



CBS ENTREPRENEURIAL DAY 2017

PARTNER BROCHURE



Attract entrepreneurial talent, and
brand your business in the Nordic
startup community!



Explore the future of student entrepreneurship in the North!

In September 2017, CBS Entrepreneurial Day will gather 4,500 speakers, students, entrepreneurs, researchers, business professionals, and investors, to explore and share the latest research and trends within student entrepreneurship.

Our approach is simple and clear: Entrepreneurial knowledge should be free and available for everyone. This means, the event is free to participate in, and open to anyone interested in entrepreneurship. Tickets can be bought to improve your experience during the day, but are not required to access the venue.

Since 2015, CBS Entrepreneurial Day has brought together more than 5,500 entrepreneurial minds, to share knowledge, network, get inspired, and showcase the student startup community in Denmark.

FACEBOOK STATS

2015 + 2016

WEBSITE STATS

Social reach
363,300

Event views
24,900

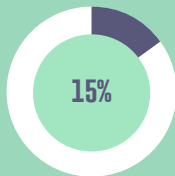
Engaged
7,100

Page views
37,500

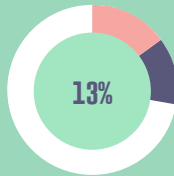
Sessions
14,800

Unique users
8,400

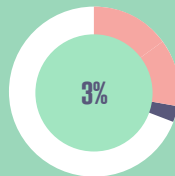
WHO PARTICIPATED IN 2016?



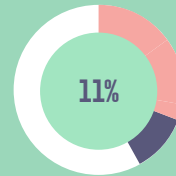
Entrepreneurs



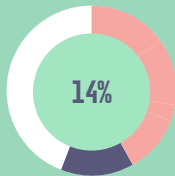
Student Entrepreneurs



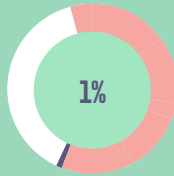
Researchers



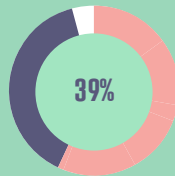
Investors



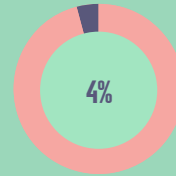
Business Professionals



PhD's



Students



Others

COPENHAGEN SCHOOL OF ENTREPRENEURSHIP

Copenhagen School of Entrepreneurship (CSE) is the unit at CBS, focusing on practical entrepreneurship. Since 2007, CSE has had more than 700 student driven companies in different programs, from basic startup, to scale and growth programs.

CSE is also the student incubator at Copenhagen Business School, where more than 130 cross-disciplinary startups, with students from more than 90 different countries, each year are turning their ideas into businesses. CSE is the largest student incubator and student startup environment in Denmark, and houses ambitious early-stage startups within 13 different industries. Students from all Danish universities are growing their companies from CSE, in close collaboration with the corporate world.

Our most important role is to support aspiring student entrepreneurs in Denmark in gaining practical business knowledge, which improves their employability, and prepares them for a society, undergoing rapid change and development. The students learn to merge academic and practical competencies within the field of entrepreneurship, positioning themselves as innovative leaders of the future.

Since 2015, CSE has been the driver behind CBS Entrepreneurial Day.

For more information about Copenhagen School of Entrepreneurship, please contact:

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WHY BECOME A PARTNER?

A partnership with CBS Entrepreneurial Day 2017, provides you with the unique opportunity to connect with entrepreneurial talents, build strong brand awareness, and show your company's support for two important causes: Entrepreneurship and innovation!

The event reaches 4,500 entrepreneurial talents within many different segments; students, student startups, entrepreneurs, investors, researchers, and business professionals.

We believe, entrepreneurial talents are our national treasures, and we strive to find and support them, by inspiring and empowering them to turn their ideas into sustainable businesses.

Innovation in an unexpected place

Take the pulse of new trends within the industries, and discover innovation, leadership and problem solving from the most talented student startups in the North.

Access an exclusive network of like-minded business professionals, who are eager to build in-house innovation initiatives, or are curious to attract the entrepreneurial talents of the future, to create corporate growth.

Attending the event as an event partner is an amazing opportunity for your company to associate your name and brand with the entrepreneurial community in the North, support entrepreneurial talents, and receive longstanding recognition for your partnership at CBS Entrepreneurial Day.

PARTNER PACKAGES

SCALING

200,000 DKK

- ✓ 20 access passes to networking lounge
- ✓ Unlimited blogposts on website
- ✓ Your rollup in networking lounge
- ✓ Logo on partner rollup
- ✓ A5 page in event book
- ✓ Product / flyer in goodie bag
- ✓ Cluster sponsor
- ✓ Logo on main stage
- ✓ Logo on facebook cover
- ✓ Stand area in main hall

GROWING

100,000 DKK

- ✓ 10 access passes to networking lounge
- ✓ Unlimited blogposts on website
- ✓ Your rollup in networking lounge
- ✓ Logo on partner rollup
- ✓ A5 page in event book
- ✓ Product / flyer in goodie bag
- ✓ Cluster sponsor
- ✓ Logo on main stage
- Logo on facebook cover
- Stand area in main hall

SUPPORTING

50,000 DKK

- ✓ 5 access passes to networking lounge
- ✓ 5 blogposts on website
- ✓ Your rollup in networking lounge
- ✓ Logo on partner rollup
- ✓ Logo in event book
- ✓ Flyer in goodie bag
- ✓ Cluster sponsor
- Logo on main stage
- Logo on facebook cover
- Stand area in main hall

SEED

25,000 DKK

- ✓ 3 access passes to networking lounge
- ✓ 3 blogposts on website
- ✓ Your rollup in networking lounge
- ✓ Logo on partner rollup
- ✓ Logo in event book
- ✓ Flyer in goodie bag
- Cluster sponsor
- Logo on main stage
- Logo on facebook cover
- Stand area in main hall



WHAT ARE IN THE PACKAGES?



STAND AREA

As our Scaling Partner, you have first row access to networking with the 4,500 participants, with your own exhibition area.

The area is approximately 3x3 meter



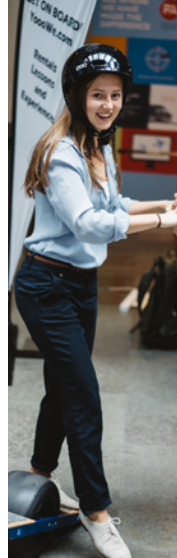
BRANDING

Brand your business through blog posts, promotion on social media, and high visibility of your company's logo and brand, both before, during, and after CBS Entrepreneurial Day.



ACCESS PASSES TO NETWORKING LOUNGE

Expand your business network with access to our Networking Lounge. Enjoy access to food and drinks, while you network and connect with future customers, partners and employees, or just share business knowledge and experience.



EVENT BOOK

All partner logos will be visible on page 3 & 4 in our event book, which will be free to take for all participants.

Growing and Scaling Partners will also have their own A5 page to brand their businesses.



SCALING PARTNER

200,000 DKK

Our Scaling Partner package is designed to increase your organization's brand awareness, within the entrepreneurial community in the North, as well as attracting entrepreneurial talents from the Danish universities.

Before the event, our main partners will be given prominent display on our event website and social media, including unlimited number of blog posts, logo on social media covers, and extended company profiles on the event website.

At the event, you should bring your business card, as you will have first row access to meet the participants at your stand area, placed in front of the main hall. With 20 access passes to the Networking Lounge, you will also have great opportunities for exclusive networking. Your logo will be visible on rollups, placed around the venue, on the banners on the main stage, in the event book, and in one cluster area.

To get maximum exposure, you will have your own A5 page in the event book, as well as the opportunity to include a product sample, or flyer in the goodie bag.

After the event, we will thank you in an individual post on our social media. Your logo will be highly visible on video from the talks, as well as photos and video from the day. We would also love for you to share posts on our website about your participation in the event, and how the future looks for your business.

GROWING PARTNER

100,000 DKK

Our Growing Partner package is ideal for the company, who wants high visibility before, during, and after the event.

Before the event, your logo will be visible on our website, where you also have access to share an unlimited number of blog posts. These blog posts will be shared through our social media platforms, where you will also be introduced as our Growing Partner.

At the event, you will have high visibility with your logo on the main stage, on live videos of the talks, on partner rollups, and in one of the cluster areas.

You will have 10 access passes to our Networking Lounge, where your rollup will be visible all day, and where you can enjoy food and drinks, while you network with investors, business professionals, and entrepreneurs.

After the event, your logo will be visible on photos and videos from the day. We will also thank you for being our event partner on social media, and on our event website, where you can also share a follow up post about your participation at CBS Entrepreneurial Day.

SUPPORTING PARTNER

50,000 DKK

This package is perfect for the company, that wants to receive brand recognition within entrepreneurship, but do not need to interact with all the participants at the event.

Before the event, we will introduce you as our Supporting Partner. Your logo will be visible on our website, where you can also share up to 5 blog posts. The blog posts can brand your business, tell about an interesting trend within your field, or explain why you think entrepreneurship is important for your business, or society.

At the event, we welcome 5 of your employees in our Network Lounge, where they can enjoy delicious food and drinks, and gain great opportunities for business networking. This is also where your company rollup will be visible all day.

Furtermore, your logo will be visible on the partner rollups, in the event book, as well as in one of the three clusters, where the student startups will be exhibiting. Finally, you can reach the participants, through your flyer, we will have in the goodie bags.

After the event, we will thank you as our Supporting Partner. Futhermore, you will see your logo amongst the many photos and videos uploaded from the event.

SEED PARTNER

25,000 DKK

This package will give you the exposure, you need to get your name and brand recognized in the startup community. Perfect to the company, that wants to be recognized as an event partner.

Before the event, we will introduce you as our Seed Partner on our event website and social media platforms. As our Seed Partner, you can also share up to three blog posts on our website, promoting your business, which we – of course – will share in our network.

At the event, your logo will be visible on our partner rollups and in the event book. Furthermore, you will have 3 access passes to our Networking Lounge, where your company rollup also will be standing. Your flyer in the goodie bag will reach the participants, and give you the opportunity to attract new talents to your business, or network.

After the event, you will be thanked for your support on our website, and through social media platforms, and have a stronger brand recognition within the entrepreneurial community.

PITCH COMPETITION PARTNER

150,000 DKK

This year, you will have an exclusive opportunity to take part in CBS Entrepreneurial Day's Pitch Competition, as a Pitch Partner. The Pitch Competition will have its preliminary rounds from May and forward, with the semifinals and final during the CBS Entrepreneurial Day in September. All student startups are welcomed to apply for the Pitch Competition, with the aim to address startups from the North.

As a Pitch Partner, you will be able to brand your company before, during, and after the event, creating longstanding brand recognition in the startup community. The partnership includes your company logo on the main stage banner throughout the entire event, promotion on the event website, on social media, and in the event book.

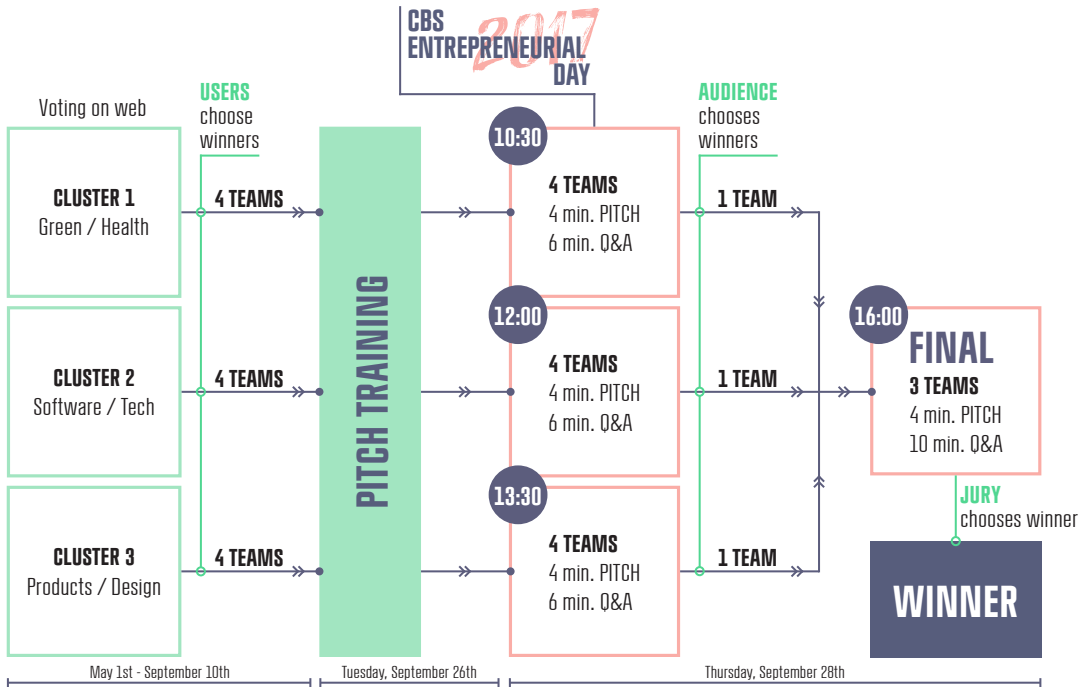
The pitch final is the last event of the day, will be held on the main stage and be livestreamed on facebook.

To create attention and attract talented startups, the winning prize is minimum 150,000 DKK and will increase with 50,000 DKK for each extra partners.

As our pitch competition partner, you will also get 10 access passes for our networking lounge, which includes all-day drinks and food



PITCH COMPETITION



SPONSOR PACKAGES

- Two access passes to networking lounge are included in all packages.

PITCH CLUSTER SPONSOR

15,000 DKK

Increase your brand recognition within one of three clusters.

As a Pitch Cluster Sponsor, you will sponsor one of the three clusters, and your logo will be visible on the pitch section of the website, in the event book, on the pitch stage banner, as well as on marketing material for the pitch competition.

COFFEE SPONSOR

30,000 DKK

As our coffee Sponsor, your logo will be printed on minimum 600 coffee mugs, distributed to all participants with access to free coffee.

Brand your business in our coffee lounge area with your rollup, flyers, or product samples, to reach the participants. We are in charge of buying the coffee, and the branding of your business, so you can fully enjoy the day!

SELFIE BOOTH SPONSOR

20,000 DKK / 40,000 DKK

This package is a great way to promote your business; sponsor the selfie booth, and get your logo on more than 500 fun photos, taken by the participants throughout the day, and shared on social media.

We offer three sponsor packages of 20,000 DKK, or one package of 40,000 DKK if you want exclusive status on this package.

STARTUP CLUSTER SPONSOR

15,000 DKK

This year, 18 talented student startups within the Nordic startup community, will be exhibiting at CBS Entrepreneurial Day, within the three clusters: Green / Health, Software / Tech, and Product / Design.

As a Startup Cluster Sponsor, your company's logo will be visible at the clusters' stand area, on the event website, in the event book, and on all graphic material promoting the clusters.



Contact us to partner up, or hear
more about your opportunities as a
CBS Entrepreneurial Day partner!




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