

SPIRIT OF THE ENTREPRENEUR AWARDS SPONSORSHIP

# SPIRIT

## 2023



Founded & Presented By:

**CECE**  
INLAND EMPIRE  
Center for Entrepreneurship  
CALSTATE SAN BERNARDINO

CALIFORNIA STATE UNIVERSITY  
**SAN BERNARDINO**

Jack H. Brown College  
Business and Public Administration

SPIRITAWARDSIE.COM

# Spirit of the Entrepreneur Awards: Facts & Figures

SINCE 2003

Over **1,000** attended the event in 2019, setting the attendance record!

**177**

have received the award, representing **229 entrepreneurs**

**\$235,000+**

scholarships have been awarded to students studying entrepreneurship at Cal State San Bernardino, funded by the proceeds of the event and donations from attendees.

**12,875** people have attended the event

## REVENUE LEVELS OF PAST AWARD RECIPIENTS



## A SNAPSHOT OF THE 2022 FINALISTS

Aggregate Annual Revenues: **Over \$860 million**  
Aggregate Number of Employees: **Approx. 2,834**

MOST REPRESENTED CITY:  
**Riverside** – 8 companies



## AWARDS & ENTERTAINMENT

Past events have included both presentation of awards and top flight entertainment, including:

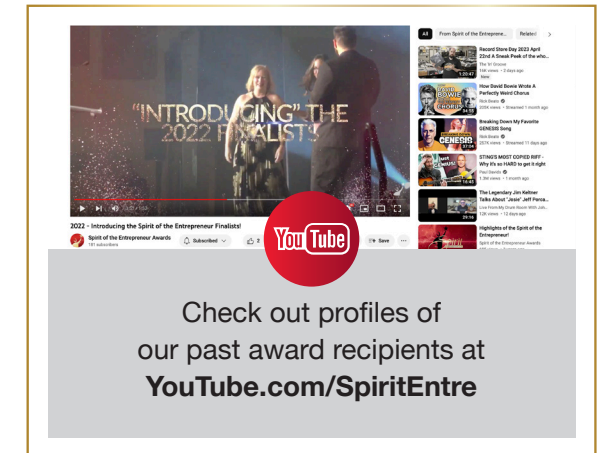
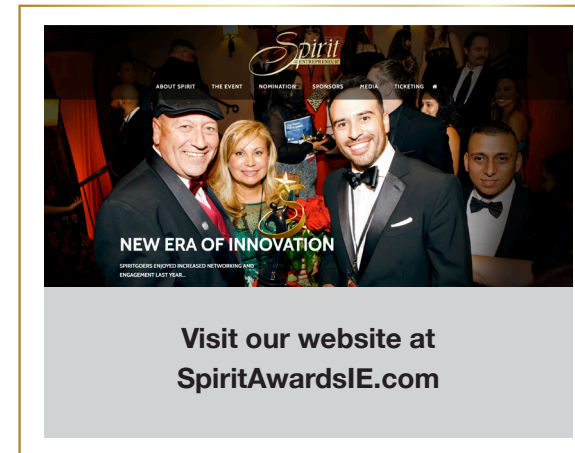
- Rock Legend Eddie Money
- Troy Clarke & His Big Band Orchestra
- The Drum Café
- Brian Olsen – *Art in Action*
- Vintage Trouble Rock Band
- Matt Marcy – Comedian/ Magician
- Ekenah Claudin – *Transcending Box*
- Greg Adamson – *Facing the Music Performance Art*
- A-Max Entertainment – *Flash Mob & Shadow Interpretive Dance Performances*
- Black & Whyte – *Dueling Piano Concert*

# Support the Spirit of the Entrepreneur

Founded in 2003 by the Inland Empire Center for Entrepreneurship (IECE) at Cal State San Bernardino, the Spirit of the Entrepreneur Awards is the premier business event of Inland Southern California. Often dubbed the “Oscars of business” by attendees and past award recipients, the primary goal is to recognize entrepreneurial role models and highlight the incredible business successes of the region.

In addition, each event features student business concepts from Cal State San Bernardino as part of the Garner Holt Student Fast Pitch Competition, where they compete for \$7,500 in prize money. The top students make a 90-second pitch of their startup idea to the audience, which votes for the best pitch in terms of presentation and business potential.

Becoming a sponsor and attending the event will give you a glimpse into the most anticipated business event of the year. Be a part of expanding your network and exposure to the prime movers of our region! Your sponsorship helps us recognize the individuals and companies that are overcoming obstacles, believing in their dreams, taking risks, and persisting in the face of long odds. They embody a spirit – the Spirit of Entrepreneurship – that is to be celebrated.



## Profiles of Past Award Recipients



**Hindi Zeidman**  
**THE OLLIE WORLD**, Rancho Cucamonga

**2022 Spirit Award Recipient, Manufacturing Entrepreneur**  
They say that necessity is the mother of invention, and this was never truer than in the case of Hindi Zeidman,

founder of The Ollie World. The Rancho Cucamonga-based company, a premium lifestyle baby brand driven by quality and focused on meeting the needs of little ones in the products they manufacture, got its start when Zeidman created an innovative swaddle for her foster son, after trying every available product on the market and finding none that worked. The Ollie World products are available online and in over 1,800 Target stores, and will soon be available in other major online retailers and international channels.



**Brandon Martini**  
**NEXTGEN FLIGHT ACADEMY**  
Riverside

**2022 Spirit Award Recipient, B2C Service-Based Entrepreneur**  
With humble beginnings in 2016 – working out of a maintenance closet at Riverside Municipal

Airport – NextGen Flight Academy of Riverside has become a leading flight school in Southern California. Founder Brandon Martini has grown the company to include 12 aircraft, 2 locations, a full-service maintenance shop and Stratus Financial, a unique aviation student loan program. The company aims to reach new heights with a program that will assist veterans to gain additional flight skills to become more marketable to major airlines.



# Benefits of Spirit Sponsorship

## Nomination & Judging Process

**Each Spring, the Spirit of the Entrepreneur accepts nominations for its annual event. To be eligible to receive an award, the nominee must be an owner and/or active key manager of the firm and be primarily responsible for the overall performance of the company.**

**Nominating an entrepreneur is simple!** All nominations are made through our short online submission form. Self-nominations are encouraged. Once nominated, we perform a brief review of the nominee to ensure eligibility. If eligible, we contact each nominee and provide them with a 3-page electronic business & nominee profile form that must be completed for the judging process. All nominees that submit the profile form will be evaluated by a panel of judges consisting of past Spirit of the Entrepreneur Award recipients.

Once the judging process is complete, nominators will be notified as to the status of their nominee.

### WHAT ARE WE LOOKING FOR FROM NOMINEES?

**Innovation** - Entrepreneurs and companies that have innovative products or services, use unique business practices or are constantly pushing the boundaries of their industry.

**Leadership** - Entrepreneurs that possess strong leadership skills that inspire their team to reach new levels of success.

**Performance** - Entrepreneurs and companies that have achieved significant financial performance as measured by growth, revenue, profitability and sustainability.

**Character** - Entrepreneurs that demonstrate personal integrity and values that have earned them respect from their team, peers, industry and the greater community.

**Entrepreneurial Mindset and Vision** - Individuals who truly possess the entrepreneurial mindset and are constantly pushing to improve their businesses, always striving to advance their ventures and facilitate progress in the industries in which they work.

**Meet Minimum Criteria** - Companies nominated should have been in business at least 2 years and have achieved a minimum annual revenue level of \$400,000.

**The Spirit of the Entrepreneur offers progressive companies an opportunity to align their brand with the top business event of the Inland Southern California region.** This event showcases your company to the leading entrepreneurs of the region and provides an exceptional opportunity to increase your visibility and build relationships with a distinct target audience of decision-makers.

## Title Sponsorship Benefits

Partner your brand distinctly with the only “Oscars of Business” awards gala that ultimately serves to further education and innovative economic awareness surrounding the top professionals that trail blaze the Inland Empire! An undeniably signature way to illustrate and exhibit your definitive support to the success of those entrepreneurs and community leaders that bring distinction to this region all while supporting a non-profit program in direct contributions to higher education.

The Title Spirit sponsor would stand to benefit from the multi-levels of reputable exposure through this Spirit event season! The many areas of brand continuity throughout the 4-month “Spirit Season” of engagement leading up to the distinct black-tie celebratory event include various channels of outreach, marketing, and live event. As well, there are strategic areas of media distribution via multimedia advertisements and direct public relations that are a part of the Title partner sponsorship level.

Included in this media mix will be featured commercial spots circulating through various network channels, including MSNBC, CNBC, CNN, CMT, Fox News, and others displayed below for a duration of 4-6 weeks (appx 2,000 - 30 second commercial spots) leading up to the main event.

<b>SPOTS</b>	30 second duration - 2000 total units
<b>MAJORITY TIMESLOTS</b>	10am - 6pm and 6pm - 12am
<b>REACH</b>	Barstow, Ontario, Fontana/San Bernardino, Rancho Cucamonga, Moreno Valley, Temecula, Redlands, Victorville, Chino-Corona-Diamond Bar, Riverside, Sun City, Desert Cities Superzone, Palm Desert, Palm Springs

# Benefits & Marketing Exposure

PRINT/ DIGITAL ADVERTISEMENTS	TITLE \$50K	Premier \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$7.5K	VIP After Party \$7.5K
Digital Judging Book: <b>TITLE Sponsor:</b> Cover/ TOC Title notation & logo <b>Premier Sponsor:</b> Inside Front Cover logo									
Logo on Foreword on Digital Judging Books		•	•	•	•	•	•	•	•
Dedicated Event Ads: <b>TITLE Sponsor</b> (up to 3) <b>Premier Sponsor</b> (up to 1)(e.g. Southern California News Group/ IE Magazine)						SOLD OUT		SOLD OUT	SOLD OUT
Event Ads – Sept-Nov (various publications)	•	•	•	•	•	•	•	•	•
<b>TITLE Sponsor:</b> Cover/ TOC Title notation & Centerfold + Full Company profile <b>Premier Sponsor:</b> Inside Front Cover Advertisement in Digital & Print Event Program + Full Company profile						SOLD OUT		SOLD OUT	SOLD OUT
Advertisement in Digital Event Program	•	•	•	•	•	•	•	•	•
Post-Event Congratulations & Thank You Ad	•	•	•	•	•	•	•	•	•

TICKETING	TITLE \$50K	Premier \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$7.5K	VIP After Party \$7.5K
<b>VIP Experience Tickets to Gala</b>	30	20				SOLD OUT		5	SOLD OUT
Gala Tickets to Main Event			10	10	5	SOLD OUT	5	SOLD OUT	SOLD OUT
Tickets to Judging Reception	10	5				SOLD OUT		SOLD OUT	SOLD OUT
Tickets to Preview Reception							5		
Tickets to VIP Reception	30	20							
Tickets to After Party	30	20	5	5	5	5	5	5	5

PR & COMMUNICATIONS	TITLE \$50K	Premier \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$7.5K	VIP After Party \$7.5K
Spirit Website: <b>TITLE Sponsor:</b> Logo Prominently Featured on Website HOMEPAGE with dedicated marketing reel <b>Premier Sponsor:</b> Logo Prominently Featured on Website HOMEPAGE									
Logo Featured on Website HOMEPAGE	•	•	•	•	•	SOLD OUT		SOLD OUT	SOLD OUT
Logo Featured on Website SPONSORS Page	•	•	•	•	•		•		
Logo Featured on Event Specific Website Page							•		
<b>TITLE Sponsor &amp; Premier Sponsor</b> Dedicated Email Campaign(s)						SOLD OUT		SOLD OUT	SOLD OUT
Announcement of Semi-Finalists email	•	•	•	•	•	•	•	•	•
Judging Reception Digital Invitations						•			
Finalist Announcement Email Campaign	•	•	•	•	•	SOLD OUT	•	SOLD OUT	SOLD OUT
Gala Event Digital Invitation Email Campaign	•	•	•	•	•		•		
Dedicated Press Release(s)						SOLD OUT		SOLD OUT	SOLD OUT
Mention in Event Press Releases (Sept thru Nov)	•	•	•	•	•		•		
<b>TITLE Sponsor:</b> Ad on Ticketing panel and issued tickets <b>Premier Sponsor:</b> Logo Featured on Ticketing panel						SOLD OUT		SOLD OUT	SOLD OUT

ON-LOCATION EVENT MEDIA	TITLE \$50K	Premier \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$7.5K	VIP After Party \$7.5K
<b>TITLE Sponsor:</b> Prominent GoBo Logo Display in Main Gala & showroom <b>Premier Sponsor:</b> Prominent GoBo Logo Display in Gala reception									
GoBo Logo Display in event area	•	•				SOLD OUT	•	SOLD OUT	SOLD OUT
On-site Event Banner Signage	•	•	•	•	•	SOLD OUT	•	SOLD OUT	SOLD OUT
Digital Logo Display on Screens	•	•				SOLD OUT	•	SOLD OUT	SOLD OUT
Judging Reception Event Vertical Banner Display	•					SOLD OUT		SOLD OUT	SOLD OUT
Preview Reception Signage	•					SOLD OUT	•	SOLD OUT	SOLD OUT
VIP Reception Signage	•							•	•
After Party Signage	•	•							•

EVENT SPEAKING	TITLE \$50K	Premier \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$7.5K	VIP After Party \$7.5K
15-Second Video Profile During Event					•				
30-Second Video Profile During Event				•		•	•	•	•
Opening Reel 60-Second Video Profile During Event			•			SOLD OUT		SOLD OUT	SOLD OUT
<b>TITLE Sponsor:</b> Stage Welcome, 90-Second Video Profile During Event & Recognition at Receptions <b>Premier Sponsor:</b> 90-Second Video Profile During Event						SOLD OUT		SOLD OUT	SOLD OUT
Speaking Opportunity at Present an Award at Gala	•	•	•			SOLD OUT		SOLD OUT	SOLD OUT
Speaking Opportunity at Judging Reception						SOLD OUT		SOLD OUT	SOLD OUT
Speaking Opportunity at Preview Reception							•		
Speaking Opportunity at VIP Reception								•	•
Speaking Opportunity at VIP Exclusive After Party									•



## FANFARE FAVORITES

- Wine Sponsor for Gala Reception **3000.**
- Champagne Sponsor **3000.**
- Centerpiece Sponsor **3000.**
- Gala Reception Photo Booth Station **2500.**
- Show Program Sponsor **2500.**

## GARNER HOLT STUDENT FAST PITCH

- Fast Pitch MVP Sponsor **1500.**
- Fast Pitch ALLSTAR Sponsor **1000.**

### Host the 2023 Garner Holt Student Fast Pitch Semi-Finalist event!

Held shortly before the Spirit Awards Program in order to determine the TOP 5 Competing students who will deliver their final performance and unveiling on stage! Your company sponsorship notoriety is included in all related digital media promotions and advertising directly connected to CSUSB University reach, as well as at the GHSFP semi-finalist event presentation!

# \$235,000+ IN SCHOLARSHIPS

have been awarded to students  
studying entrepreneurship  
at Cal State San Bernardino,  
funded by the proceeds of  
the event and donations  
from attendees.



**NEARLY 13,000**  
people have attended the  
event since its inception in 2003.



**OVER 3,500**  
entrepreneurs have been  
nominated for the award.

[WWW.SPIRITAWARDSIE.COM](http://WWW.SPIRITAWARDSIE.COM)

For more information contact Mike Stull at (909) 537-3708 or [mstull@csusb.edu](mailto:mstull@csusb.edu).

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