The Twenty Second Annual John Ruffatto Business Plan Competition:

2012 Sponsor Information Package

Special Thanks to John Ruffatto Business Plan Competition Platinum Sponsors: 2011

KT & Carol Thuerbach Insight Fund

What is the John Ruffatto Business Plan Competition?

The John Ruffatto Business Plan Competition was founded in 1990 and has become one of the premier entrepreneurial events in the state. Each May, the event attracts approximately 30 teams from college programs around the state vying for an invitation to compete in the day long event. Fifteen teams are invited to compete and the field is narrowed down during the day with the top 4 teams presenting their plans in the evening to an audience of more than 250 distinguished Montana business leaders, academicians, and students. These teams in the past have competed for over $35,000 in prize money. The competition's distinguished judges and the audience submit their votes following the evening presentations and awards are given to all teams invited to the competition.

More than 650 students from Montana's universities and colleges have participated in the event since its inception and over 50 of the student business plans have been implemented. These businesses include: Air Montana, Big Sky Brewing Company, Orbital Software, Eden Systems, Custom Rides and Racing, Genre & Mode, Guarana Energia, Kinetic Sports Interactive, Mazdog Archery, Rocky Mountain Truss Company, Wood Fusion Studio, and many more.

Where do sponsor contributions go?

The Montana Business Plan Competition is partially supported by an endowment formed in 1990 and also relies on corporate and individual sponsorships. The endowment and sponsorships provide funding for: prize money, food and beverages served during the event, sponsor advertisements, and event brochures. In addition, the money covers the costs of rooms and meals for all competitors from outside of Missoula, thus making participation affordable for students from across the state.

What sponsorship opportunities are available?

Dean Gianchetta and the Montana Academy of Distinguished Entrepreneurs worked toward improving the competition and to develop a new sponsorship program. The sponsorship program has four distinct levels:

Sponsorship Level	Amount
Platinum	$2,500 and up
Gold	$1,000 to $2,499
Silver	$500 to $999
Bronze	$250 to $499

What do sponsors receive in return for their contributions?

Each sponsorship level comes with a set of benefits that will reflect the contribution made to this important program. These benefits have been carefully designed to maximize your organization's exposure for assisting us. Here are the benefits associated with each level of sponsorship:

Platinum Level Sponsors

- Large sign at the event featuring your company's logo in first tier location
- Company's logo projected on big screen at competition
- Mentioned in all press-releases for the event
- Recognized at the event by the Emcee
- Listed as a sponsor, along with logo, on the competition's website until next year
- Listed as a sponsor in the event's brochure
- Listed as a sponsor in the School of Business Administration's Newsletter
- Recognized in The University of Montana foundation literature
- Membership in The University of Montana's President's Club, which brings with it a variety of privileges and recognition at The University of Montana
- VIP invitation to the Pioneer in Industry Award Banquet held each fall
- New sponsor benefits under development

Gold Level Sponsors

- Large sign at the event featuring your company's logo in second tier location
- Recognized at the event by the Emcee
- Listed as a sponsor, along with logo, on the competition's website until next year
- Listed as a sponsor in the event's brochure
- Listed as a sponsor in the School of Business Administration's Newsletter
- Recognized in The University of Montana foundation literature
- Membership in The University of Montana's President's Club, which brings with it a variety of privileges and recognition at The University of Montana.

Silver Level Sponsors

- Poster at the event featuring your company's logo
- Listed as a sponsor (text only) on the competition's website until next year
- Listed as a sponsor in the event's brochure
- Recognized in The University of Montana foundation literature

Bronze Level Sponsors

- Poster at the event featuring your company's name
- Listed as a sponsor (text only) in the event's brochure
- Recognized in The University of Montana foundation literature

Notice our Sponsor's prominent signage at the event

Our Sponsors are featured on our website for one year
Are the donations tax deductible?

Yes, all donations are made through The University of Montana **Foundation** (a "Non-Profit" 501(c)3 as designated by the Internal Revenue Service), are tax deductible, and are **channeled to the Business Plan Competition**.

Are there opportunities for longer term sponsorships?

As with the original funding for the event through the John Ruffatto Endowment, SOBA is currently examining other long term opportunities for organizations to contribute to the event. These may include options such as naming the first place award (i.e., the XYZ Company Award for First Place in the John Ruffatto Business Plan Competition). You will be receiving information on longer term sponsorships in the near future.

Who should I contact to become a sponsor?

Companies or individuals interested in sponsoring the Montana Business Plan Competition should contact:

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