

SPONSORSHIP
PACKET

**FUELING DREAMS
DRIVING SUCCESS**

National SBDC Day Luncheon
March 19, 2025



ABOUT VALLEY COMMUNITY SMALL BUSINESS DEVELOPMENT CENTER (VCSBDC)

The purpose of Valley Community Small Business Development Center (VCSBDC) is to provide one-on-one business advising, technical assistance and training to entrepreneurs and existing business owners who want to start, grow, or expand their business. This is done primarily by VCSBDC staff and business advisors who are experts in their respective fields. All business advising is confidential and provided at no cost to entrepreneurs and small business owners. The VCSBDC also conducts and co-sponsors workshops to provide ongoing training opportunities that provide much-needed business information and strengthen the management capacity of local small businesses. Through staff, consultants and/or referrals to partner agencies, we can address virtually any business issue. However, typical counseling usually centers on one or more of the following: Starting a business; developing a business plan; obtaining financing; fiscal and operational management; marketing, human resources and growth/expansion strategies.

Our service area consists of Fresno, Kings, Madera and Tulare Counties. This is by far the largest service area in the Central Valley and has well over 40% of the population within the U.S. Small Business Administration's 15 county Central California region. Our baseline funding is provided by the U.S. Small Business Administration (SBA) and the California Governor's Office of Business and Economic Development (GO-BIZ). This funding provides allows us to minimally staff and manage the delivery of services. We are also required to supplement our core funding through grants, donations and sponsorships from dedicated community partners who are committed to supporting our local economy through small business development, growth and expansion.

ABOUT THE EVENT

Each year in March, the third Tuesday of the month is designated as "National SBDC Day." In recognition of this, and to honor the many achievements of our network of small business clients and stakeholders, Valley Community Small Business Development Center is presenting the third annual National SBDC Day Luncheon! This event will showcase the many accomplishments achieved by entrepreneurs and small business owners we have served in 2024, provide an informative keynote speaker (TBA), and recognize outstanding achievements of some of our wonderful SBDC clients and partners.

YOUR IMPACT

Small businesses are a critically important driver of local economic development, individual opportunity and overall quality of life. By partnering with Valley Community SBDC, you are helping to make an impact in the growth, development and overall success of entrepreneurs and small business throughout Fresno, Madera, Kings and Tulare counties. Working with the support from partners like you we have been able to make significant impacts and achievements on behalf of our clients. In fact, the economic impact created by the direct services we provided to entrepreneurs and small businesses in the eight months of 2024 includes:

- Over 14,000 hours of one-on-one counseling provided to 954 unique small businesses.
- 73 new business were created.
- Total capital infusion (loans and grants awarded to clients) is over \$20 million.
- 54 new training events were conducted for a total of 725 participants.
- Over 3,600 jobs were created/retained.
- Over \$11 million in sales increases reported.
- Over \$12 million in government contract awards.

But don't just take our word for it. Here are some examples of what Valley Community SBDC clients have to say

**"I FOUND THE ADVICE TO BE VERY SPECIFICALLY TAILORED TO MY NEEDS."
F.P. - FRESNO CA**

"THE SBDC HAS BEEN A GREAT RESOURCE, LIKE ONLINE COURSES AND INFORMATION MEETINGS, THAT ARE APPLICABLE TO ALL STEPS NEEDED TO INITIATE AND CONTINUE A SMALL BUSINESS." L.S. - TULARE

**"MY ADVISOR HAS PROVIDED ME WITH ENDLESS AMOUNTS OF INFORMATION"
J.M. - CLOVIS CA**

" THANK YOU FOR YOUR SUPPORT! I WAS REALLY WORRIED FOR A WHILE BUT IT TURNED OUT GREAT THANKS TO YOU AND YOUR CONSULTANT." D.S. - MADERA, CA

We would love to include you as a sponsor of our
2025 National SBDC Day Awards Luncheon!

A sponsorship commitment form is attached.

SPONSORSHIP LEVELS

VICTORY LAP: \$10,000.00

- VCSBDC Sponsorship for 2025 calendar year
- 2 tables of 8 at the event lunch (Premier Seating)
- Sponsor logo and "<COMPANY NAME> Presents" prominently featured on event marketing materials
- Take part in welcoming audience at the event
- Company acknowledgement in advertisements, press releases, and emails
- Full-page ad in event program
- Logo and link to your organization's website on event web page
- Marketing materials on tables

WINNER'S CIRCLE: \$5,000.00

- VCSBDC Sponsorship for 2025 calendar year
- 1 table of 8 at the event lunch
- Sponsor logo prominently featured on event marketing materials
- Take part in welcoming audience at the event
- Company acknowledgement in advertisements, press releases, and emails
- 1/2-page ad in event program
- Logo and link to your organization's website on event web page
- Marketing materials on tables

LEADER: \$2,500.00

- VCSBDC Sponsorship for 2025 calendar year
- 4 seats at the event lunch
- Sponsor logo on event marketing materials
- Company acknowledgement in advertisements, press releases, and emails
- Quarter-page ad in event program
- Logo and link to your organization's website on event web page
- Marketing materials on tables

PIT CREW: \$1,000.00

- 2 seats at the event lunch
- Sponsor logo on event marketing materials
- Company acknowledgement in advertisements, press releases, and emails
- Business Card ad in event program
- Logo and link to your organization's website on event web page

POLE POSITION: \$500.00

- 2 seats at the event lunch
- Sponsor logo on event marketing materials
- Company acknowledgement in advertisements, press releases, and emails
- Logo and link to your organization's website on event web page