

2011 Sponsorship Prospectus

What is the John Heine Entrepreneurial Challenge?

The John Heine Entrepreneurial Challenge is Australia's premier new venture competition for graduate students which simulates the process of entrepreneurs raising venture capital. Student teams prepare a plan for a bona fide, investment ready business that is judged in conjunction with a Presentation and Q&A Session. The competition is a not for profit event and all financial and in-kind support directly benefits the participants.



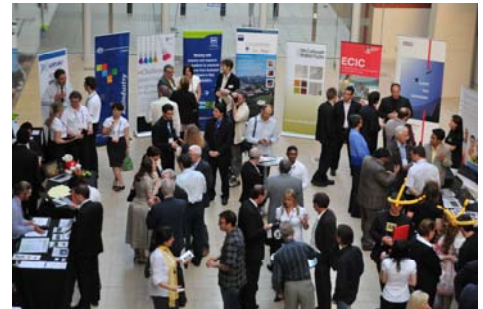
The John Heine Entrepreneurial Challenge (JHEC) boasts a twelve year history and is the only national competition specifically for tertiary students. As future executives and budding entrepreneurs, all participants will be in the market to consider further use of the tools that organisations supporting the competition have to offer. In 2011 we anticipate up to ten university teams from around Australia will compete in the 8 & 9 December competition.

The overall winning team will be invited to compete at the international level at Global Venture Labs Investment Competition – the 'Super Bowl' of investment competition (mootcorp.org). Formerly known as Global Moot Corp, Global Venture Labs Investment Competition is hosted annually at The University of Texas at Austin. The John Heine Entrepreneurial Challenge is the only Australian competition to receive an automatic berth in Global Venture Labs Investment Competition.

Benefits to Sponsoring Organisations

As a sponsoring organisation you will receive national recognition as a supporter of innovation and entrepreneurship in Australia. All sponsors are invited to engage with the competition and its participants at various levels such as participation on a judging panel, mentoring a team or attending the networking event. In doing so supporting organisations may also:

- Access new venture concepts and business planning models from Australia's leading edge graduate schools
- Display your organisation's support and commitment to business innovation
- Be recognised as a business leader in innovation and entrepreneurship.
- Opportunity to establish strategic alliances with participants and grow your client base
- Make a valuable and socially responsible investment in the future of Australian business and entrepreneurship education
- Engage your employees and clients to build and strengthen relationships and corporate culture through networking with other leading members of the Australian business community



A range of investment categories are available to suit any size budget and may be tailored to your organisations requirements. Investments can be cash or in-kind in the form of professional services offered as a prize, assistance in promotion of the competition or the provision of satchels for competition attendees.

Please refer to the Investment Levels included in this document for full details.

Further Details

For further information about sponsoring the John Heine Entrepreneurial Challenge, please contact:

Belinda Hopgood
Events & Sponsorship Manager
QUT Business School
Ph: 07 3138 4029
Email: b.hopgood@qut.edu.au

2011 Sponsorship Investment Levels



the john heine
entrepreneurial challenge

Investment Benefit	Growth Sponsor \$5,000 + (cash or in-kind)	Start-Up Sponsor \$1,500 + (cash or in-kind)	Seed Sponsor Customised Investment (< \$1,000, cash or in-kind)
Your organisation's sign or banner* prominently displayed at the 2011 John Heine Entrepreneurial Challenge competition	<i>Exclusive</i>	-	-
Opportunity for an organisational representative to speak at a competition event**	<i>Exclusive</i>	-	-
Exclusive naming rights to one of the 2011 John Heine Entrepreneurial Challenge functions – Networking Event or Awards Reception <i>eg: The (Sponsor Name) Awards Reception. Subject to availability</i>	<i>Exclusive</i> (cash only)	-	-
Opportunity to nominate a representative from your organisation to participate on the 2011 John Heine Entrepreneurial Challenge heats judging panel**	✓	✓	-
Organisation's logo displayed on the competitor certificates (presented to each individual competitor)	✓	✓	-
Your Company's logo printed in the sponsor section of the event program	✓	✓	-
Your Company's corporate profile featured inside the competition program and on the website	✓	✓	-
Acknowledgement of sponsorship status at the official opening and closing of 2011 John Heine Entrepreneurial Challenge	✓	✓	✓
Complimentary tickets to attend any 2011 John Heine Entrepreneurial Challenge function/s of your choice	8	4	2
Option to purchase a 'Naming Rights Award' at 50% less the marked investment value. (Cash Investors Only)	✓	✓	✓
Opportunity to purchase additional tickets to the 2011 John Heine Entrepreneurial Challenge function/s at a discounted rate	✓	✓	✓
John Heine Entrepreneurial Challenge logo and website link posted on your organisation's website	✓	✓	✓
Opportunity to place promotional material* in the 2011 John Heine Entrepreneurial Challenge competition satchels	✓	✓	✓
Your Company's name printed in the sponsor section of the event program (text only)	-	-	✓
Supporter Opportunities – Choose from the following:	Investment Value		Number of Opportunities
Provision of a satchel with your organisation's logo (approx 100)	In-kind		1
Donation of in-kind services for inclusion in Overall Winner, First Runner-up or Second Runner-Up Awards	As negotiated		∞
Naming Rights Awards – cash only	<i>Supporter</i>	<i>Sponsor</i>	
60 Second Pitch Award, donated by (Organisation Name)	\$1,000	\$500	1
Highly Commended Award, donated by (Organisation Name)	\$600	\$300	2
The (Organisation Name) Outstanding Showcase Display	\$500	\$250	1
Presentation Excellence Award, donated by (Organisation Name)	\$500	\$250	2
Best Technology Venture Award, donated by (Organisation Name)	\$500	\$250	1

* Provided by sponsor; ** Subject to approval upon application. Sponsors may design and request a benefit specifically for their organisation - *subject to approval*. Exclusivity of benefits may be negotiated based on the investment benefit, level of support, sponsor's industry and exposure offered.