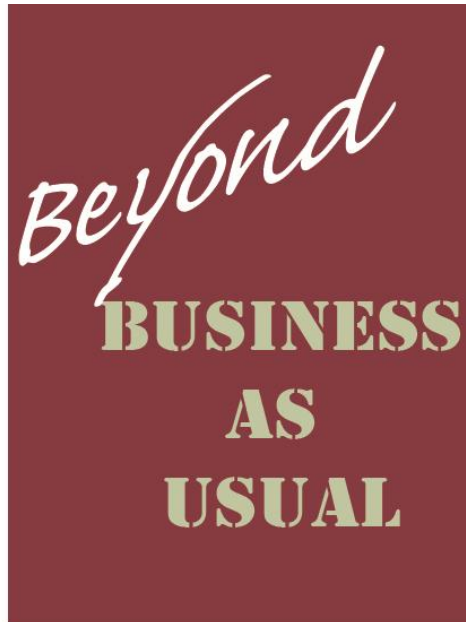


social enterprise conference



Sponsorship Package

**October 5, 2011
The Hartford Club**



2011.08.02



What is Social Enterprise?

If you're not sure what social enterprise is, take heart – you're not alone. It's a growing movement around the idea of **using the power of business to create social good.**

More specifically we define social enterprise as any organization (could be a nonprofit, for profit, or hybrid) that is structured to use the free market (selling goods or services) to make a social contribution.

There are many flavors of social enterprise but they share some common values or commitments:

- ↪ Social responsibility
- ↪ Transparency
- ↪ Fair and equitable compensation
- ↪ Net positive social impact
- ↪ People and purpose before profit

We have some wonderful **examples** of social enterprise right here in Connecticut:

- ↪ Newman's Own which funnels all the profits from the sale of Newman's Own products to various charitable organizations.
- ↪ Walker Systems Support which gives one third of any distributed profits each to employees, and community.
- ↪ Billings Forge Community Works, a nonprofit organization which uses its catering and restaurant businesses to provide earned income and on the job training for residents of the Frog Hollow community.
- ↪ Ten Thousand Villages, a nonprofit organization which sells artisan crafts, supporting its mission of providing fair trade opportunities for third world artisans.

Our mission at reSET is to promote, preserve and protect social enterprise, and our goal is to **make Connecticut a hub of social enterprise.** Our Beyond Business as Usual conference is in its second year and is our keystone event to celebrate the work being done by area social enterprise ventures, educate the public on the topic, and to encourage the development and growth of social enterprise in our state.

For more information visit BeyondBusinessAsUsual.org



Overview of the Day

reSET Social Enterprise Trust is pleased to host its second **Beyond Business as Usual Conference on October 5, 2011 at The Hartford Club**. This all-day event will celebrate, educate, and germinate social enterprise! It will bring together students, young professionals, educators, public advocates, investors, and social entrepreneurs to learn from each other and become actively engaged in making Connecticut a hub of social enterprise.

**IT'S TIME TO
CELEBRATE
EDUCATE &
GERMINATE
SOCIAL ENTERPRISE!**

There will be two plenary sessions. In the morning there will be an informative **debate** on issues surrounding social enterprise... like how do you define it, is it a valid business model, and how do you measure success. Later in the day we will come together again for an educational and entertaining **Dolphin Tank**, giving a select number of social entrepreneurs the opportunity to pitch their idea to a group of investors. In return they will receive feedback and advice from the panel, and educate us all on their ideas.



The reSET Social Entrepreneur Award winners will be announced after lunch. This award was established to recognize aspiring individuals with viable, sustainable business plans for social enterprise that will improve the community, create jobs, and demonstrate the power of harnessing profit to purpose.

For more information visit BeyondBusinessAsUsual.org



Robert Egger, Founder and President of DC Central Kitchen, will be the keynote speaker. He is the voice for change and an influential figure in the social enterprise sector. Egger opened DC Central Kitchen in 1989. It is a community kitchen that uses locally sourced food to make meals for the hungry. Rather than running a traditional nonprofit, Egger created a very successful catering business which not only provides income to sustain their operations but also provides on-the-job training for those they serve, breaking the cycle of homelessness and unemployment. This is a classic case of using the power of business to create social good. Since its inception, it has produced over 23 million meals and helped 800 men and women gain full time employment.

The program will also include social enterprise **exhibits** with opportunities to see the many different flavors of social enterprise that are out there in Connecticut today.

Our **breakout sessions** will cover educational and practical topics for anyone interested in social enterprise. Topics will include issues such as funding a social enterprise; how to begin; options for legal structures; marketing; how to move to the social enterprise model; and others.



For more information visit BeyondBusinessAsUsual.org



Audience

Registration will be limited to 300 to keep the day intimate. Attendees will include:

- ↪ Business and nonprofit leaders
- ↪ Students
- ↪ Young professionals
- ↪ Educators
- ↪ Public advocates
- ↪ Investors
- ↪ Social entrepreneurs

You will be joining an important group of **socially responsible, community oriented** organizations that are in the vanguard of making Connecticut a hub of social enterprise.

Our **Honorary Committee** demonstrates the breadth and depth of organizations supporting this mission

- ↪ Ted Carroll, President, Leadership Greater Hartford
- ↪ Jim Carter, CEO, Carter Realty
- ↪ Bill Cronin, Former Chair and President, Cronin & Company
- ↪ Judith Greiman, President, CT Conference of Independent Colleges
- ↪ Oz Griebel, CEO, MetroHartford Alliance
- ↪ Rosanne Haggerty, President, Common Ground
- ↪ Jack Horak, Attorney, Reid & Riege
- ↪ Catherine Smith, Commissioner, State of Connecticut Department of Economic and Community Development
- ↪ Clare Smith, President Emeritus, Aid to Artisans
- ↪ Charley Smith, Director, J. H. Cohn LLP
- ↪ Richard Sugarman, President, The Connecticut Forum
- ↪ Cary Wheaton, President, Billings Forge Community Works

For more information visit BeyondBusinessAsUsual.org



Your sponsorship is what will make this day possible!

You will also be helping make Connecticut a hub of social enterprise. This is so important for the state as it will create economic and job growth of the best kind:

- ↪ Jobs that will stay in Connecticut
- ↪ Sustainable, satisfying, meaningful work
- ↪ Socially responsible and community oriented business
- ↪ Jobs that will attract young graduates
- ↪ Work places that add vibrancy to the community
- ↪ Innovation for social good

Your sponsorship will also help:

- ↪ Develop and conduct educational and advocacy work around social enterprise
- ↪ Create academic research on the topic of social enterprise
- ↪ Support curriculum development
- ↪ Provide scholarships for the Beyond Business as Usual Event and other workshops
- ↪ Develop tools to promote, preserve and protect social enterprise
- ↪ Make our Business Planning for Social Entrepreneurs workshop possible
- ↪ Launch new social enterprise ventures in our state
- ↪ Get social enterprise into the curriculum of our colleges and universities
- ↪ Develop funding sources for new and expanding social enterprise ventures
- ↪ Establishing metrics and guidelines for social enterprise
- ↪ Work on creating recognition of social enterprise as a viable, scalable business model
- ↪ Create the JiveHive Social Enterprise Incubator
- ↪ Create a speakers bureau on the topic of social enterprise
- ↪ Develop services in support of social enterprise development

You will be in good company... we are currently being supported by

- ↪ Department of Economic Development
- ↪ MetroHartford Alliance
- ↪ Leadership Greater Hartford
- ↪ Connecticut Forum
- ↪ Connecticut Council of Independent Colleges

For more information visit BeyondBusinessAsUsual.org

Preliminary Schedule

7:30–8:30am	Registration/Exhibits/Breakfast
8:30-8:45am	Welcome Thank you to Sponsors Introduction of Presenting Sponsor Introduction of Kate Emery
8:45 – 9:15am	Kate Emery, CEO, reSET & Walker Systems Support
9:15 – 10:00am	Introduce Panel and Panel Debate
10:00 – 10:15am	Q&A
10:15 – 10:30am	Networking Break
10:30 – 11:30am	Breakout Session #1
11:30 – 1:00pm	Lunch Keynote Speaker: Robert Egger
1:00– 1:30pm	Awards
1:30 – 1:45pm	Networking Break
1:45 – 2:45pm	Breakout Session #2
2:45 – 3:45pm	Dolphin Tank
3:45 – 4:00pm	Closing
4:00 – 5:00pm	Cocktail Reception



Sponsorship Opportunities

Beyond Business as Usual (BBAU) Conference 2011

PRESIDENT'S CIRCLE - \$50,000 +

- Program Listing
- Website presence and links
- Recognition in Annual Report
- Complimentary Conference Tickets (2)
- Invitation to Welcome Dinner (2)
- Logo on signage
- Back-page recognition in program
- Plenary Session Sponsorship Signage
- Presentation Opportunity
- Reception Sponsorship
- Welcoming Dinner Sponsorship

CHAMPION - \$25,000

- Program Listing
- Website presence and links
- Recognition in Annual Report
- Complimentary Conference Tickets (2)
- Invitation to Welcome Dinner (2)
- Logo on signage
- Full-page recognition in program
- Plenary Session Sponsorship Signage
- Presentation Opportunity
- Breakfast Sponsorship

BENEFACTOR - \$10,000

- Program Listing
- Website presence and links
- Recognition in Annual Report
- Complimentary Conference Tickets (2)
- Invitation to Welcome Dinner (2)
- Logo on signage
- Half-page recognition in program
- Plenary Session Sponsorship Signage
- Presentation Opportunity

For more information visit BeyondBusinessAsUsual.org



STEWARD - \$5,000

- Program Listing
- Website presence and links
- Recognition in Annual Report
- Complimentary Conference Tickets (2)
- Invitation to Welcome Dinner (2)
- Logo on signage
- Quarter page recognition in program
- Breakout Session Sponsorship Signage

INNOVATOR - \$1,000

- Program Listing
- Website presence and links
- Recognition in Annual Report
- Complimentary Conference Tickets (2)
- 1 Invitation to Welcome Dinner
- Logo on signage

FRIEND - \$500

- Program Listing
- Website presence and links
- Recognition in Annual Report
- Complimentary Conference Ticket

CONTRIBUTOR - \$250

- Program listing
- Website presence and links



Sponsorship Reservation Form

Date: October 5, 2011

Time: 7:30am – 5:00 pm

Place: The Hartford Club, Hartford, CT

Yes, I want to support *Beyond Business as Usual* Conference 2011:

- | | | |
|--------------------------|---------------------------|---------------------|
| <input type="checkbox"/> | PRESIDENT'S CIRCLE | \$50,000+ |
| <input type="checkbox"/> | CHAMPION | \$25,000 - \$49,999 |
| <input type="checkbox"/> | BENEFACTOR | \$10,000 - \$24,999 |
| <input type="checkbox"/> | STEWARD | \$5,000 - \$9,999 |
| <input type="checkbox"/> | INNOVATOR | \$1,000- \$4,999 |
| <input type="checkbox"/> | FRIEND | \$500 - \$999 |
| <input type="checkbox"/> | CONTRIBUTOR | \$250 - \$499 |

Organization Name _____

(as it should appear in promotional materials):

Contact Name: _____

Phone: _____

Email Address: _____

Website address: _____

Address: _____

City: _____ State: _____ Zip: _____

Send reservation to:

reSET Social Enterprise Trust, 20 Waterside Drive, Farmington, CT 06032

For more information: Mary Jo Keating, 860.674.9023 x 627 or mkeating@socialenterprisetrust.org

reSET Social Enterprise Trust is a nonprofit 501(c)3 organization.

For more information visit BeyondBusinessAsUsual.org