

# THE CENTER FOR FREE ENTERPRISE

## Sponsorship Overview



I know of no single formula for success. But over the years I have observed that some attributes of leadership are universal and are often about finding ways of **encouraging people to combine their efforts, their talents, their insights, their enthusiasm and their inspiration to work together.**

*Queen Elizabeth II*

# CONTENTS

About CFE

Who cares?

Past Events

Upcoming Events

Upgraded Branding & Presentation

Audience Composition

Audience Engagement

CFE Content Submissions

Sponsor Exposure

Sponsorship Options

Sponsorship Pricing

Sponsor Reports

CFE Team

## ABOUT CFE

What started as a casual speaker series we are now planning to expand into a larger calendar of business-casual events with the continued goal of bringing together northeast Ohio's business leaders.

CFE content is focused on new business ventures, M&A, investment opportunities and generally speaking is aimed at helping share the wisdoms of the broader community of smart and ambitious leaders towards the central goal of helping northeast Ohio realize the region's full potential by connecting, educating and motivating our most important assets: our people.



## WHO CARES?

The CFE audience will be comprised of folks interested in:

- **Learning** from successful entrepreneurs, angel investors and venture firms
- **Connecting** with other like-minded business folks
- **Drawing inspiration** from other business success stories
- **Giving** and **getting** advice
- **Eating** breakfast, drinking beer, wine and wine WITH CHEESE



## PAST EVENTS

We have had 21 events over the past several years with attendance ranging from 70 to 120 people.

We were able to gauge which events were most interesting to our audience and have adapted upcoming programming accordingly.

Recaps of many of these events can be found on our website [here](#)\*

*\*Note: The new website will soon be live and this link will likely be changed.*



## UPCOMING EVENTS

We will be expanding our programming this year, going from 6 to 15+ total events.

New events:

- 3 Speaker Series breakfasts
- 3-6 Network Events
- 2-4 Business Leaders Roundtable events

To-date we have only hosted Speaker Series events so we are excited to expand our programming and have received positive feedback from our attendees about their desire to attend the new meeting formats.



We are upgrading  
our branding &  
presentation.



The new website will appear during the 1st week of October.



## AUDIENCE COMPOSITION

Our audience will remain mostly consistent but may over time begin to skew younger than the current group. *(And ideally a bit more diverse!)*

- Business leaders across industries
- Founders, entrepreneurs
- C-Suite folks
- Angels
- Venture capital
- Private equity
- People looking for projects
- Projects looking for people



## AUDIENCE ENGAGEMENT

In addition to adding new events, we plan to significantly expand event capacity & attendance. (today we are bursting at the seams having sold out the last 4 events).

Additionally -- we plan to connect with a broader northeast Ohio business audience by publishing [actually] useful, entertaining and even humorous content to our blog, YouTube channel, email newsletter and eventually to other media outlets.

(Read more next slided)



## CFE CONTENT SUBMISSIONS

- The plan is to leverage a crowd-sourced model where various hand-selected people and companies are contributing content on key issues within specific areas of business.
- We will be inviting all Sponsor and Partner organizations to submit content for us to publish to our blog and to promote via our growing email database (over 3k names already).
- Additionally, we intend to curate compelling written content across a “curriculum” of relevant subject matter, highlighting articles from various related publications.



## SPONSOR EXPOSURE

We are committed to making this sponsorship a worthwhile expenditure for your business. Standard elements of all sponsorships include:

- Doing a quick introduction of you as a sponsor at all events and speaking specifically to your product /service offerings and the way(s) our audience should engage you
- Encouraging you to write (or co-write) short articles very specific to your company's offering(s) for us to distribute to the broader CFE audience *(more info on next slide)*




## SPONSORSHIP OPTIONS

It is important to us that we provide your brand with good & ample exposure to our audience, to both the CFE event attendees and to the larger online & email audience.

We encourage your suggestions on how you would like to position your sponsorship. We have plenty of suggestions but in general would like to collaborate closely with sponsors to design something unique and effective.

As an example, one of our new sponsors would like to be the brand featured as the sponsor on the Event Recap videos. Another requested they sponsor an egg breakfast at our Speaker Events. **Bring your ideas!**



THINK  
OUTSIDE  
THE BOX

## PRICING

- Flagship - \$8k per year, \$4k per 6 mos.
- Tier 1 - \$5k per year, \$2500 per 6 mos.
- Tier 2 - \$3k per year, \$1500 per 6 mos.

In addition to our primary sponsor opportunities, we will have various ancillary options that you are encouraged to inquire about. As an example, our Networking Events can have a featured sponsor for a negotiable contribution. The same would be true for the Speaker Roundtable events. You could be the exclusive sponsor of the new Directory or we could include a 1-pager about your offerings in the meeting handouts. All sorts of options to consider!

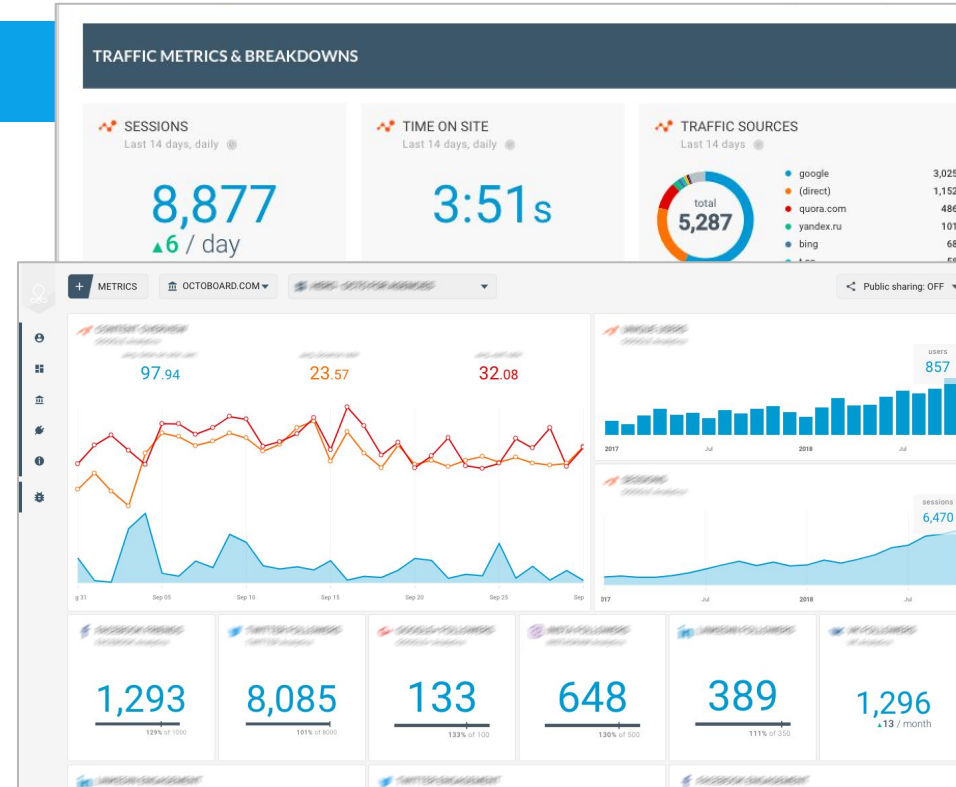


# SPONSOR REPORTS

In 2020 we will be providing sponsors with quarterly reporting on all key metrics regarding the CFE website, events, as well as any and all engagements with your brand /brand assets specifically.

Things we will report on:

- Event attendance
- Email stats
- Site traffic stats including figures specifically related to your Sponsor Profile Page
  - Visits, Clicks, Downloads
- Number of visits to your article(s)



## IMPORTANT NOTES ON SPONSORSHIP

- Tier 1 Sponsors in each category will have exclusivity. First come first served.
- Incumbent sponsors in a given category have the opportunity to “reject” other sponsors from being included (should the other entity have a competing product offering)
- Pricing is only guaranteed for the duration of the contract and is subject to change after that point
- All materials that promote your business will be shared with you for review and approval
- All companies are welcome to provide “swag” to the audience without paying a CFE sponsorship





A nighttime photograph of a city skyline reflected in water. In the foreground, a large, dark, curved bridge structure arches over the water. The city buildings are illuminated with various colors, including blue, orange, and white. The lights are reflected in the calm water. A large, dark, cylindrical object is visible in the water in the lower-left foreground.

Contact

[bpcalkins@gmail.com](mailto:bpcalkins@gmail.com)

o- 216-200-7490

m- 216-527-4668

Thank you.



# CFE was founded by and continues to be organized by David & Ben



**David Brown**

As past President of the Turnaround Management Association Ohio Chapter, board member of the Ohio Venture Association, President of the largest private country club in Ohio and a winner of Crain's Cleveland Forty under 40 award, David is recognized as an expert in business transactions and business performance improvement.



**Ben Calkins**

Ben Calkins is a seasoned business attorney who has assisted a wide array of both publicly held and privately held business clients in connection with countless business transactions, including but not limited to acquisitions, divestitures, joint ventures, debt and equity financings and other matters including general business counseling and planning and real estate matters, for over 30 years.

# Our current efforts are being coordinated by Brad



**Brad Calkins**

Brad Calkins has spent his 12-year career across all aspects of marketing, from working as an internal marketer to functioning as an agency strategist to a marketing technology consultant. From WebMD to The Trade Desk to Google, Brad has advised digital marketing efforts for some of the largest brands including IBM, Mars Candy, TD Ameritrade, E\*Trade, Starbucks, Domino's, Dunkin Donuts, Barclays Bank, Panera Bread and many others.



SPACEMAN is a marketing consultancy in Cleveland, Ohio. We are a modern “decentralized agency” with project contributors located from Cleveland to LA to NYC to Poland to Ukraine to India. We have experience across all channels from direct mail to digital media to CRM and marketing automation and referral programs to programmatic media buying and audience-targeting to content marketing and SEO. And yes, we do web design and development, too.