



*The Institute for Rural Vitality
at SUNY Cobleskill Presents*

The 2nd Annual Empire State Entrepreneur Expo



INSTITUTE
FOR
RURAL
VITALITY
SUNY Cobleskill

**EMPIRE STATE
ENTREPRENEUR
EXPO 2024**



**The Institute for Rural Vitality at SUNY Cobleskill Presents
the 2nd Annual Empire State Entrepreneur Expo**

The Institute for Rural Vitality (IRV) welcomes its partner growers and producers for the 2nd Annual Empire State Entrepreneur Expo. The public, and private industry, are invited to taste, sample, and buy food, artisan goods, and beverage products made by small businesses and farms from the Mohawk Valley, the Capital Region, and beyond! All products showcased are created by NYS entrepreneurs. The Expo will provide the opportunity for participants and artisan health, beauty, food and beverage, and other farm-to-table businesses to showcase their products to sponsors, buyers, and the community.

This is a prime opportunity for companies and retail outlets to gain exposure to new products to add to their line, and meet rising entrepreneurs. It is also an impactful way for companies to support economic development, product creation, and New York State's entrepreneur ecosystem.

Proceeds from this event will go toward supporting the local and regional farm & food entrepreneur ecosystem. Funding will help regional entrepreneurs with business planning, value-added product development, marketing, training, and other services vital to growing farm and food base start-up businesses.

WHEN: Friday, May 10, 2024
11 a.m. to 3 p.m.

WHERE: Institute for Rural Vitality
Prentice Hall
SUNY Cobleskill
Cobleskill, NY

Website: www.cobleskill.edu/institute/event-empire-state-ent-expo.aspx



Sponsorship opportunities are highlighted on the following pages. For more information, and to secure your sponsorship, please contact **Nick DeCaprio** at 518-941-4269 or decaprio@cobleskill.edu.

Sponsorship Opportunities

Presenting Sponsor \$10,000 (1 Available)

- Exclusive recognition as the Presenting sponsor of the Expo, with verbiage on the Expo landing page stating “*The Institute for Rural Vitality’s Empire State Entrepreneur Expo, Presented by _____*”
- First access sampling and viewing of all products
- Access to all entrepreneur contact information for post-Expo follow up
- Organization brand placement on all printed and digital Expo material
- Featured in all press and media pieces related to the Expo
- Complimentary exhibitor table
- Ability to provide swag or samples to all attendees via registration
- Company logo in all registration emails
- Recognition in all social media posts related to the Expo
- Unlimited number of admissions for company staff
- Prominent signage placement throughout the Expo, and on the Expo website
- Sponsorship of the first place award – with opportunity to present the winner
- Individual signage at registration, where your signage will be visible to all attendees
- Recognition, with invitation to make remarks, at the reception following the Expo
- Invitation to guest lecture to a cohort of IRV Incubator members



Ecosystem Sponsor \$7,500 (2 Available)

- Prominent recognition as an Ecosystem sponsor of the Expo
- Early access sampling and viewing of all products
- Organization brand placement on all printed and digital Expo material
- Ability to provide swag or samples to all attendees via registration
- Featured in select press and media pieces related to the Expo
- Complimentary exhibitor table
- Company logo in all registration emails
- Recognition in social media posts related to the Expo
- 6 admissions for company staff
- Prominent signage placement throughout the Expo, and on the Expo website
- Sponsorship of the second place award – with opportunity to present the winner
- Prominent signage at registration, where your signage will be visible to all attendees
- Signage at the reception following the Expo



Sustaining Sponsor \$5,000 (3 Available)

- Prominent recognition as a Sustaining sponsor of the Expo
- Early access sampling and viewing of all products
- Organization brand placement on select printed and digital Expo material
- Ability to provide swag or samples to all attendees via registration
- Featured in select press and media pieces related to the Expo
- Complimentary exhibitor table
- Recognition in social media posts related to the Expo
- 4 admissions for company staff
- Prominent signage placement throughout the Expo, and on the Expo website
- Signage at the reception following the Expo
- Prominent signage at registration, where your signage will be visible to all attendees



Start-Up Sponsor \$2,500 (4 available)

- Prominent recognition as a Start-Up sponsor of the Expo
- Company logo listing on the event webpage
- Organization brand placement on select printed and digital Expo material
- Ability to provide swag or samples to all attendees via registration
- Recognition in social media posts related to the Expo
- 2 admissions for company staff
- Sponsorship of the third place award
- Listing on comprehensive sponsor signage at registration
- Signage at the reception following the Expo



Entrepreneur Sponsor \$1,000

- Prominent recognition as an Entrepreneur sponsor of the Expo
- Company logo listing on the event webpage
- Organization brand placement on select printed and digital Expo material
- Recognition in social media posts related to the Expo
- 2 admissions for company staff
- Listing on comprehensive sponsor signage at registration



Sponsor Registration Form

Company or Sponsor Name: _____

Address: _____ City: _____ State: _____ Zip: _____

E-mail: _____ Phone Number: _____

Main Contact Name: _____

How would you like to be listed on sponsor related documents?

Sponsorship Level (select one):

Presenting (\$10,000)

Ecosystem (\$7,500)

Sustaining (\$5,000)

Start-Up (\$2,500)

Entrepreneur (\$1,000)

Method of Payment (select one):

Pledge/installment payments accepted and due by May 10, 2024

Please see below for pledge information

Check (select one: Pledged Enclosed) Payable to *SUNY Cobleskill Foundation* with "IRV Expo" in memo line.

Credit Card (Please call 518-255-5842)

Please remit this completed form, and email to decaprio@cobleskill.edu, or mail to:

SUNY Cobleskill
Office of College Advancement
ATTN: Nick DeCaprio
Knapp Hall Room 228
Cobleskill, NY 12043

For questions and pledge payment information, please contact Nick DeCaprio at decaprio@cobleskill.edu or 518-255-5842.



