



Providing entrepreneurs & businesses a vehicle to showcase their business offerings, cultivate relationships, and promote their brand.



A QUARTERLY NETWORKING EVENT FOR
ENTREPRENEURS AND BUSINESS PROFESSIONALS



AN ANNUAL AWARDS EVENT HONORING
ACHIEVEMENTS WITHIN THE ENTREPRENEURIAL
& SMALL BUSINESS SECTOR

2013 EVENT SERIES REQUEST FOR PROPOSALS
PARTNER | ADVERTISE | SHOWCASE

V2L Events is pleased to announce your venue has been selected to participate in the vetting process for The Cooperative's 2013 Event Series. Serving as the event manager & producer, we seek to find event venues for hosting **The Showcase** quarterly networking affairs (three opportunities) and **The 2nd Annual Entrepreneurial Honors**, a red carpet awards show & reception. Your venue met the initial criteria and we now invite you to submit a proposal to host us in 2013. This information packet is designed to acquaint you with our growing network of business owners, our events, and our sole mission to connect, network, and promote our affiliated members, partners, and sponsors.

The unique structure of The Showcase incorporates opportunities to showcase the host venue in a way that far exceeds a simple program or website listing. Our intent is to intentionally foster possibilities for our Affiliates and attendees to consider hosting their next corporate or social function at your venue. Your venue has the option of submitting a proposal with partnership support or a general proposal with all applicable pricing included. All proposals will be reviewed for consideration and promotional opportunities will be commensurate to level of support given.

GENERAL LOGISTICAL NEEDS & SPECIAL REQUESTS+

- **Event Type:** Corporate Networking & Recognition events
- **Target Dates:** *(Flexibility may exist if alternate dates fall within the same month)*
 The Showcase Networking Affair: (Friday) 2Q2: May 17th | 3Q: September 27th | 4Q: TBD
 The Entrepreneurial Honors: (Saturday) August 24th
- **Event Time:** 7:00 p.m. – 11:00 p.m. | [Indicate set-up time availability]
- **Expected Attendees:** 125-200+ varies by event
- **Event Space & Set-up:**
 Main Space: Reception w/ cocktail & high-top tables | Stage w/ 2 Arm Chairs | Theater seating
 Registration/Exhibition: Booth access or one (1) 6' table | 4' or 6' tables for Exhibitors
 VIP Area/Green Room: Welcome Suite for Special Guests, Dignitaries, Sponsors
 Staff Prep/Storage Room: For administrative use and storage
- **F&B:** Reception style Hors d'oeuvres/Tapas | Desserts | Cash Bar/Beverage Station
- **Parking:** Free or Reduced rates available for Attendees
- **A/V:** Screen & Projector | House sound patch | Wireless/Lavalier Microphones (2) | Podium w/Mic

+Specific information is provided for each event on the following pages.

PARTNERSHIP/SPONSORSHIP OPPORTUNITY & BENEFITS

REQUESTED SUPPORT (ALL OR IN-PART)

- In-kind Donation or Reduced Rental Fee for event space
- Complimentary Parking passes for Show Staff (not to exceed 10)
- Discounted pricing/reduced minimums for Food & Beverage needs or ability to utilize our partnering catering company
- Discounted AV or no penalty waiver to Bring in Own
- Complimentary Wi-Fi for administrative/production use
- Endorsement of event(s) supported via means deemed mutually acceptable

BENEFITS & CONCESSIONS

- Official Recognition as V2L Events/The Cooperative partner and sponsor of The Showcase or The Entrepreneurial Honors
- **Venue mention and endorsement** included in eBlasts and Social Media posts
- **Branding opportunities**, where appropriate, to include: Event signage, Photo Step-n-Repeat, Print & Electronic Collaterals, and Social Media
- Complimentary **Full Page Ad** space in the event guide, The Showcase Quarterly
- **Website recognition** on sites for The Cooperative, EntreSphere.com and V2L Events
- **"Recommended Venue" Listing** in The Directory and V2L Events Resource page
- **Collateral insertion** in gift bags provided to attendees
- **Video spot** inclusion in promotional video and event video loop
- **Two (2) Series VIP Passes** for future events
- **On-Stage recognition** with opportunity to address the audience

On behalf of the Partners and Affiliates of The Cooperative, thank you in advance for any consideration given to this RFP and we look forward to your response and partnership. Let us know how we can best promote your venue to our attendees and the clients we serve.

Proposal Submission: Email with all necessary attachments by the provided deadline

DIRECT QUESTIONS, INQUIRIES, & SUBMISSIONS TO: Nick Bartley | nbartley@V2Lcorporation.com | 404.913.6825

THE COOPERATIVE EVENT LOGISTICAL PROFILE

2013 EVENT DATES:

- ThE CEO Experience "Special Event": {Friday, May 17th}
- The 2nd Annual E Entrepreneurial Honors {Saturday, August 24th}
- ThEShowcase Networking Affair: 3Q13 {Friday, September 27th}
- ThEShowcase Networking Affair: 4Q13 {TBD}

EVENT SPECIAL FEATURES:

- Blue Carpet Interviews: *Attendee testimonials and company pitch experience*
- Cocktail Chat: *Our preNetworking Hour developmental mini session presentation*
- The Entre-Sphere {CEO VIP Area}: *Network area for business owners and Sponsors*
- Business & Music Artist Showcase: *Company on stage presentation and interview segment*

TARGET ATTENDEE DEMOGRAPHICS

- **Profile:** Entrepreneurs/Small Business Owners, Corporate Executives, Young Professionals
- **Expected Attendance:** 125 - 200+
- **Industry:** Diverse areas of business, non-profit sector, entrepreneurship
- **Marketing/Promotion Methods:** Special Invitations, Direct mailers, corporate event calendars, email blast, professional associations, website & social media, promotional activities

ThEShowcase provides the following opportunities during each quarterly event and are available to entities that fit within the criteria provided:

- **SHOWCASE:** Entrepreneurs/Small Business Owners, Non-Profits, Independent Music Artists
- **EXHIBITION:** Providers of products/services that will assist in business development, operational support, financial management, and personal health.
- **PARTNERSHIP:** Companies that provide products & services that can be utilized in supporting event production and whom have a mutual desire to market to quality prospective clients.
- **MARKETING SPONSORSHIP:** Companies/Organizations that can utilize our integrated marketing tools to spread their message & brand to a targeted demographic of business owners.
- **ADVERTISER:** Entities that utilize our printed event publication and electronic promotional vehicles to promote products/services viable to entrepreneurial and small business development.

We only seek and accept mutually beneficial B2B/B2C entities for the purpose of delivering quality networking and obtainable ROI for our attendees and sponsors.

THESHOWCASE PARTNERS/SPONSORS

VIDEO PRODUCTION | CATERING | EVENT PLANNING | ENTERTAINMENT | PHOTOGRAPHY | DIGITAL MEDIA | EVENT HOST/BUSINESS STRATEGY



V2L Events LLC is the founding & managing affiliate of TheECooperative and the producer of ThEShowcase/Entrepreneurial Honors.

www.TheEntrepreneurialCooperative.org



The {E}ntrepreneurial Cooperative (ThECooperative) is an affinity group established to serve as *a business resource to connect progressive entrepreneurs and small businesses in an effort to cultivate network expansion, foster brand promotion, and increase business vitality & sustainability.* ThECooperative provides opportunities that address the business needs of our Affiliates (members) in the areas of entrepreneurial development & growth, professional networking, and building brand recognition & promotion.

OUR EXISTENCE:

Business owners and professionals elect to be vested affiliates **annually** or **quarterly** and are classified into membership categories as **Entrepreneur, Small Business, or Associate.** We exist simply as a means to create viable opportunities, physical and virtual, that are broadly unique in scope and designed to meet the needs of our Affiliates and Clients. We offer branding services and networking engagement activities through our various units that provide for an extraordinary experience for those on all levels of the entrepreneurial/small business journey.

Being connected with ThECooperative fosters the following:

- Connections with entrepreneurs and business owners for B2B/B2C collaboration;
- Expansion of a company/organization’s reach & presence;
- Brand building & enhancement;
- Marketing & Promoting of products/services via our integrated marketing methods 24/7; and
- Support in the areas of entrepreneurial growth & business development.



ThECooperative and all its sub units are branded with the E-Entre-Sphere. The “E” is a symbol of entrepreneurial equivalency and similarity in the business drive and focus amongst affiliates as we strive to be surrounded by a positive **sphere of influence** within our networks. Our sub units are presented below.



The E-Entrepreneurial Showcase Networking Affair {ThEShowcase} is an upscale business & entertainment networking event with a twist. We infuse entertainment in the professional environment by stage showcasing featured businesses and independent musical artists to provide an in-depth look at the day in the life of an entrepreneur’s passion and drive for success. ThEShowcase is NOT your ordinary networking event!



The Entrepreneurial Honors is an annual awards event designed to honor & recognize entrepreneurs, businesses, and organizations for the hard work and perseverance given to achieve in their respective industry and positive impacts within the community at-large.

ThEShowcase Quarterly is our quarterly event publication and serves as our Advertisement & Media arm overseeing print and web advertising, highlights entrepreneurial related news, events & resources, and handles all internal/external media relations.



EntreSphere.com is the virtual branding and promotions division providing foundational support, cost effective solutions, and a personal experience customized to our clients’ unique brand. We work efficiently & effectively to equip entrepreneurs and small businesses with the tools needed to properly promote their brand.

Dedicated to branding and promoting, ThEDirectory is an exclusive listing of the Affiliate Members of ThECooperative. This is our virtual promotion of the businesses that make us who we are.





presents

The CEO Experience

Partner with us as we host Atlanta's Small Business Owners and Executives for an evening of networking, mingling, and entertainment.

This "CEO Invitational" event is perfect for venues that naturally cater to the business crowd yet versatile enough to foster a social atmosphere. Showcase your venue as the perfect location to host this quaint group of power players.

RFP LOGISTICAL NEEDS & SPECIAL REQUESTS

- **Event Type:** Networking Mixer/ Reception
- **Requested Date:** Friday, May 17, 2013 - 7:00pm - 11:00pm
- **Expected Attendees:** 100-150
- **Quick Overview of Event Space & Set-up:**
 - Main Space:** Reception w/ cocktail & high-top tables | Stage | Dance Floor
 - Registration/Exhibition:** Booth access or one (1) 6' table | (5) 4' or 6' tables for Exhibitors/Sponsors
- **F&B:** Reception buffet Hors d'oeuvres/Tapas | Desserts | Cash Bar/Beverage Station
- **A/V:** Screen & Projector | Podium

SUBMISSION DEADLINE: Friday, March 29, 2013

CONNECT * NETWORK * SUPPORT



A QUARTERLY NETWORKING EVENT FOR ENTREPRENEURS AND BUSINESS PROFESSIONALS

Social engagement to showcase Entrepreneurs, Small Businesses, and Music Artist has gotten a facelift.

ThE Showcase's twist incorporates entertainment in the professional environment by stage showcasing business owners and featuring independent music artists. This infusion sets a corporate chic atmosphere that will provide attendees a lively and interactive experience. Event components include: Cocktail Chat, business showcasing & exhibition, and musical performances. We ARE the catalyst for the promotion of entrepreneurs and providing resources to assist them in all aspects of their endeavors.

RFP LOGISTICAL NEEDS & SPECIAL REQUESTS

- **Event Type:** Business Showcase & Exhibition
- **Requested Date:** Friday, September 27, 2013 - 7:00pm - 11:00pm
- **Expected Attendees:** 150-250
- **Quick Overview of Event Space & Set-up:**
 - Main Space:** Reception w/ cocktail & high-top tables | Stage w/ 2 Arm Chairs | Theater seating (30) Dance Floor
 - Registration/Exhibition:** Booth access or one (1) 6' table | (5-7) 6' tables for Exhibitors/Sponsors
 - VIP Area/Green Room:** Welcome Suite for Special Guests, Dignitaries, Sponsors
 - Staff Prep/Storage Room:** For administrative use and storage
- **F&B:** Reception Style Hors d'oeuvres/Tapas | Desserts | Cash Bar/Beverage Station
- **A/V:** Screen & Projector | House sound patch | Clear Podium w/Mic

SUBMISSION DEADLINE: Friday, April 26, 2013

CONNECT * NETWORK * PROMOTE

THE 2ND ANNUAL *Entrepreneurial* HONORS is searching for a home!

Does your Venue have what it takes to host the "Grammy's" for Business? Grow with us as we honor & recognize Atlanta's entrepreneurs for their work in business and in the community.



Honoring
Entrepreneur of the Year
Small Business of the Year
Young Entrepreneur on the Rise
Sphere of Influence Trailblazer Award
Excellence in Entrepreneurial Development

RFP LOGISTICAL NEEDS & SPECIAL REQUESTS

- **Event Type:** Awards Show and Reception
- **Requested Date:** Saturday, August 24, 2013 - 5:00pm - 10:00pm
- **Expected Attendees:** 350-500
- **Quick Overview of Event Space & Set-up:**
 - Awards Show:** Theatre or Theater Seating/Rounds combo | Stage
 - Reception:** Post Awards Reception w/high-top tables | six (6) 6' tables for Exhibition of Honorees
 - Entrance/Registration:** Red Carpet entry | Booth access or one (1) 6' table for guest check-in
 - VIP Area/Media Room:** Holding area for Honorees, Special Guests, Sponsors, Media
 - Staff Prep/Storage Room:** For administrative use and storage
- **F&B:** Passed and buffet Hors d'oeuvres/Tapas | Desserts | Cash Bar/Beverage Station
- **A/V:** Screen & Projector | House sound patch | Clear Podium w/Mic



SUBMISSION DEADLINE: Monday, April 15, 2013

SUPPORT * RECOGNIZE * INSPIRE



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