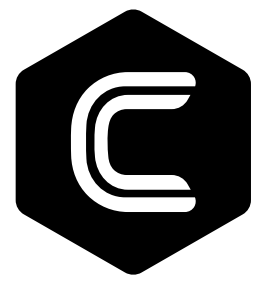


BE 2020 fest

Boricua Entrepreneur Fest

Powered by:



Colmena66
Tu Camino Empresarial

A PROGRAM OF



Puerto Rico
Science, Technology
& Research Trust



Let us introduce ourselves...

Colmena66 is Your Connection to the Puerto Rican Entrepreneurial Ecosystem. Colmena66 (C66), a program of the **Puerto Rico Science, Technology & Research Trust**, is a referral network that links Puerto Rico's entrepreneurs to local and regional business building organizations, or resource partners, that can help them start and grow their businesses. With a network of over 212 resource partners across the Island, C66 helps businesses grow and thrive by providing entrepreneurs with easy access to the right resources at the right time.

Colmena66 also analyzes the gaps in the entrepreneurial ecosystem and works alongside our partners to address them. Our vision is to cultivate a local ecosystem that is inclusive, diverse and accessible for anyone, regardless of their demographic or socioeconomic background.





Celebration for Our Community

The Boricua Entrepreneur Fest is an annual event designed to celebrate the talent that supports the entrepreneurial movement inside and outside of Puerto Rico, educate about business development at all levels, and promote an inclusive and collaborative entrepreneurial community in Puerto Rico.



The vision of C66 is to promote the development of an inclusive, diverse and accessible business ecosystem where all people, regardless of their demographics and socioeconomic status, can start and grow their business.

Responding to C66's nature, the process of designing the organization and production of the event was carried out collaboratively since day one. The event's agenda is co-designed with the Red Colmena66 resource partners, which enable us to reach diverse audiences, from all types of businesses, industries and development stages.





Our Audience

The BE Fest gathers entrepreneurs and business owners of all stages and industries, business building organizations, academia, public sector and other stakeholders to provoke connections and collaborations, make the abundance of resources and available opportunities visible to our entrepreneurs and business owners, and create an annual space where the local and international public can connect with the entrepreneurial ecosystem in Puerto Rico.

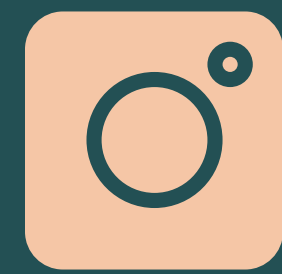
- ▲ Emerging entrepreneurs
- ▲ Investors
- ▲ Students

- ▲ Established entrepreneurs
- ▲ Faculty

Industries:
Technology, Agriculture, Manufacturing
Tourism, Finance & Insurance, Retail
Ecommerce, etc.



Our Reach



Followers:

12,398

Followers:

4,199

Followers:

858

Subscribers:

10,671

Subscribers:

10,671

Live views:

210,886 (to this day)

50,000 yearly

Opens:

25k

Views:

25k

Our first BE Fest: 2019



The Boricua Entrepreneur Fest's first edition took place on Friday, March 22nd, 2019 at the Puerto Rico Convention Center. Attendees were able to enjoy a full day of keynotes, panels and workshops, and over 70 resource partners that provided them with essential information and tips to grow as entrepreneurs and business owners.

72

speakers

1,157

attendees, **45%** over
our initial goal

32

sessions

97%

Satisfaction

97% of attendees would come back next year

92%

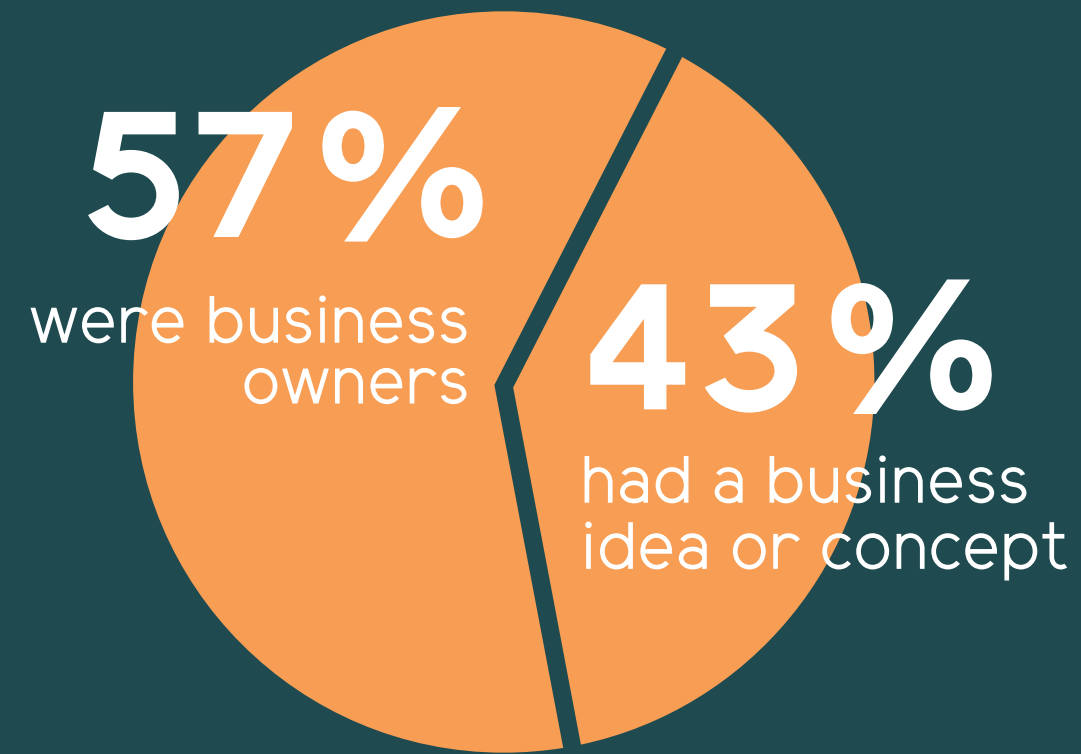
Connections

92% of attendees met business building organizations, or resource partners, that they didn't know before the BE Fest.

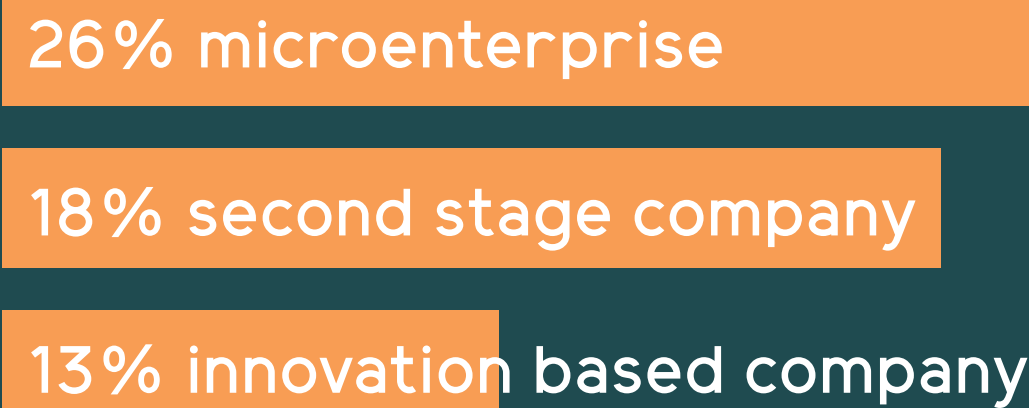
89%

Networking

89% of attendees met and networked with entrepreneurs and business owners in other industries and stages of development.



Type of business:



Top Five Industries:

- 1 Creative Industries
- 2 Professional Services
- 3 Health
- 4 Restaurants
- 5 Technology

Business Stage:

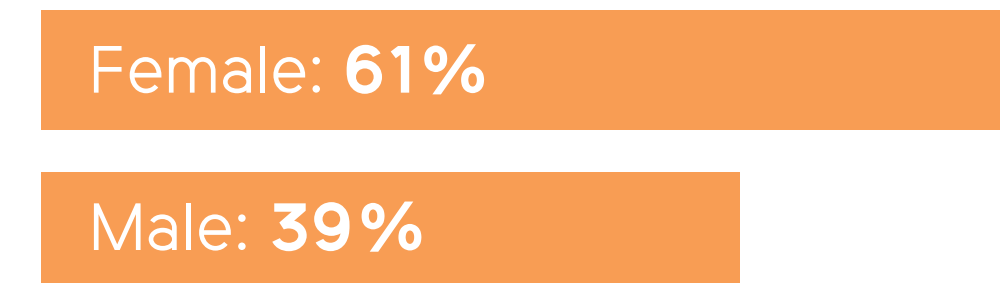
36%

of attendees were in the idea or concept stage

26%

of attendees were in the growth and expansion stage

Gender:



Earned Media:

\$138,274



According to our post-event survey, BE Fest attendees were able to meet their objectives!

- ▲ Networking
- ▲ Participating in practical workshops
- ▲ Meeting business building organizations
- ▲ Obtaining the necessary information to start their businesses
- ▲ Receive individualized mentoring
- ▲ Personal motivation

Mentor Lounge

In Colmena66, we strongly believe in the value of connecting emerging entrepreneurs and experienced business owners with mentors who can share learned lessons, tips and expertise. The C66 team has successfully implemented this strategy in our events, and BE Fest was no exception.



20 mentors, experts in areas such as:
Intellectual Property, Prototyping, Exports, Business Development, Accessing Capital, Business Plan, Labor and tax laws, among others

9,120+

minutes of mentoring

60+

registered mentees



BE 2020 fest

2020 Forecast



1,100+
attendees



60+
sessions



75+
local and international
speakers

Sponsor Local Entrepreneurship

*Early bee discount available for all sponsors until February 14, 2020

10

Benefits	Platinum \$30,000* / \$32,500	Gold \$15,000* / \$17,500	Silver \$10,000* / \$12,250	Bronze \$5,000* / \$7,250	Exhibitor \$2,500* / \$3,000	Friend \$1,000* / \$1,500
Exclusivity in your industry	⬢					
Session of the Agenda "Brought by..."	⬢					
Participation of sponsor in oficial event launch	⬢					
Blog post authored by your organization in Colmena 66 blog	⬢					
Logo on event's name badge	⬢					
Table reserved in the main room for 10 people	⬢					
Mention on media tour	⬢					
Activation inside the event (co-designed with Colmena66)	⬢	⬢				
Post on social media before and after event	⬢	⬢	⬢			
Advertisement of sponsor on the event's program	1 page	1/2 page	1/4 page			
Interview on Colmena66's Facebook Live	⬢	⬢	⬢	⬢		
Announcement of sponsor on stage	⬢	⬢	⬢	⬢		
Tickets for VIP Cocktail event	10	6	4	2		
Description on web page	300 words	200 words	100 words	50 words	20 words	
Exhibition space	8x20 *Premium Location	8x10 *Premium location	8x10	8x10	Tabletop	Tabletop
Tickets for BE Fest	20	16	12	8	4	4
Logo on: Event's Program, Web page and Stage	⬢	⬢	⬢	⬢	Stage & Program Only	Program Only
KPI's Report	⬢	⬢	⬢	⬢	⬢	⬢

Sponsorship packages:

Platinum

- ▲ Exclusivity in your industry
- ▲ Session of the Agenda "Brought by.."
- ▲ Participation of sponsor in official event launch
- ▲ Blog post authored by your organization in Colmena 66 blog
- ▲ Logo on event's name badge
- ▲ Table reserved in the main room for 10 people
- ▲ Mention on media tour
- ▲ Post on social media before and after event
- ▲ Activation inside the event (co-designed with Colmena66)
- ▲ Advertisement of sponsor on the event's program - full page
- ▲ Interview on Colmena66's Facebook Live
- ▲ Announcement of sponsor on stage
- ▲ Tickets for VIP Cocktail event - 10
- ▲ Description of sponsor on web page - 300 words
- ▲ Exhibition space: 8x20 in premium location
- ▲ Tickets for BE Fest - 20
- ▲ Logo on: Event's Program, Web page and Stage
- ▲ KPI's Report

Early Bee*
\$30,000

Original cost
\$32,500

*Early bee discount available for all sponsors until February 14, 2020

Sponsorship packages:

Gold

- ▲ Post on social media before and after event
- ▲ Activation inside the event (co-designed with Colmena66)
- ▲ Advertisement of sponsor on the event's program - **1/2 page**
- ▲ Interview on Colmena66's Facebook Live
- ▲ Announcement of sponsor on stage
- ▲ Tickets for VIP Cocktail event - **6**
- ▲ Description of sponsor on web page - **200 words**
- ▲ Exhibition space: **8x10** in premium location

- ▲ Tickets for BE Fest - **16**
- ▲ Logo on: Event's Program, Web page and Stage
- ▲ KPI's Report

Early Bee*
\$15,000

*Early bee discount available for all sponsors until February 14, 2020

Original cost
\$17,500

Sponsorship packages:

Silver

- ▲ Post on social media before and after event
- ▲ Advertisement of sponsor on the event's program - 1/4 page
- ▲ Interview on Colmena66's Facebook Live
- Announcement of sponsor on stage
- ▲ Tickets for VIP Cocktail event - 4
- ▲ Description of sponsor on web page - 100 words
- ▲ Exhibition space: 8x10

- ▲ Tickets for BE Fest - 12
- ▲ Logo on: Event's Program, Web page and Stage
- ▲ KPI's Report

Early Bee*
\$10,000

Original cost
\$12,500

*Early bee discount available for all sponsors until February 14, 2020

Sponsorship packages:

Bronze

- ▲ Interview on Colmena66's Facebook Live
- ▲ Announcement of sponsor on stage
- ▲ Tickets for VIP Cocktail event - 2
- ▲ Description of sponsor on web page - 50 words
- ▲ Exhibition space: 8x10
- ▲ Tickets for BE Fest - 8
- ▲ Logo on: **Event's Program, Web page and Stage**
- ▲ KPI's Report

Early Bee*
\$5,000

*Early bee discount available for all sponsors until February 14, 2020

Original cost
\$7,250

Sponsorship packages:

Exhibitor

- ▲ Description of sponsor on web page - 20 words
- ▲ Exhibition space: Tabletop
- ▲ Tickets for BE Fest - 4
- ▲ Logo on: Event's Program and Stage
- ▲ KPI's Report

Early Bee*
\$2,000

*Early bee discount available for all sponsors until February 14, 2020

Original cost
\$3,000

Sponsorship packages:

Friend

- ▲ Exhibition space: Tabletop
- ▲ Tickets for BE Fest - 4
- ▲ Logo on: Event's Program
- ▲ KPI's Report

Early Bee*
\$1,000

*Early bee discount available for all sponsors until February 14, 2020

Original cost
\$1,500

Additional sponsorship opportunities

Sponsor a Lab

Increase loyalty to your brand as you sponsor a content rich section of the agenda catering to entrepreneurs with various interests and needs. Labs are 2.5-3 hour long with back to back sessions that increase the depth and breadth of knowledge transfer across various high opportunity industries and topics. The Lab of your choice would be “Brought to you by *[insert your company name here]*”.

- ▲ Federal Procurement Lab
- ▲ Agro Lab
- ▲ Creative Industries Lab
- ▲ Learning Lab - Skills
- ▲ Learning Lab - Getting Started
- ▲ Social Entrepreneurship Lab
- ▲ Access To Capital Lab
- ▲ Coop Lab

Early Bee*
\$5,000 /each

Original cost
\$7,250 /each

*Early bee discount available for all sponsors until February 14, 2020





Coffee Break

Would you like to sponsor the most important networking moments of the day? Showcase your logo where attendees network while getting their caffeine boost.

Morning

\$4,000

Afternoon

\$4,000

All Day

\$6,000



VIP Cocktail

Sponsor the VIP cocktail the evening before the BE Fest. It is an exclusive event where you can address the speakers, sponsors, strategic collaborators and the SourceLink affiliate network from over 20 different states of the US.

\$4,000



Inclusion Sponsor

Make the BE Fest the most inclusive space for all types of entrepreneurs. Sponsor sign language translation services and English/Spanish translation throughout the whole day.

\$3,500



Official Wifi Sponsor

Be the event's official Wifi provider and place branded hotspots and other assets throughout the venue.

\$8,000

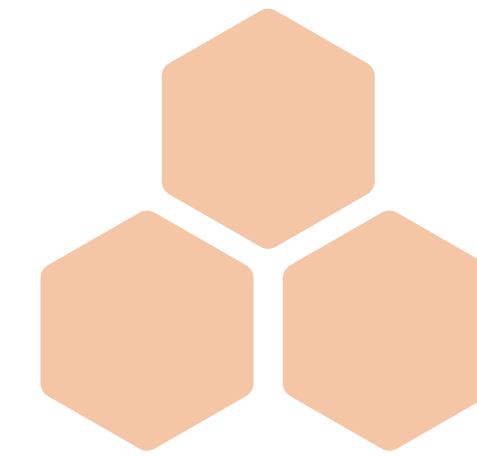


Student Sponsor

Help us make this event even more accessible to students by sponsoring them.

\$1,000

for every 30 students



Sponsor the Honeycomb

With this option, you will help us have the most diverse group of entrepreneurship support organizations by allowing us to provide two free entrances per organization so that they can provide on site orientation and support to over 1,000 attendees.

\$5,000

Add-Ons for your preferred sponsorship package or opportunity

(for an additional cost)



Be a speaker

By adding this option to your package, you will have 8 minutes to share your story on the main stage. It is a great opportunity to amplify your brand and connect directly with the audience.



Lanyard

Take advantage of this additional opportunity to amplify your brand's presence as 1,000+ attendees wear your logo.



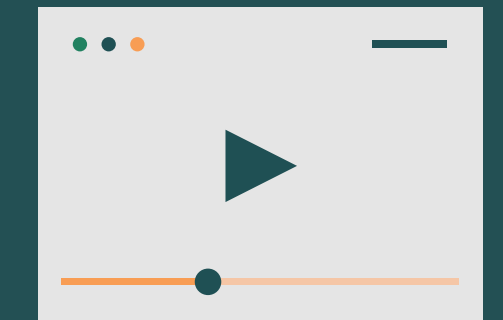
Logo on name badge

By adding this option to your package, your logo will be on each attendee's name badge.



Gift for speakers

By adding this option, all BE Fest speakers will receive a special gift from you with your brand.



Your company's video

Showcase your brand with a one minute video on the main stage during breaks.

Sponsors



Contact us with any questions: **787-525-4111**
or **edmaris@colmena66.com**

 **We look forward
to your support!**

