



## Introduction

**The John Heine Entrepreneurial Challenge** is Australia's premier new venture competition for graduate students. It simulates the process of entrepreneurs soliciting start-up funds from investors. Graduate students prepare a plan for a bona fide 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, previously MOOT CORP® Australia, boasts an eleven year history and is part of the Global MOOT CORP® Challenge hosted by the University of Texas at Austin [www.mootcorp.org](http://www.mootcorp.org). The John Heine Entrepreneurial Challenge winner competes at the international competition in Texas, USA. In past years, Australian teams have had exceptional success in the international competition winning in 1994, 1996 and 2000. Australian teams were also placed second runner-up in 1999 and 2000 and third runner-up in 2005.

## Benefits to Supporting Organisations

There are many benefits available to organisations that support the John Heine Entrepreneurial Challenge, as shown below. A detailed list of investment levels is also attached to the end of this document.

- National exposure as a high profile supporter of innovation and entrepreneurship in Australia
- Gain access to new venture concepts and business planning models from Australia's leading edge graduate schools
- Partner with Australia's elite MBA and graduate students in fostering entrepreneurship development
- Guide and influence Australia's new entrepreneurs by representing your organisation on a judging panel or as a team mentor for the John Heine Entrepreneurial Challenge
- Maximisation of your company presence and exposure at a national event
- Demonstrate your organisations support and commitment to industry research and business innovation
- Demonstrate to your clients a profile of association and investment in Australian new ventures and business planning processes
- Association with Australia's leading entrepreneurship and innovation tertiary education institutions
- Secure new business opportunities and strategic alliances arising from your participation in The John Heine Entrepreneurial Challenge
- Make a valuable and socially responsible investment in the future of Australian business education
- Network with other leading members of the Australian business community



The John Heine Entrepreneurial Challenge has a team of dedicated staff to assist your organisation in executing the sponsorship objectives and ensuring you receive maximum exposure leading up to, and for the duration of the event. Please contact Event Coordinator, Belinda Hopgood, to discuss any aspect of this proposal on (07) 3138 4029 or [b.hopgood@qut.edu.au](mailto:b.hopgood@qut.edu.au).

In order to maximise your investment we encourage you to respond by the end of July 2010. Sponsorships after this time will still be accepted; however we cannot guarantee that your organisation's logo will appear on all the relevant marketing and promotional collateral.

### **Competitor Profile**

The competition is aimed at MBA and business graduate students. However, it is also open to other postgraduate and undergraduate students from all Australian tertiary institutions. Non-students may be members of the venture's management team and may participate in planning the venture. However, only students may participate in the competition. All entries must be bona fide ventures.

As future executives and budding entrepreneurs, all participants will be in the market to consider further use of the tools that companies supporting the competition have to offer. In 2010 we estimate between ten and twelve universities from around Australia will compete in the competition.

### **Promotional Strategy**

A comprehensive promotional strategy has been put in place combining direct mail, internet marketing, public relations, media releases and promotional activities. The competition will be continually promoted through the website ([www.johnheinechallenge.org](http://www.johnheinechallenge.org)) and by a network of participating universities on a national basis to ensure a successful and well marketed event in 2010.

*i.lab was pleased to have supported the development of tomorrow's entrepreneurs as a sponsor of the John Heine Entrepreneurial Challenge. The quality of the pitches were tremendous – I look forward to continuing to be involved with this exciting initiative in years to come, providing the students of the future with the opportunity to be involved in the only national pitching competition of its type.*

**Anne-Marie Birkill**  
CEO - i.lab  
Prize Sponsor 2005-2009



## 2010 Supporter Investment Levels

Investment Benefit	Growth Base \$10,000	Start-Up Base \$5,000 cash or in-kind prize donation to same or similar value	Seed Base \$1,000 cash or in-kind prize donation to same or similar value
Brand exposure and supporter recognition affiliated with <i>all aspects</i> the 2010 John Heine Entrepreneurial Challenge competition; including supporter's logo and link to website on JHEC website supporters' page	✓	✓	✓
Acknowledgement of supporter status at the official opening and closing of 2010 John Heine Entrepreneurial Challenge	✓	✓	✓
Opportunity to be a <b>Team Host</b> <sup>#</sup> and Mentor to one of the university teams – <i>see details below</i>	✓	✓	✓
Opportunity to nominate a representative from your organisation to participate on the 2010 John Heine Entrepreneurial Challenge heats judging panel**	✓	✓	✓
Complimentary tickets to attend any 2010 John Heine Entrepreneurial Challenge function/s of your choice	Four Tickets	Two Tickets	One Ticket
Opportunity to place promotional material* in the 2010 John Heine Entrepreneurial Challenge competition satchels	✓	✓	✓
JHEC logo and website link posted on your organisation's website	✓	✓	✓
Your organisation's sign or banner* prominently displayed at the 2010 John Heine Entrepreneurial Challenge competition	✓	✓	
Negotiable Benefits			
Exclusive <b>naming rights</b> to one of the 2010 John Heine Entrepreneurial Challenge functions - <b>Awards Dinner, New Venture Showcase or Meet &amp; Greet Breakfast</b> – <i>subject to availability</i> <i>Eg: The (Sponsor Name) Awards Dinner</i> Includes an additional two tickets to the function and an optional speaking opportunity at the function	✓		
Your organisation's logo displayed on the 2010 John Heine Entrepreneurial Challenge satchel distributed to each participant	✓		
Multimedia presentation at a prominent event during the competition eg: New Venture Showcase, Awards Dinner, Meet & Greet Breakfast	✓		
Exclusive <b>supporter status</b> to one of the 2010 John Heine Entrepreneurial Challenge functions - <b>Awards Dinner, New Venture Showcase or Meet &amp; Greet Breakfast</b> – <i>subject to availability</i> <i>Eg: The New Venture Showcase proudly supported by (Sponsor Name)</i> Includes an additional two tickets to the function and an optional speaking opportunity at the function		✓	
Prize naming rights to a 2010 John Heine Entrepreneurial Challenge award and opportunity to present the award at the Awards Dinner - <i>subject to availability</i> <i>EG: The (Sponsor Name) Presentation Excellence Award</i>		✓	
Prize donation and supporter status of a prize*** (supporter's choice) <i>Eg: The Highly Commended Award proudly supported by (Sponsor Name)</i>			✓



## Exclusive Opportunity- only one available

### 2010 JHEC Champion Supporter – additional investment applies

International exposure of your organisation's brand - your logo printed on the Australian Global MOOT CORP® representative T-shirts, worn by the winning JHEC team in the USA. (*not available after 4 October 2010*)

Opportunity to serve as a mentor and advisor to the winning team prior to Global MOOT CORP®

Announcement of team mentor and organisation at the JHEC Awards Dinner

With the consent of both parties, the opportunity to include your company logo on the business plan submitted to Global MOOT CORP® only.

Opportunity to travel with the team to Texas (at own expense)

## # Team Host Details

Meet your team at the Meet & Greet Breakfast

Opportunity to provide feedback/ coach the team in a 1.5 hour session held prior to the heat competition

One complimentary ticket to attend the 2010 John Heine Entrepreneurial Challenge Meet & Greet Breakfast

Recognition as a team mentor on the 2010 competition website and program

One complimentary ticket to host the team table at the JHEC Awards Dinner

## Additional Details

\* Provided by supporter. Promotional material is treated as in-kind support

\*\* Judging panel suitability to be determined by the Competition Director on application

\*\*\* Cash prizes are included as part of the supporter's investment

Host University Partnership Proposal is separate to this schedule

Exclusivity of benefits may be negotiated based on the investment benefit, level of support, supporter's industry and exposure offered

Supporters may design and request a benefit specifically for their organisation - *subject to approval*

### Contact

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