



Annual Conference



✦ Salt Lake City ✦
2026

Sponsorship Prospectus

USASBE

4044 4044 N Lincoln Avenue #260
Chicago, IL 60618



Why USASBE Matters

USASBE helps members:

- Share and learn best practices and innovations in entrepreneurship research, education and program development
- Engage with peers through programming, networking and collaborative opportunities
- Focus on specific areas of interest through Special Interest Groups (SIGS)
- Create a peer support network as we break boundaries, push the limits & create the future of entrepreneurship education.

Advancing entrepreneurship education through bold teaching, scholarship and practice.

USASBE members are:

- Educators sharing best practices and innovations in entrepreneurship education.
- Scholars generating cutting-edge entrepreneurship research and translating existing entrepreneurship research into teachable content.
- Program directors and practitioners who complement classroom-based entrepreneurship education with practical immersion experiences in the broader entrepreneurship community.

For our Members, By our Members

USASBE is run largely through the efforts of member volunteers who lead in a variety of ways. USASBE HQ is a small team that ensures daily operations create and sustain the conditions in which our members can flourish.



About USASBE



Salt Lake City, Utah

Thriving Entrepreneurial Ecosystem

Throughout the state of Utah, you'll find a strong talent pool for start-ups, growing access to venture capital, strong entrepreneurial networks, AMAZING college and university programs, and experienced entrepreneurs ready to mentor and support the next generation of founders.



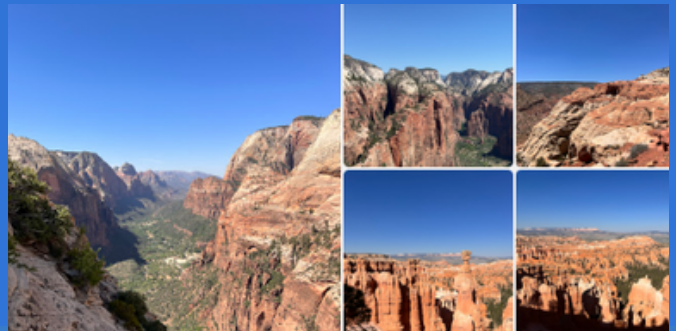
Government Support for Founders



At the state and city level, entrepreneurs benefit from strong resources such as the Salt Lake Chamber, Women's Business Center of Utah, the Governor's Office of Economic Opportunity Startup State Initiative, and so much more.

The Great Outdoors!

You can't talk about Utah without mentioning the abundance of opportunities to explore nature's wonders! From the mountains, to the salt flats to the 5 national parks, don't come to Utah without bringing your skis or hiking boots!



Hilton Salt Lake City Center

255 South West Temple, Salt Lake City, Utah, 84101

Highlights

412 attendees

from 200+
institutions
representing:

45 US states
3 US Territories
15 countries

2025 Attendees

Minority+Women E'ship
Social E'ship
Rural E'ship
Agriculture E'ship
Arts E'ship
NIL
Longenecker Fellows
Wilford White Fellows
Doc Consortium

2025 Special Events

112 sessions
sharing best
practices, lessons
learned and
emerging trends

2025 Engagement

3 Research Awards
3 MWE SIG Awards
1 Online Education Award
5 Social Entrepreneurship
Awards
7 Program Awards
3 Teaching Awards
1 Volunteer of the Year
1 Lifetime Achievement

2025 Awards

Within the first 24
hours after the 2026
Call for Submissions,
the submissions
webpage had over
1.2K views from 800
unique devices!

2026 Excitement

A quick survey revealed that our members have significant spheres of influence and impact!

300

The average number of students an individual USASBE member directly engages with each year. Responses ranged from 100-1000

1086

The average number of students an individual USASBE members' program directly engages with each year. Responses ranged from 170-3500

285

The average number of community entrepreneurs a USASBE members' program directly engages with each year. Responses ranged from 18-3000

Why Be A Sponsor?

Want to increase your brand awareness?

Sponsorship ensures that your brand is in front of educators around the globe. The higher the sponsorship, the more exposure.

Want to show the world your commitment to future job creators?

Sponsorship connects your brand with the programs, educators and researchers influencing the innovators of tomorrow.

Recruiting soon?

Put your brand in front of educational leaders and changemakers.

Want to promote your product?

Engage directly with top educators to showcase products and gain market insights.

Media Support

Work with us to create custom resources for your media needs. Specific quotes, photo ops and more for your PR team.

Want to support economic and community development from local markets to global?

USASBE members support entrepreneurship well beyond students and classrooms. Many members work tirelessly to support local businesses, underserved populations and high impact social ventures in efforts to bring opportunity to all.



New Sponsor Benefits!

*Dependent on sponsorship level and the timing of your sponsorship.

Here are a few new items to look for in the various sponsorship packages:

- **CEO will proudly wear your organization's t-shirt or hat during the conference*** (T-shirt will be worn under a blazer, so logos should be on the front. Sponsor will provide the t-shirt or hat)
 - ½ day sponsorships will include 1 reception or on stage showing
 - All t-shirt/hat branding sponsorships will include photo ops and follow up postings of branded photos through USASBE channels
- **Named table at Friday's lunch and Saturday's lunch***
 - At Friday's lunch, members of the Utah entrepreneurship community will be invited. Guests will be heavily promoted and people who are interested in a specific entrepreneur can join them at their promoted table.
 - Saturday's lunch will have themed conversations to help people connect with like-minded peers
 - Your name/logo will be the most visible decor at your chosen table(s) during lunch. Tables will be selected by the highest level sponsors first, in order of the date that the sponsorship was closed.
- **Be included in conference games for prizes***
 - Attendees will have the opportunity to complete mini sponsor games such as trivia, word searches and crosswords. Your organization will be included in these activities. Attendees who complete activities can enter into a drawing for prizes that will be handed out on the last day of the conference. Prizes will include locally made and purchased goods such as food, jewelry, t-shirts, coffee, etc.



Sponsorship Packages

Showstopper Sponsor \$25,000

- Logo prominently displayed on website, in conference app and in conference materials
- Logo on website through the year
- Have 2 articles written about your program & published via USASBE channels over the next year
- CEO will wear your organization's t-shirt or hat for a half day during the conference including photo ops on stage
- 5 conference registrations
- 10 bonus beverage tickets
- Exhibit booth at the 2026 USASBE Conference
- Conference Bag Stuffer (to be curated by the sponsor and sent to SLC for bag stuffing)
- 2 Named tables at Friday's lunch and Saturday's lunch
- Guaranteed session on a topic of your choosing
- Participate in the Sponsor Lighting Round on stage at a plenary session (60 seconds)
- Priority mentions throughout conference games and activities

Platinum Sponsor \$20,000

- Logo displayed on website, in conference app and in conference materials
- Have 2 articles written about your program & published via USASBE channels over the next year
- CEO will wear your organization's t-shirt or hat for a 2 hour time slot during events. Photo ops included.
- 4 conference registrations
- 8 bonus beverage tickets
- Exhibit booth at the 2026 USASBE Conference
- Conference Bag Stuffer (to be curated by the sponsor and sent to SLC for bag stuffing)
- 1 Named table at Friday's lunch and 2 at Saturday's lunch
- Guaranteed shared session on a topic of your choosing
- Participate in the Sponsor Lighting Round on stage at a plenary session (60 seconds)
- Mentions throughout conference games and activities



Sponsorship Packages

Gold Sponsor \$15,000

- Logo displayed on website, in conference app and in conference materials
- Have 2 articles written about your program & published via USASBE channels over the next year
- 3 conference registrations
- 6 bonus beverage tickets
- Exhibit booth at the 2026 USASBE Conference
- Conference Bag Stuffer (to be curated by the sponsor and sent to SLC for bag stuffing)
- 1 Named table at Friday's lunch and Saturday's lunch
- Guaranteed shared session on a topic of your choosing
- Participate in the Sponsor Lighting Round on stage at a plenary session (30 seconds)
- Mentions throughout conference games and activities (fewer than Platinum Sponsors)

Silver Sponsor \$10,000

- Logo displayed on website, in conference app and in conference materials
- Have 1 articles written about your program & published via USASBE channels over the next year
- 2 conference registrations
- 4 bonus beverage tickets
- Exhibit booth at the 2026 USASBE Conference
- Conference Bag Stuffer (to be curated by the sponsor and sent to SLC for bag stuffing)
- 1 Named table at Friday's lunch or Saturday's lunch
- Guaranteed shared session on a topic of your choosing
- Participate in the Sponsor Lighting Round on stage at a plenary session (30 seconds)
- Mentions throughout conference games and activities (fewer than Gold Sponsors)



Sponsorship Packages

Bronze Sponsor \$5,000

- Logo displayed on website, in conference app and in conference materials
- 1 conference registration
- 2 bonus beverage tickets
- Exhibit booth at the 2026 USASBE Conference
- Conference Bag Stuffer (to be curated by the sponsor and sent to SLC for bag stuffing)
- Mentions in some conference games and activities (fewer than Silver Sponsors)

Exhibitor Only \$3,500

- Logo displayed on website, in conference app and in conference materials
- 1 Exhibitor conference registration - event attendance only (No perks such as SWAG bags, ability to present in a session, ability to participate in games for prizes, etc)
- Exhibit booth at the 2026 USASBE Conference

Other Sponsor Opportunities at USASBE 2026

- Name the Work Room \$10,000
- Name the Collaboration Room \$10,000
- Branded Name Badge Lanyards \$10,000
- Longenecker Fellows and Wilford White Fellows Celebration \$8,000

Conference Sponsorships

Showstopper

Platinum

Gold

Silver

Bronze

Exhibitor Only

Logo on website throughout the year



T-shirt/hat worn at USASBE Conference

Half day

2 Hours

Guaranteed Session

Solo

Shared

Shared

Shared

Sponsor Lightning Round Inclusion

60 sec

60 sec

30 sec

30 sec

Named lunch tables

4

3

2

1

Published articles about program

2

2

2

1

1 conference registration per \$5,000 sponsorship



2 bonus beverage tickets per \$5,000 sponsorship



SWAG Bag item



Conference games & activities inclusion

Priority All

All

All

All

Some

Exhibit booth at 2026 conference



Logo on website, app and materials



1 Exhibitor Registration

Yes



SIGS and Program Sponsorships

So, what's a USASBE SIG?

Large associations can be an intimidating place to find your people. USASBE's Special Interest Groups are impactful, smaller groups of highly engaged members with similar interests. SIGS come together to share goals, challenges, dreams, and insights from their specific areas of interest. SIGS also create a special place where members find peer support while ensuring that USASBE stays attuned to the specific needs of our diverse members and their students.

- Agriculture Entrepreneurship
- Community College Connections
- Minority and Women's Entrepreneurship
- Online Entrepreneurship Education
- Rural Entrepreneurship
- Social Entrepreneurship
- Tech Entrepreneurship
- Venture Financing

What cohorts and programs are available?

To further enhance our members' ability to create meaning entrepreneurship educational opportunities, USASBE offers programming such as the Doctoral Consortium, NIL Certification, Social Entrepreneurship Certification, Entrepreneurship Lecturer's Certification, the Rural Entrepreneurship Symposium, and our student honor society, Sigma Nu Tau.

Interested in sponsoring a SIG or a program?

We offer a variety of opportunities to sponsor the areas most important to you and your organization. Please see our asset list that offers sponsorship recognition throughout the year. We offer a \$3,500 package and a \$5,000 package SIG or Program sponsorship, but are happy to discuss a custom package if you would like to support even more.



SIG and Program Sponsorship Packages

**The below packages apply to all SIGS and Programs other than the Rural Entrepreneurship Symposium. Please contact us for opportunities to sponsor the Rural Entrepreneurship Symposium.

\$5,000

SIG or Program
Annual
Sponsorship**

- Logo displayed at all of your chosen SIG or Program activities for 1 year
- Logo displayed on the webpage of your chosen SIG or Program for 1 year
- Invitation to attend the in-person conference event for your chosen SIG or Program if applicable
- 1 promotional email sent to all members of your chosen SIG or Program
- Recognition on USASBE homepage for 5 days throughout the year
- Recognition through USASBE's LinkedIn (3,300+)
- Logo displayed at the annual conference with recognition as a SIG or Program Sponsor

\$3,500

SIG or Program
Annual
Sponsorship**

- Logo displayed at all of your chosen SIG or Program activities for 1 year
- Logo displayed on the webpage of your chosen SIG or Program for 1 year
- Invitation to attend the in-person conference event for your chosen SIG or Program if applicable
- Recognition through USASBE's LinkedIn (3,300+)
- Logo displayed at the annual conference with recognition as a SIG or Program Sponsor

**These packages apply to all SIGS and Programs other than the Rural Entrepreneurship Symposium. Please contact us for opportunities to sponsor the Rural Entrepreneurship Symposium.

Want to learn more?

If you are interested in additional exposure and benefits, please reach out. We are happy to discuss sponsorships higher than the Showstopper Sponsorship for added benefits.

Due to the cost of attendance and the cost to host this conference, we have incredibly limited options to customize any of these packages. Thank you for your understanding.

For more information, please reach out to:

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Dan Cohen, Board - Fundraising cohenda@wfu.edu

Matt Smilor, Board - Fundraising matthew.smilor@sfasu.edu

Sara Cochran, Board Chair cochrang@iu.edu

Thank you for supporting USASBE!

