 persons gathered at the inaugural festivities. *Meter Solutions* was crowned #1 and has since been bought by a large corporation and the still ungraduated students are high-level executives with that large corporation. In 2010, attendance soared to well over 400 as *Stubtopia* was named #1. Revenues within a few months nearly doubled.

An interesting twist is that private equity groups now look to the **Utah Student 25** as a great way to prospect for up and coming companies and entrepreneurial leaders.

Universities requested that the Utah Student 25 be moved to a late Winter or Spring event instead of a Fall event. For its third year, this has been done. This should give ample time to all schools to find the next great student business to be crowned #1 in all the land of Utah.

May we extend congratulations in advance!

# Sponsor Packet

## Platinum Sponsor **\$10,000**

- One (1) tables (provided) to display your products and services at the Grand America foyer during the cocktail reception
- Priority selection of table location
- Eight (8) tickets and VIP seating at the final gala (\$1,200 value)
- First option to select from Top 25 winners who you would like to sit at your table (select up to 4 students)
- Attendance at the “sponsor exclusive” reception with the top 25 student entrepreneurs
- Company logo on event banner
- Company logo on designated event signage
- Half-page or third-page ad in *Utah Business* magazine (issue to be negotiated) (\$3,490 or \$2,990 value)
- Company logo description in Utah Student 25 event program
- Sponsorship name recognition in all Utah Student 25 news release outlets (after sponsor is confirmed)
- Company logo in full-page Utah Student 25 promotional ad in *Utah Business* magazine
- Company logo and Web link on [www.UtahStudent25.com](http://www.UtahStudent25.com)
- Company logo in banner promotions on [www.utahbusiness.com](http://www.utahbusiness.com)

## Gold Sponsor **\$5,000**

- One (1) table (provided) to display your products and services at the Grand America foyer during the cocktail reception
- Four (4) tickets and VIP seating at the final gala (\$600 value)
- Second option to select from Top 25 winners who you would like to sit at your table (select up to 4 students)
- Attendance at the “sponsor exclusive” reception with the top 25 student entrepreneurs
- Company logo on designated event signage
- Company logo in Utah Student 25 event program
- Sponsorship name recognition in all Utah Student 25 news release outlets (after sponsor is confirmed)
- Company logo in full-page Utah Student 25 promotional ad in *Utah Business* magazine
- Company logo and Web link on [www.UtahStudent25.com](http://www.UtahStudent25.com)

## Silver Sponsor **\$2,000**

- Four (4) tickets and VIP seating at final gala (\$600 value)
- Company logo on designated event signage
- Company logo in Utah Student 25 Event Program
- Company logo and Web link on [www.UtahStudent25.com](http://www.UtahStudent25.com)

[UtahStudent25.com](http://UtahStudent25.com)

Sponsor Packet

# Sponsorship Information

Thank you for supporting the **Utah Student 25** on March 1, 2012 at the **Grand America Hotel**. We will contact you to obtain your organization's logo and text business description for promotional materials, and to assist you with your options as a sponsor of the **Utah Student 25**. If you have any questions regarding your sponsorship, please contact John Richards at (801) 592-7680.

Please complete the form and return via mail, email, or via fax, (866) 583-7244. Checks will be payable to **Utah Student 25**.

**To reserve your sponsorship today, contact:**

John Richards

(801) 592-7680

[john.richards@byu.edu](mailto:john.richards@byu.edu)

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web site \_\_\_\_\_

Sponsorship Commitment

Platinum Sponsor– \$10,000

Gold Sponsor– \$5,000

Silver Sponsor– \$2,000

Please pay by check

Check Enclosed

If you wish to pay by credit card, please contact John Richards ([john.richards@byu.edu](mailto:john.richards@byu.edu)) to make arrangements.

*[UtahStudent25.com](http://UtahStudent25.com)*