



# P f e s t Boricua Emprende Fest

Powered by:



Presented by:

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Puerto Rico Science, Technology & Research Trust



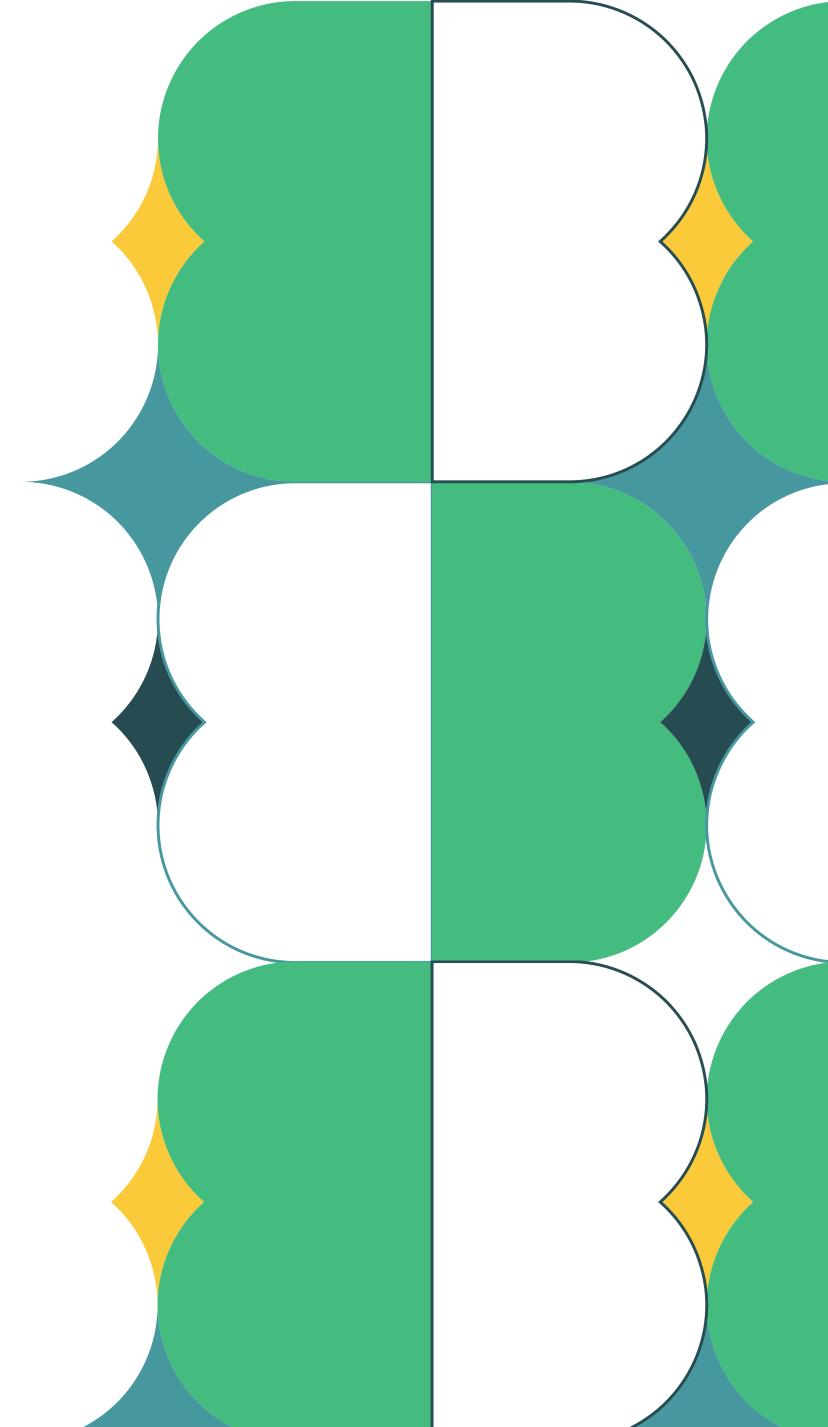






To keep driving entrepreneurship as a force of economic development in Puerto Rico, we need to **create spaces in which founders can gather, learn, and connect with their peers and experts.** We need to create a community that promotes **growth**.









# That is why we created the fest Boricua Emprende Fest

**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 an access ramp to resources, 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.

> It will be held on August 31, 2023 at the Puerto Rico Convention Center.



# 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 joined their mission of building, developing, and implementing entrepreneurial ecosystems.

### **Our Resource Network includes:**

- Entrepreneurial support organizations
- Government
- Entrepreneurs
- Nonprofits
- Academia
- Media, and others

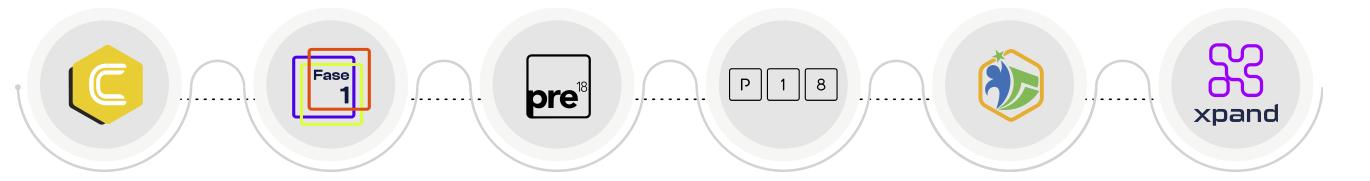


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### Colmena66 is part of the PRSTRT's entrepreneurship pilar



# How do we do it?



We connect entrepreneurs with the right resource at the right time

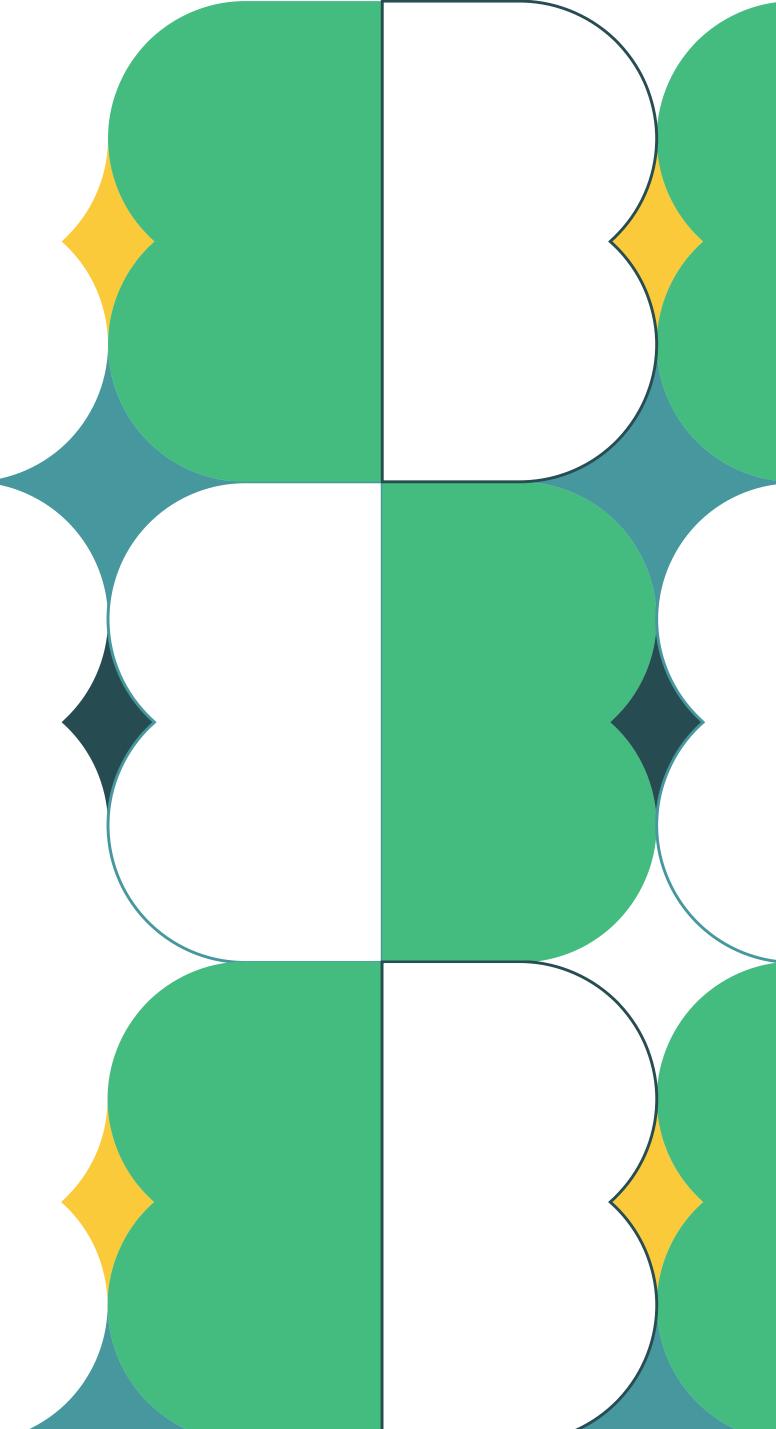


We create resources and content that helps entrepreneurs follow the steps to create or grow companies



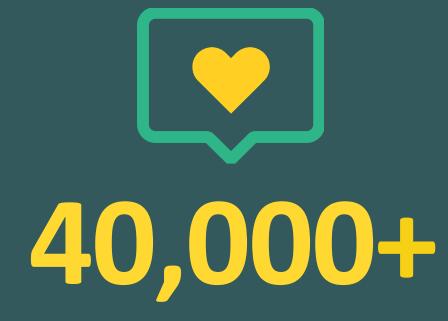
We build the community by developing events that connect the business ecosystem with the types of entrepreneurs they seek to serve







# Our Reach



Social media followers across all platforms



# 17,000+

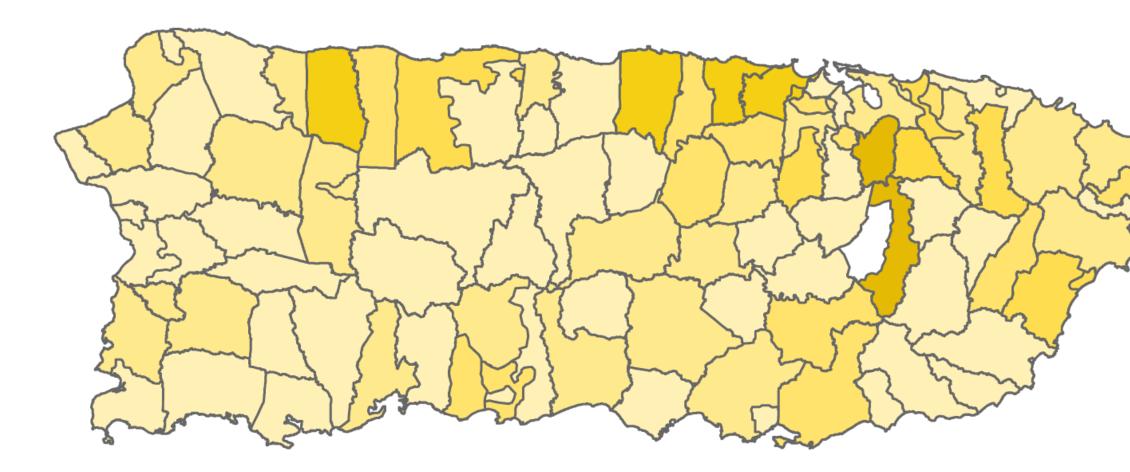
Email marketing subscribers



Website visits each year



# We offer support throughout the archipelago



\*Data from our 2021 Impact Report



referrals to the right resource at the right time

ter



hours of counseling



entrepreneurs assisted



Searches in our interactive resource directory





### The Scope



Speakers and Mentors







### Biggest expo of business support organizations and resources



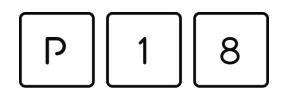




The event's content and structure is powered by the entrepreneurship pillar of the PRSTRT. These programs have worked directly with hundreds of entrepreneurs and have created a program that will reinvigorate founders and business owners after a very hard year.



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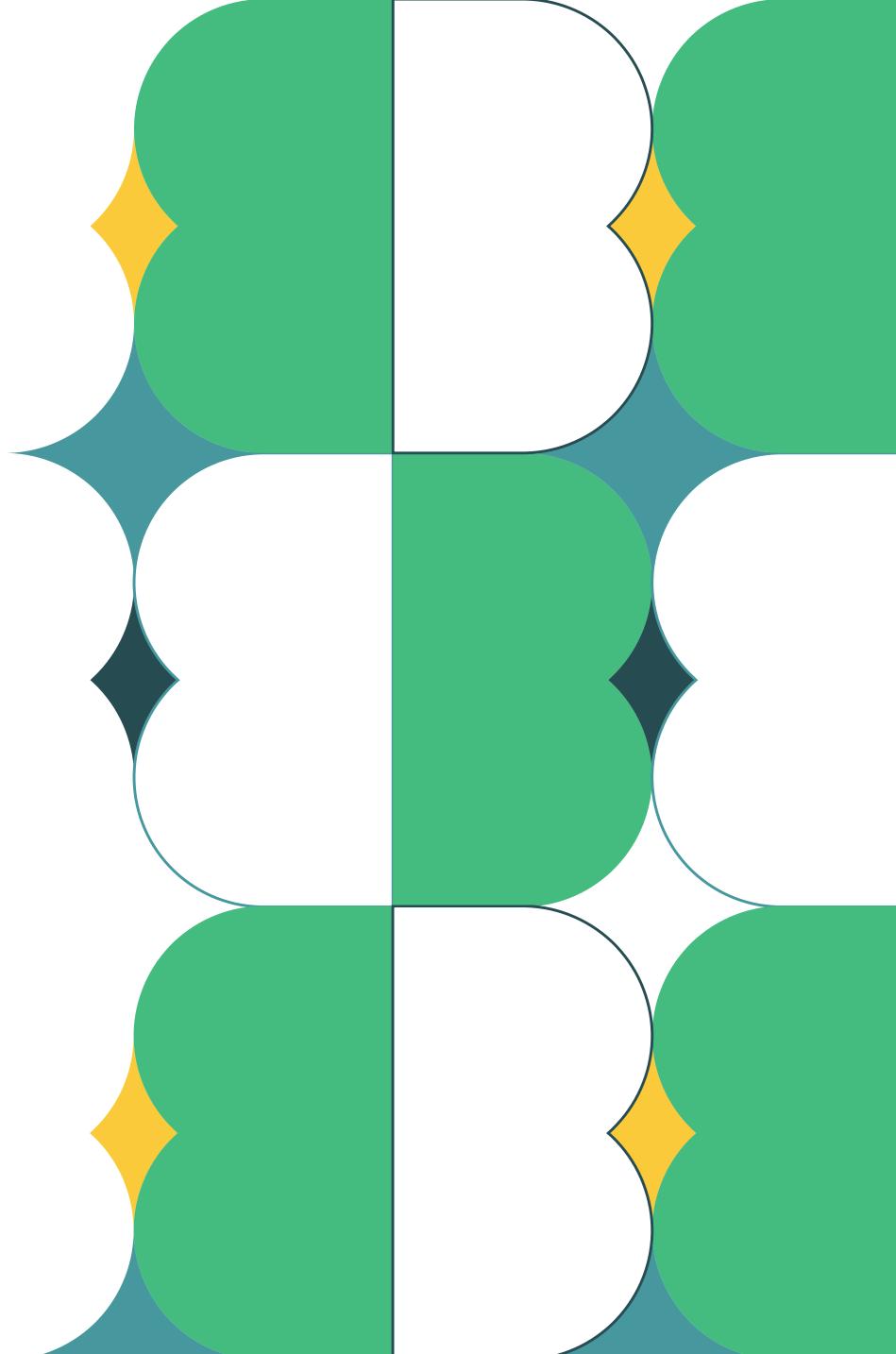




Subvenciones Federales de SBIR/STTR









### **Our Audience**







College students



Entrepreneurs at every stage



Academic institutions



Business support organizations



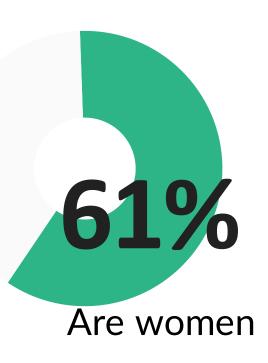
Local, state and federal government

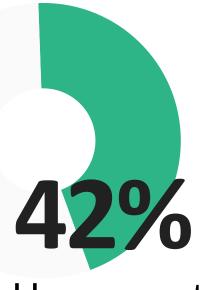


### **Participant Profile** Who were our attendees in 2022?

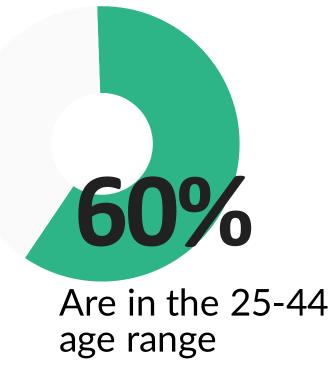


The most represented industries at the BE Fest 2022 were:





Have an established business





**12%** Creative

Industries



10%

Non-Profit



9%

Education



7%

Restaurant & Hotels



**6%** Retail





## The Agenda



**Networking Session** 

**Mentor Booth** 

**Coffee Talks** 



El Panal Expo



### Labs

Labs are topic-specific tracks that provide diverse content (4-5 sessions each) that has been prepared by community members and vetted by the Organizing Committee.

- Creative Industries Lab
- + Food & Agro Lab
- Learning Lab
- Admin Lab

- Innovation Lab
- Money Lab
- + BE Ready Lab
- Marketing Lab



### Inclusion

Sign language interpretation and English to Spanish translation are available during the event.



## 88 Mentor Booth

Organizado por:

## Mentor Booth



# El Panal Expo



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### Coffee Talks 🐡

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Traido a ustedes por: Ferraiuoli LLC Looking Forward

# Coffee Talks

Fer

BEr

Lo



# Networking







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# How can you support entrepreneurs?





# 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.







Boricua Emprende Fest	1	1	1	1	I
<b>Sponsorship Benefits</b> *Available until June 1, 2023	<b>Platinum</b> \$27,000*/\$30,000	<b>Gold</b> \$13,000*/\$15,000	<b>Bronze</b> \$9,000*/\$10,000	Coffee Break & Accessibility \$6,000*/\$6,500	<b>Partn</b> \$2,000*/\$
Industry exclusivity	+				
List of opted-in registrant names and email addresses shared with sponsor	+				
One company marketing message included in a C66 newsletter	+	+			
Right of first refusal for future sponsorships at this level	+	+	+		
Exclusive access to organize a session for the agenda	+	+			
Exclusive access to submit an agenda session for evaluation by Committee			+	+	+
"[] is presented by [Sponsor]" on relevant signage and communications	+	+			
Mention on all media coverage	+		+	•	
Logo on name badge	+				
Optional video on sponsor loop on stage screens	+				
Logo included in email footer	+	+			
Logo position on event's website, loop on stage screens, sponsor signage and event program	1	2	3	4	5
Brand presence in digital properties of the event.	+	+	+	+	+
Opportunity for live welcome message from sponsor	*	•			
Activation inside the exhibitor space (co-designed with Colmena66)	+	+			
Emcee recognition at plenary	+	+	+	+	
Emcee recognition at beginning of Lab or Headline event	+	+			
Seat drop with sponsor branded handouts	+	+			
8ft x 10ft Exhibitor Space	Premium	Prioirity	+	+	+
All Access free tickets to the event	12	8	5	4	2
Exhibitor Staff Tickets (Do not include lunch)	12	8	5		
Reserved branded table in the main room with 10 seats.	+				
Post event report of results	*	+	*	+	+
Opportunity to donate to the Pitch Competition prize package.	+	+	•	+	+







# Platinum **Event Sponsor**

(3 available)

EARLY BEE \$27,000

Available until June 1, 2023



# \$30,000

### What we offer you:

- Industry exclusivity at this level
- Keynote Plenary session "Brought by" [Your Company]
- Activation inside the event (co-designed with) Colmena66)
- Seat drop with sponsor branded handouts (sponsor is responsible for production and placement)
- One company marketing message included in a newsletter (content approved by C66)
- Exclusive access to organize a session for the agenda (co-designed with C66).
- List of opted-in registrant names and email addresses shared with sponsor after BE Fest.
- level
- Premium 8ft x 10ft Exhibitor space
- 12 All Access free tickets to the event
- Reserved branded table in the main room with 10 seats.
- 12 Exhibitor Staff Tickets\*

\*Does not include lunch.

Right of first refusal for future sponsorships at this

- Mention on all media coverage (and the  $\blacklozenge$ opportunity to provide quotes as needed and available)
- Emcee recognition at plenary  $\diamond$
- Emcee recognition at each Lab kickoff
- Opportunity for live welcome message from sponsor at BE Fest kickoff
- Short recorded sponsor announcement between sessions at plenary
- Brand presence in digital properties of the event.
- Logo in 1st position on event's website, loop  $\diamond$ on stage screens (optional video on loop), sponsor signage (4), event program (digital, print and signage), email footer and name badge.
- Exposure as sponsor of regional event in Mayagüez for 250 entrepreneurs in June 2023.
- Post event report of results
- Opportunity to collaborate beyond the BE Fest by joining our exclusive annual partnership program. See slide 27 for details.
- Opportunity to donate to the Pitch Competition prize package. 100% of funds go directly to entrepreneurs.







### Gold **Event Sponsor** (8 available)

EARLY BEE \$13,000

Available until June 1, 2023



# \$15,000

- Opportunity to officially sponsor a Lab.
- "[Lab] is presented by [your company]" on all pertinent signage and communications
- Exclusive access to organize a session for the agenda (co-designed with C66).
- Seat drop with sponsor branded handouts (sponsor is responsible for production and placement)
- One company marketing message included in a newsletter (content approved by C66)
- Right of first refusal for future sponsorships at this level
- Priority 8ft x 10ft Exhibitor space
- Activation inside the event (co-designed with C66)
- 8 All Access free tickets to the event
- 8 Exhibitor Staff Tickets\*

\*Does not include lunch.

### What we offer you:

- Emcee recognition at plenary
- Emcee recognition at Lab kickoff
- Opportunity for live welcome message from sponsor at Lab kickoff
- Brand presence in digital properties of the event.
- Logo in 2nd position on event's website, loop on stage screens (optional video on loop), sponsor signage (4), event program (digital, print and signage) and email footer.
- Exposure as sponsor of regional event in Mayagüez for 250 entrepreneurs in June 2023.
- Post event report of results
- Opportunity to donate to the Pitch Competition prize package. 100% of funds go directly to entrepreneurs.







### Bronze **Event Sponsor** (8 available)

### EARLY BEE \$9,000

Available until June 1, 2023

\$10,000

### What we offer you:

- following headline events: -El Panal Expo (2 available) -Mentor Lounge (2 available) -Networking Session (2 available) -Coffee Talks (2 available)
- [Event] is presented by [your company] on all pertinent signage and communications.
- Logo in sponsored event signage.
- Seat drop with sponsor branded handouts (sponsor is responsible for production and placement)
- this level
- 8ft x 10ft Exhibitor space
- 5 All Access free tickets to the event

\*Does not include lunch.

Opportunity to officially sponsor one of the

Right of first refusal for future sponsorships at

- 5 Exhibitor Staff Tickets\*
- Exclusive access to submit an agenda session for evaluation by Committee.
- Brand presence in digital properties of the event.
- Emcee recognition at plenary
- Emcee recognition at the beginning of sponsored event
- Logo in 3rd position on event's website, loop on stage screens, sponsor signage (4) and event program (digital, print and signage).
- Exposure as sponsor of regional event in Mayagüez for 250 entrepreneurs in June 2023.
- Post event report of results
- Opportunity to donate to the Pitch Competition prize package. 100% of funds go directly to entrepreneurs.











### **Morning & Afternoon Coffee Breaks** What we offer you: Sponsor

(2 available)

EARLY BEE

\$6,000 Available until June 1, 2023



\$6,500

- Branded coffee areas in 2nd and 3rd floor stations
- Exclusive access to submit an agenda session for evaluation by Committee
- 8ft x 10ft Exhibitor space
- 4 All Access free tickets to the event
- Emcee recognition at plenary
- Brand presence in digital properties of the event
- Logo in 4th position on event's website, loop on stage screens, sponsor signage (4) and event program (digital, print and signage).
- Exposure as sponsor of regional event in Mayagüez for 250 entrepreneurs in June 2023.
- Post event report of results
- Opportunity to donate to the Pitch Competition prize package. 100% of funds go directly to entrepreneurs.





# Accessibility Event Sponsor

(1 Available)

EARLY BEE \$6,000 Available until June 1, 2023

\$6,500



BE Fest to be an inclusive and accommodating event. As the BE Fest continues to grow, we strive to ensure that we are providing key accommodations, such as sign language interpreters, language translation, access ramps, unique signage, training, and much more.

### What we offer you:

- "Thank you to our Accessibility Sponsor, [your company]" on all pertinent signage and communications
- 8ft x 10ft Exhibitor space  $\diamond$
- 4 All Access free tickets to the event
- Exclusive access to submit an agenda session for evaluation by  $\diamond$ Committee
- Brand presence in digital properties of the event.  $\diamond$
- Emcee recognition at plenary
- Logo in 4th position on event's website, loop on stage screens, sponsor signage (4) and event program (digital, print and signage).
- Exposure as sponsor of regional event in Mayagüez for 250 entrepreneurs in June 2023.
- Post event report of results  $\diamond$
- Opportunity to donate to the Pitch Competition prize package. 100% of funds go directly to entrepreneurs.
- Opportunity to discuss additional exposure opportunities with additional sponsorship amount.





Our Accessibility Sponsor allows the

# Partner Event Sponsor Service Provider Market

(15 available)

EARLY BEE \$2,000

Available until June 1, 2023

\$2,500



### What we offer you:

- 8ft x 10ft Exhibitor space
- 2 All Access free tickets to the event
- Exclusive access to submit an agenda session for evaluation by Committee
- Brand presence in digital properties of the event.
- Logo in 5th position on event's website, loop on stage screens and sponsor signage (4).
- Exposure as sponsor of regional event in Mayagüez for 250 entrepreneurs in June 2023.
- Post event report of results
- Opportunity to donate to the Pitch Competition prize package. 100% of funds go directly to entrepreneurs.
- Opportunity to collaborate beyond the BE Fest by joining our exclusive annual partnership program. See slide 28 for details.
  - Opportunity to discuss additional exposure opportunities with additional sponsorship amount.







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

### **Denisse Rodríguez Colón**

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Puerto Rico Science, Technology & Research Trust



