

# Sponsor Opportunity



# About Us





**Colmena66** facilitates entrepreneurship in Puerto Rico by connecting people to the correct resources, at the right time, according to their needs or stage of their business. We are the only organization in Puerto Rico that works with entrepreneurs in any stage.

A program of the Puerto Rico Science, Technology, and Research Trust, Colmena66 is part of the entrepreneurship pillar together with initiatives like Fase1, Parallel18, Xpand, and SBIR/STTR federal grants programs. In addition, we are part of the US entrepreneurial network SourceLink and contribute to their mission of building, developing, and implementing entrepreneurial ecosystems.

**Our Resource Network includes:**

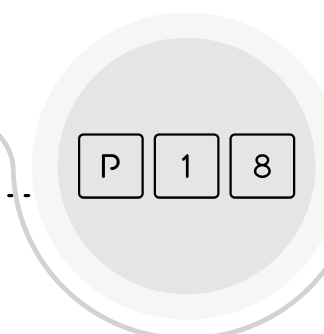
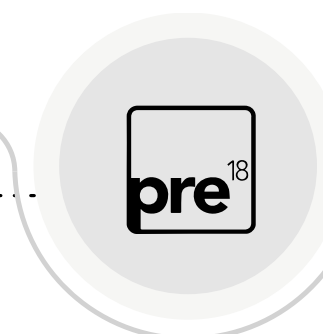
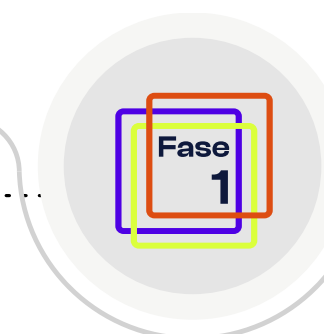
- Entrepreneurial support organizations
- Government
- Entrepreneurs
- Nonprofits
- Media



**Colmena66 is part of the PRSTRT's entrepreneurship pillar**



Puerto Rico  
Science, Technology  
& Research Trust



# How do we do it?



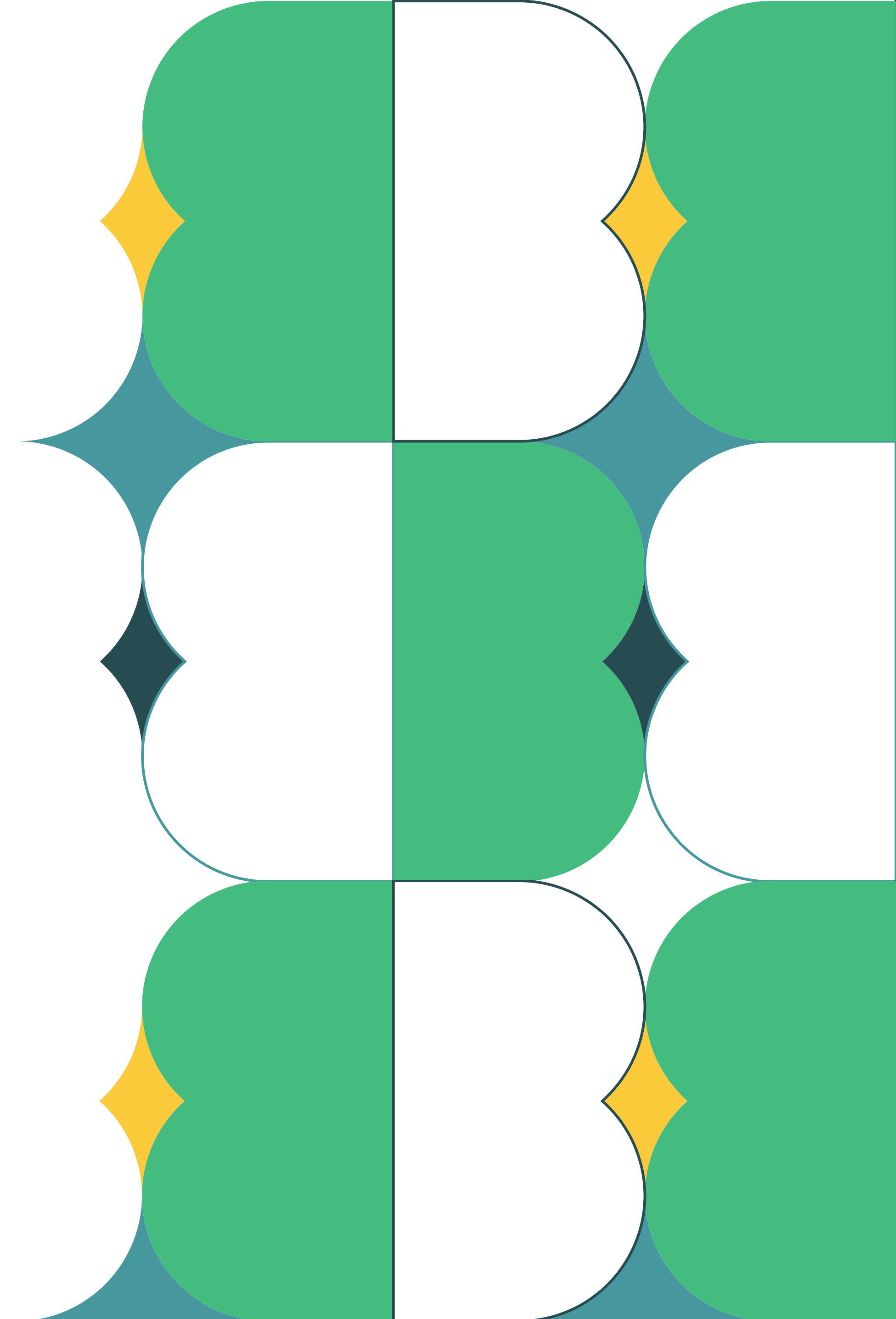
We connect entrepreneurs with the right resource at the right time



We create resources and content that helps entrepreneurs follow the steps to create or grow companies



We build the community by developing events that connect the business ecosystem with the types of entrepreneurs they seek to serve





# Our Reach



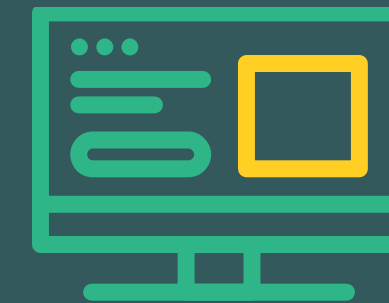
**40,000+**

Social media followers  
across all platforms



**16,000+**

Email marketing  
subscribers



**140,000+**

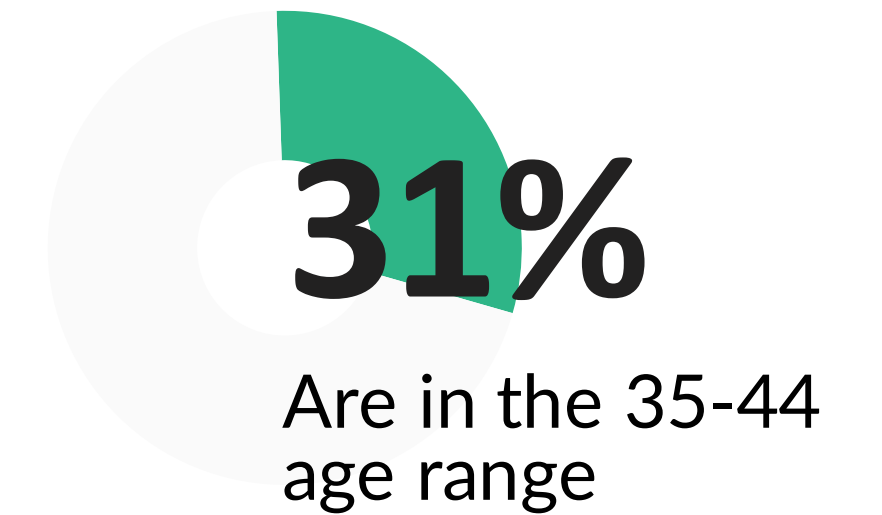
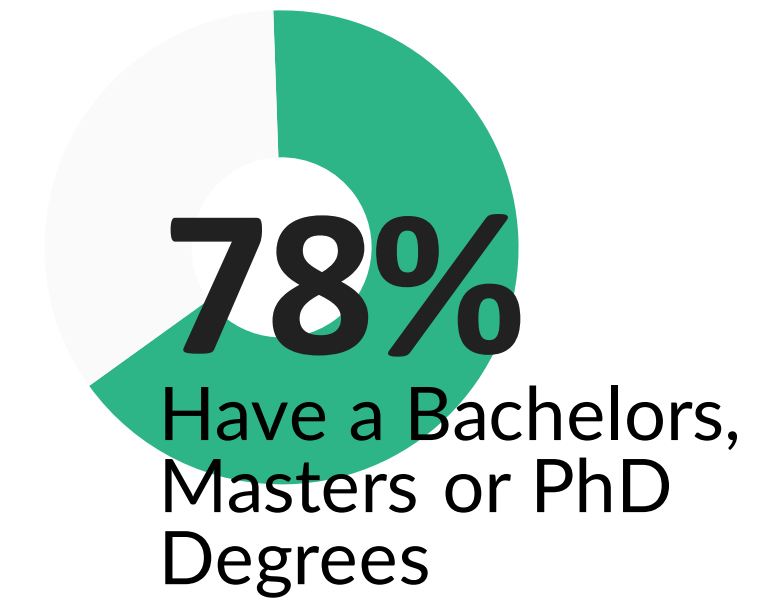
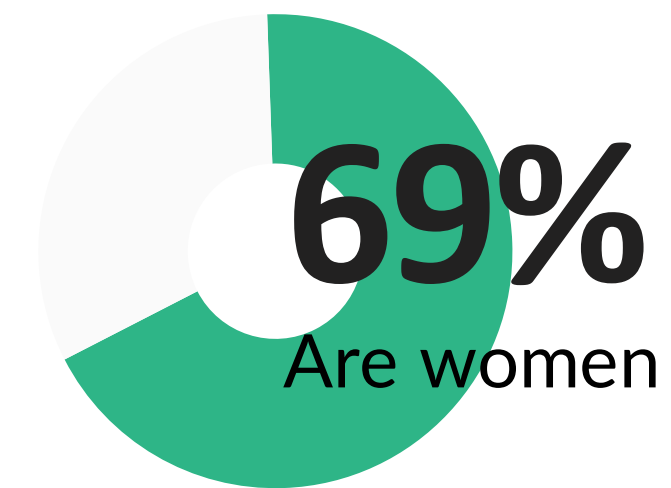
Website visits  
each year



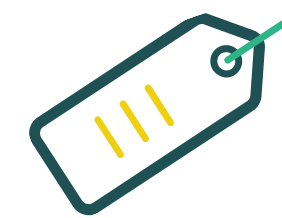
**Colmena66**  
*Tu Camino Empresarial*

# Our Entrepreneurs

Who are the entrepreneurs in our network?



The most represented industries in our community are:



**13%**

Retail



**11%**

Agro



**9%**

Creative Industries



**9%**

Education



**8%**

Health

\*Data from our 2021  
Impact Report

# Business Outlook

How are our entrepreneurs growing



**57%**

Are Solopreneurs



**42%**

Have 2-20 employees



**61%**

Plan to recruit new employees during 2022



**59%**

Are operating and generating sales



**25%**

Experimented revenue growth

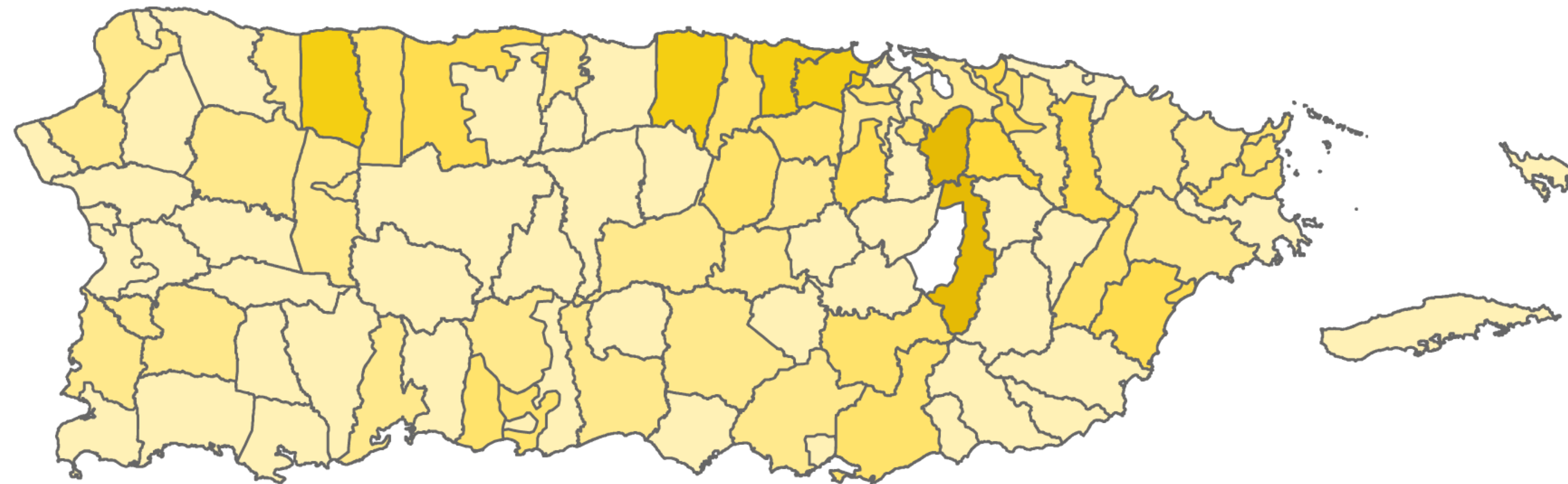


**77%**

Have a positive outlook and believe their business will stay afloat

\*Data from our 2021 Impact Report

# We offer support throughout the archipelago



**21,500+** 

referrals to the right resource at  
the right time

**1,800+** 

hours of counseling

**15,900+** 

entrepreneurs assisted

**46,000+** 

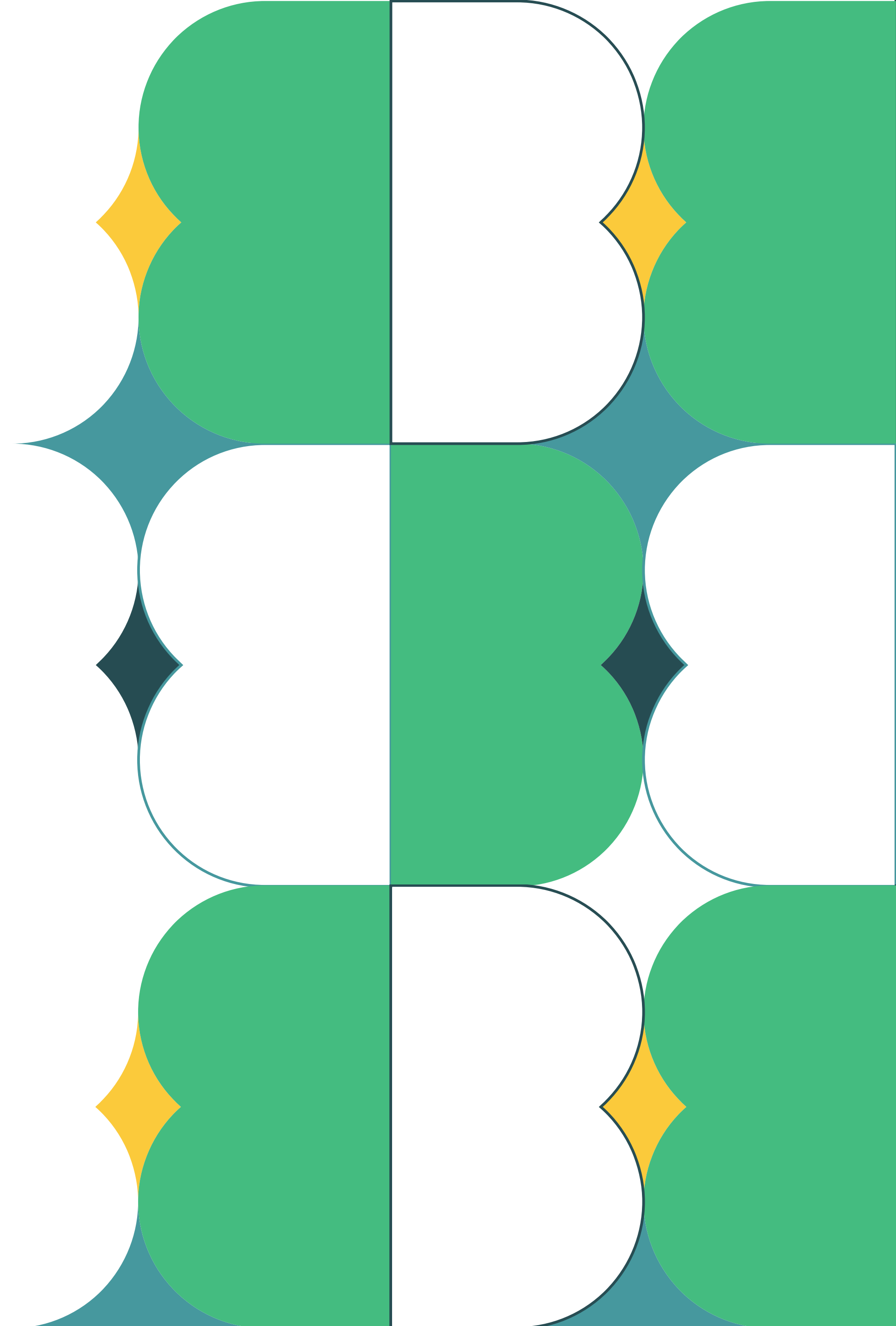
Searches in our interactive resource  
directory

\*Data from our 2021  
Impact Report





To keep driving entrepreneurship as a force of economic development in Puerto Rico, we need to **create spaces in which founders can gather, learn, and connect with their peers and experts.** We need to create a community that promotes growth.



That is why we created the



The Boricua Emprende Fest or BE Fest is Puerto Rico's largest, most inclusive, and accessible entrepreneurship education and celebration event. **An event created in the aftermath of Hurricane María, it is a space in which entrepreneurs can learn from the best, connect with their peers, and discover every support organization the entrepreneurial ecosystem has to offer.** Access to these resources are needed now, more than ever, after more than two years of the COVID-19 pandemic and the recent hit of Hurricane Fiona. By becoming a BE fest sponsor, you can have a positive impact in our community and take an active role on the success of business owners in Puerto Rico.



Since its first edition in 2019, the Boricua Emprende Fest has promoted inclusiveness, accessibility, and education via:



**207**

Speakers



**5,400+**

Entrepreneurs



**27+**

Hours of content  
on demand



**5,000+**

Social Media  
Followers



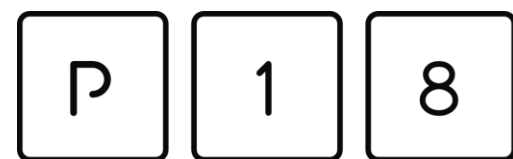
This year, **the event's content and structure will be powered by the entrepreneurship pillar of the PRSTRT.** These programs have worked directly with hundreds of entrepreneurs and have created a program that will reinvigorate founders and business owners after a very hard year.



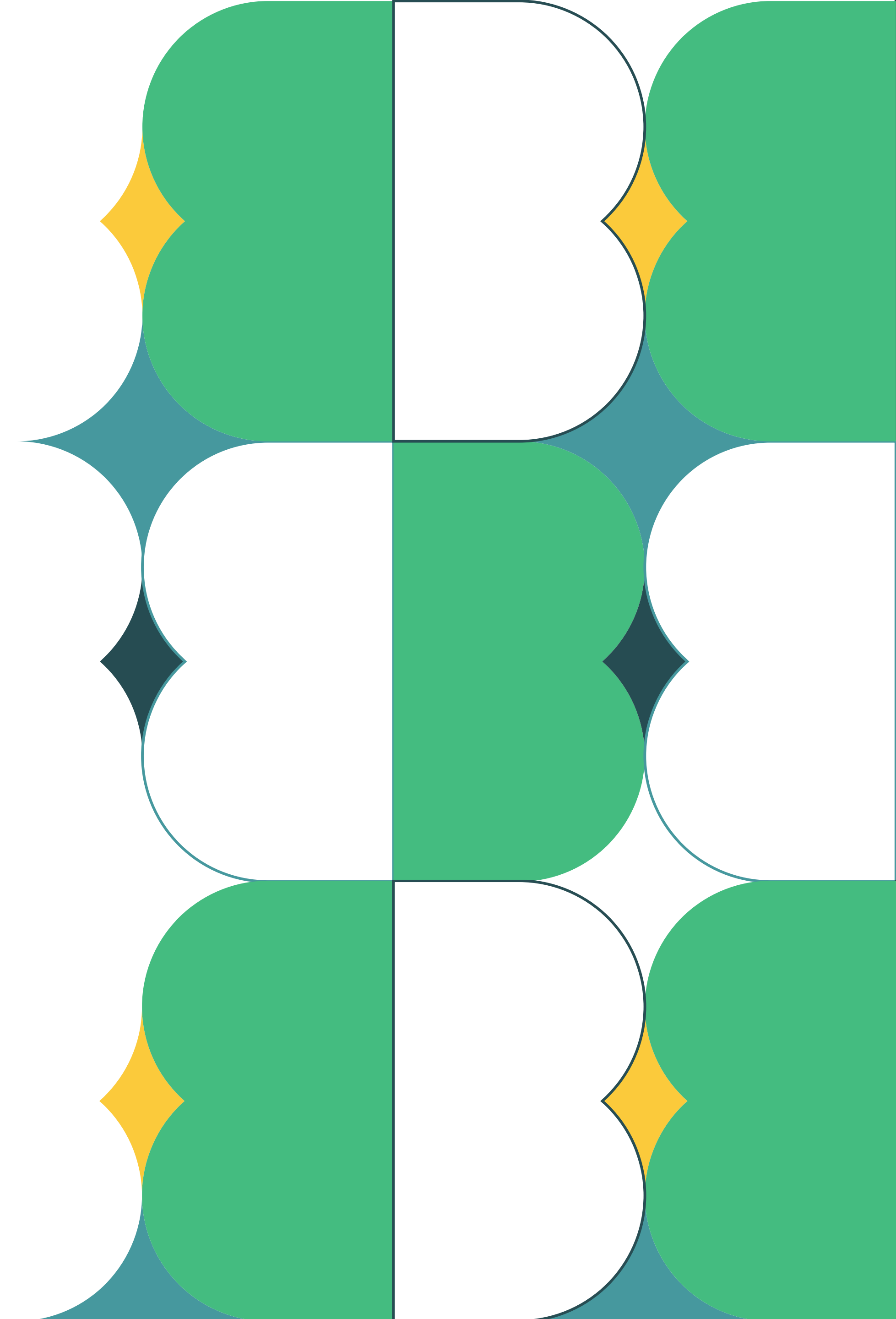
Puerto Rico  
Science, Technology  
& Research Trust



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Subvenciones Federales  
de SBIR/STTR

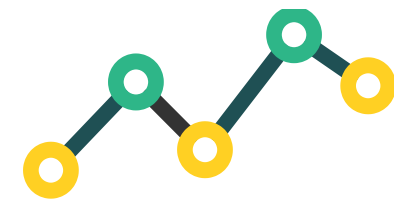




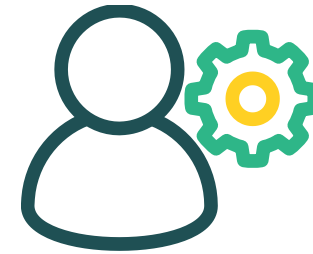
# Our Audience



Small business owners



Startups



Freelancers



College students



Entrepreneurs at every stage



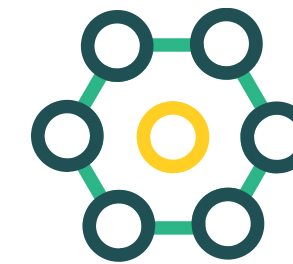
Businesses across all  
industries



Diaspora



Academic institutions



Business support  
organizations



Local, state and federal  
government



# The Agenda



**80+**

Speakers



**1,000+**

Entrepreneurs



**40+**

Sessions



**70+**

Biggest expo of business  
support organizations



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# The Agenda



Networking Session



Mentor Session



La Colmena  
Pop-Up Market



Coffee Talks



## Labs

Labs are topic-specific tracks that provide diverse content for all audiences.

- ◆ Creative Industries Lab
- ◆ Food & Agro Lab
- ◆ Learning Lab
- ◆ Ecosystem Building Lab
- ◆ Admin Lab
- ◆ Innovation Lab
- ◆ New Trends Lab
- ◆ Money Lab
- ◆ BE Ready Lab



# How can you support entrepreneurs?



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# Join our efforts by becoming a sponsor!

Check the next slides to see our sponsorship levels and don't hesitate to reach out if you want to discuss other opportunities to support the ecosystem.



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# Platinum Event Sponsor

## \$30,000



### What we offer you:

- ✦ Industry exclusivity
- ✦ Session of the agenda "Brought by"
- ✦ Premium 8ft x 10ft Exhibitor space
- ✦ Activation inside the event (co-designed with Colmena66)
- ✦ Opportunity to officially sponsor one of the following:
  - Mentor Session
  - Networking Session
  - Coffee Talks
  - La Colmena Pop-Up Market
- ✦ 10 All Access free tickets to the event
- ✦ Reserved branded table in the main room with 10 seats.
- ✦ 4 Exhibitor Staff Tickets\*
- ✦ Mention on event launch and media tour
- ✦ Brand presence in digital properties of the event.
- ✦ Announcement of sponsor on stage
- ✦ Logo on:
  - Name badge
  - Event's webpage
  - Stage screen
- ✦ KPIs report
- ✦ Opportunity to discuss additional exposure opportunities.

*\*Does not include lunch.*



# Gold Event Sponsor

## \$15,000



### What we offer you:

- ✦ Premium 8ft x 10ft Exhibitor space
- ✦ Activation inside the event (co-designed with Colmena66)
- ✦ 6 All Access free tickets to the event
- ✦ 3 Exhibitor Staff Tickets\*
- ✦ Opportunity to officially sponsor one of the following:
  - Mentor Session
  - Networking Session
  - Coffee Talks
  - La Colmena Pop-Up Market
- ✦ Brand presence in digital properties of the event.
- ✦ Announcement of sponsor on stage
- ✦ Logo on:
  - Event's webpage
  - Stage screen
- ✦ KPIs report
- ✦ Opportunity to discuss additional exposure opportunities with additional sponsorship amount.

*\*Does not include lunch.*

# Bronze Event Sponsor

## \$10,000



### What we offer you:

- ✦ 8ft x 10ft Exhibitor space
- ✦ 4 All Access free tickets to the event
- ✦ 2 Exhibitor Staff Tickets\*
- ✦ Brand presence in digital properties of the event.
- ✦ Announcement of sponsor on stage
- ✦ Logo on:
  - Event's webpage
  - Stage screen
- ✦ KPIs report
- ✦ Opportunity to discuss additional exposure opportunities with additional sponsorship amount.

*\*Does not include lunch.*

# Friend Event Sponsor

## \$2,000



### What we offer you:

- ✦ 8ft x 10ft Exhibitor space
- ✦ 2 Exhibitor Staff Tickets\*
- ✦ Opportunity to offer a service as a prize for the raffle.
- ✦ Brand presence in digital properties of the event.
- ✦ Logo on event's webpage
- ✦ KPIs report
- ✦ Opportunity to discuss additional exposure opportunities with additional sponsorship amount.

*\*Does not include lunch.*



# Morning & Afternoon Coffee Breaks Sponsor

SOLD OUT

\$6,000



## What we offer you:

- ✦ Branded coffee areas in 2nd and 3rd floor stations
- ✦ Sponsor the Coffee Talks
- ✦ 8ft x 10ft Exhibitor space
- ✦ 2 Exhibitor Staff Tickets\*
- ✦ Brand presence in digital properties of the event.
- ✦ Logo on event's webpage
- ✦ KPIs report

*\*Does not include lunch.*



**Let's keep creating  
a community that  
promotes growth.**

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