



## **Sponsorship of Global Entrepreneurship Week (GEW) 2023**

Once again, the GEW Host Committee is currently busy planning this year's Global Entrepreneurship Week (GEW) which will be globally held from November 13<sup>th</sup> to 19<sup>th</sup> 2023. Our aim is that for November, the whole island turns its attention to and celebrates the importance of encouraging, inspiring, and connecting existing and aspiring entrepreneurs.

Last year was a momentous year for Bermuda's GEW. Over 4,590 participants attended GEW events, represented their companies, got involved in activities, and led workshops and/or events. Considering the media coverage of GEW island-wide, we estimate that over 30,000 residents were exposed to our events and to the identities of those who supported them. We were able to make this impact, due to support from sponsors.

Entrepreneurs need access to information and resources available locally, but in some instances, they do not have the means or contacts to get the support they need. The goal of GEW in Bermuda is to help them make that connection. The events we have planned for the month include numerous opportunities to reach existing, and potential entrepreneurs and sponsorship are a way to ensure the sustainability and continued growth of this necessary initiative while elevating the profile and exposure of your business.

The events listed below will be primarily coordinated by BEDC with support from different partners, but they all share the common theme of promoting entrepreneurship: small or medium-sized, for-profit, or not-for-profit. We invite you to join in supporting the entrepreneurial ecosystem in Bermuda by sponsoring GEW. Your sponsorship will ensure the success of the entire initiative. Sponsorship levels have been included for your reference and consideration. In addition to monetary support, you can also sponsor by providing raffles and prizes for the various events. Please note that one hundred percent of the funds received will be used for GEW Activities.

As we continue to improve each year, we hope you can see the substantial impact that this initiative has on the business community and on your organizational brand. We thank you for your support and look forward to working with you this year. I would be more than willing to meet with you and your team to discuss this further.

Yours in success,

Kelsea Williams  
Communications & Development Officer, BEDC  
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**GEW Host Committee**  
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## Please enjoy highlight videos from previous years:

Empowering Innovators: A Recap of Global Entrepreneurship Week 2022

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From Ideas to Impact: A Recap of Global Entrepreneurship Week 2021



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## Planned 2023 GEW Events and Activities

Event	Day	Date	Time
GEW Launch Announcement	Monday	13 <sup>th</sup> Nov	
In the City Sponsor Giveaway Day	Tuesday	14 <sup>th</sup> Nov	
Rep your colour day/flag/social posts/tags	Wednesday	15 <sup>th</sup> Nov	
Sponsor Day	Thursday	16 <sup>th</sup> Nov	11 am – 3pm
Rocket Pitch Competition Finals	Thursday	16 <sup>th</sup> Nov	6pm – 9pm
Youth Entrepreneurship Social (YES)	Friday	17 <sup>th</sup> Nov	11 am – 3pm
Festival of Entrepreneurship	Friday	17 <sup>th</sup> Nov	6 pm - 9pm
Artisan Vendor Market Day	Saturday	18 <sup>th</sup> Nov	11am – 3pm
7 <sup>th</sup> Annual BEDC Business Awards	Saturday	18 <sup>th</sup> Nov	6pm – 9pm
WEDC: All Women’s Brunch & Conference	Sunday	19 <sup>th</sup> Nov	11:30 am – 4pm
Next Man Up: All Men’s Brunch & Conference (Intl. Men’s Day)	Sunday	19 <sup>th</sup> Nov	11:30 pm – 4pm
Sponsor Thank You Celebration & Conference Wrap Up	Sunday	19 <sup>th</sup> Nov	5 pm – 9pm

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### 7<sup>th</sup> Annual BEDC Business Awards

The BEDC Business Awards is an event that celebrates the achievements, growth & resilience of Bermuda’s entrepreneurs. This event features local businesses nominated by the public for their success in the last year.

### InspireCon

InspireCon is an event in partnership with Driven Society out of New York, bringing together multicultural creatives and entrepreneurs from the US and Bermuda. It was conceived to optimize the creative process through mindfulness. Producing an event focused on inspiration, encouragement, networking, and relaxation.

### Festival of Entrepreneurship

Festival of Entrepreneurship is a gathering of entrepreneurs, investors and community leaders focused on supporting the growth of innovation and entrepreneurship in Bermuda. This networking event focuses on collaboration within the entrepreneurship community and will kick off GEW 2023!

### Youth Entrepreneurship Social

Held for the first time in 2022, this event is catered to young people between the ages of 12 - 24. It is an event designed to expose young people to networking, pushing them to meet and speak with existing and aspiring young entrepreneurs.

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### **Rocket Pitch Competition**

The Rocket Pitch competition was launched in 2008 as part of the inaugural Global Entrepreneurship Week (GEW). The business plan competition is a chance for emerging entrepreneurs to submit a plan to launch a business to help serve both local and global challenges.

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Finalists in the annual Rocket Pitch competition pitch their businesses before a panel of judges in the hopes of winning a share of \$35k in cash and services. Businesses compete within six pitch categories - Pitch Pink, Youth Pitch, Pitch Tech, Pitch Town, Pitch Green, & Pitch Food & Bev. This competition is responsible for helping to launch over 80 businesses.

### **Next Man Up! Men in Entrepreneurship Event**

Launched last year, this event was so well received that we plan to add this to the list of annual GEW events. Attendees will be treated to a keynote presentation and a panel discussion on topics that resonate with men.

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### **Women's Entrepreneurship Day Conference**

The conference will be held on the official Women's Entrepreneurship Day, which is celebrated globally on November 19<sup>th</sup>. This event aims to focus on the importance of empowering women in business globally as they come together for a weekend of collaboration, education, and innovation.

### **CyberMonday**

Formerly, eMonday, Cyber Monday Bermuda is an online initiative aimed at encouraging residents to shop locally online and to support the development of local e-commerce business in Bermuda. Participating consumers shop at one or more of the many websites listed on the BEDC e-tailers Directory. Our Cyber Monday Initiative aims to support and encourage the continuous development of e-commerce on the Island enhancing the practice of shopping online and motivating sellers and buyers to use the Internet when transacting, particularly as the Island gears up for the Holiday Season.

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Visit [www.gew.bm](http://www.gew.bm) to learn more.

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## The Global Initiative: About GEW as a Whole

During one week in November, the world spotlights how entrepreneurial ideas can contribute to global economic development. GEW Global, which started in 2008 with the Kauffman Foundation and the UK's Make your Mark organization, has grown to include Host Committees in over 200 countries. With the help of governments and non-government organizations, Host Countries coordinate events ranging from invention competitions to local entrepreneurship summits designed to stimulate creative solutions, jumpstart innovation and celebrate the entrepreneurial spirit, especially among young people.

The Bermuda Economic Development Corporation is the Host organization with support from, the Youth Entrepreneurship Initiative of Bermuda (registered charity no. 616), and the Economic Development Department. The Bermuda Host organization's role is to leverage its partnerships within the public and private sector to inspire the new generation of entrepreneurs and creative thinkers.

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## GEW Sponsorship Levels

### Major Partner - \$15,000 +

- Company name listed as Major Partner in all media.
- Logo on all marketing collateral & printed materials/videos
- Logo to appear in Major Partner locations on GEW website & Event pages.
- Recognized as Major Partner on all Social Media Outlets.
- Host "Sponsor Day" Event on Thursday, Nov. 16<sup>th</sup> between 11 am – 3 pm
- Prominent signage at all events.
- Speaking/Press opportunities at relevant events.
- Key role (i.e. judge) at signature events.
- Booth/Table at BEDC events.
- 8 Access Tickets to all BEDC coordinated GEW events.
- 4 Access Tickets to all BEDC partner GEW events (as identified).
- Commemorative Booklet of the Weeks activities.
- 8 Invitations to Sponsor Thank You Celebration & Wrap Up Event.

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### Sponsor - \$10,000 - \$14,999

- Company name listed as Sponsor in all media.
- Prominent signage at three sponsored events of your choice.
- Logo to appear in Sponsor locations on GEW website & Event pages.
- Logo to appear on all related event materials and social media posts.
- Event Press opportunities.
- Booth/Table at BEDC event.
- 6 Access Tickets to all BEDC coordinated GEW events.
- Commemorative Booklet of the week's activities.
- 6 Invitations to Sponsor Thank You Celebration & Wrap Up Event.

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### Contributor - \$7,000 - \$9,999

- Prominent signage at two sponsored events of your choice.
- Logo to appear in Contributor Position on GEW website & Event pages.
- Media Opportunities.
- Promotional materials at two events of your choice.
- 4 Access Tickets to two BEDC coordinated GEW events of your choice.
- 4 Invitations to Sponsor Thank You Celebration & Wrap Up Event.
- Commemorative Booklet of the week's activities.

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### Supporter - \$5,000 - \$6,999

- Logo to appear in Supporter Position on GEW website & Event pages.
- Promotional materials at one event of your choice.
- 2 Access Tickets to one BEDC coordinated GEW event of your choice.
- 2 Invitations to Sponsor Thank You Celebration & Wrap Up Event.
- Commemorative Booklet of the week's activities.

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