



**SPONSORSHIP AND  
PARTNERSHIP PROSPECTUS**



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## TABLE OF CONTENTS

About Thompson Management Consulting, LLC .....3

About National Small Business Week.....4

Defining the Entrepreneurship and Small Business Summit.....5

Invitation to Sponsors – Become a Partner .....6

Corporate Sponsorship Benefits (Statistics) .....7

Major Sponsorship Levels ..... 8-9

Major Sponsorship Application .....10

**Business  
Planning****Marketing****Project  
Management****Feasibility  
Studies****Financial &  
Budget  
Analysis****Meeting &  
Event  
Planning****Strategic &  
Operations  
Planning**

## About Thompson Management Consulting, LLC

Thompson Management Consulting, LLC (TMCLLC), located in Lawrenceville, Georgia, was founded in 2007 by Austin E. Thompson, Jr., and originally started as a company writing business plans for start-up ventures. Over the years, TMCLLC grew into a complete management consulting company offering, in addition to writing business plans, marketing research, project management, feasibility studies for business and product expansion, financial and budget analysis, strategic planning, operations planning, web development, and event planning and management.

Our core customers are small business owners, non-profit and for-profit organizations, and entrepreneurs who are in the seed, start-up, growth, and expansion phases of the business lifecycle (0-5 years). We specialize in relationship building and customer relationship management, because we believe strongly in building value added partnerships with our customers, not just having paying customers. We help our customers grow sustainable businesses, and focus greatly on providing a high quality of service.

### Mission:

To be a global leader and change agent in creating innovative models used to grow and transform small business firms into successful entities.

### Our Core Values Are:

- Commitment to customer satisfaction and sustained customer relationship management
- Ethical business practices
- Provide relevant and timely information
- Deliver outstanding quality of service
- Learn, develop, and grow educationally with new innovative ideas

For additional and detailed information on TMCLLC services, please visit [www.tmconsultingllc.com](http://www.tmconsultingllc.com). The Entrepreneurship and Small Business Summit website is [www.nsbw2016.com](http://www.nsbw2016.com), on which you will find all information about the Summit.

## About National Small Business Week



In 1963, the President of the United States of America, John F. Kennedy, issued a proclamation for the celebration of National Small Business Week to honor the nation's small business owners, entrepreneurs, and innovators. National Small Business Week has been celebrated each year since its inception in 1963, ten years following the establishment of the Small Business Administration (SBA), which was created by the Small Business Act on July 30, 1953. Each year the U.S. President issues a proclamation for National Small Business Week, during which, SBA offices across the country plan and execute events for small business owners. Awards are presented to several businesses in recognition of the numerous achievements made by those small businesses. Several of the key awards are Small Business Person of the Year, Small Business Investment Company of the Year, Small Business Resource Partner of the Year, Small Business Exporter of the Year, Women's Business Center of Excellence Award, and numerous others.

Small businesses drive the U.S. economic engine and are credited with creating over 66% of all net jobs in America, providing employment to millions of individuals who spend their discretionary income to drive an economic engine which keeps our economy strong. We honor our small businesses for their viability and achievements, but also recognize them for their innovations and contributions to growing America's global competitive advantage and creating jobs.

Thompson Management Consulting, LLC's annual Entrepreneurship and Small Business Summit plays a significant role each year in celebrating the achievements of our nation's small businesses, and providing a resource from which to leverage business to business (B2B) contacts, and the opportunity to participate in value-added workshops to build and grow long-term sustainable and solvent businesses. We value the relationships we are currently building with the various Metro Atlanta area Chambers of Commerce, the Small Business Development Centers (SBDC's), the Small Business Administration (SBA), Office of Economic Development, area business owners and entrepreneurs, and with local universities and colleges. We recognize that we are part of a vast ecosystem playing our individual role to increase the opportunity for Georgia to be a major state in which to do business.

Congratulations to our nation's small business owners, entrepreneurs, and innovators who continue to grow America's global competitiveness.

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## Defining the Entrepreneurship and Small Business Summit

The Entrepreneurship and Small Business Summit will be held on May 19 – May 21, 2016, with workshops held at The Clyde L. Strickland Center for Entrepreneurship at Discovery High School, Lawrenceville, GA and the Small Business Forum and Expo held at The Conference Center at Georgia Piedmont Technical College in Clarkston, GA.



The event will comprise two significant components. These two components are as follows:

**1. WORKSHOPS – The Clyde L. Strickland Center for Entrepreneurship at Discovery High School, Lawrenceville, GA 30046**

Workshops will be held on the first two days of the Summit in classroom style format. Each session will be one hour in length, facilitated by professional consultants.

May 19 – 20, 2016 (Thursday and Friday) – Workshops will be conducted between 9:30 a.m. and 3:30 p.m., one hour in length, with a half hour lunch break at 12:30 p.m. Lunch is fully sponsored on both days.

**2. SMALL BUSINESS FORUM AND B2B/B2C EXPO – The Conference Center at Georgia Piedmont Technical College, 495 North Indian Creek Drive, Clarkston, GA 30024**

May 21, 2016 (Saturday) – This component, on the third and final day of the 3-day Summit, will feature a small business forum with a keynote speaker, a panel discussion to include leading entrepreneurs, business leaders, and consultants, a B2B / B2C Expo with exhibitors promoting their business services and products, and a fashion presentation featuring the illustrious designs and fashions of Design Faze Boutique and Tijuana Faison. Makeup for models is provided by Just Lovely.

Setup of booths for exhibitors will begin at 7:00 a.m. and conclude by 8:55 a.m. All exhibitors will setup and get ready by 9:00 a.m. for the beginning of the official program. Vending activity resumes at 11:00 a.m. after the official program concludes and the Expo commences. All activity closes at 3:00 p.m. to clean up and vacate the facility by 4:00 p.m.

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## Invitation to Sponsors – Become a Partner

Dear Potential Sponsor:

Thompson Management Consulting, LLC (TMCLLC) invites you to become a valued partner in the planning and execution of its 3<sup>rd</sup> Annual Entrepreneurship and Small Business Summit to be held on May 19 – May 21, 2016 in celebration of National Small Business Week. The theme for this year's event is ***“Empowering Entrepreneurs – Growing Entrepreneurship”***. TMCLLC could pursue sponsors solely to assist in the funding of this event. However, we seek value-added contributors to help BRAND this annual summit and invest ideas that will transform a vision into successful and sustainable programs for our Metro Atlanta small business owners, entrepreneurs, and innovative change makers. We seek partners who understand the importance of contributions made by our nation's innovative and thriving small businesses, and are passionate enough to see our contributions continue to make America a global leader in building strong businesses, and keeping Georgia as the number one state in which to do business.

Many of the partners we seek are not only major entities comprising Corporate Atlanta, but also, small businesses and organizations who understand the necessity for programs which are critical to the success and long-term sustainable development of entrepreneurs. Moreover, a partnership program will ensure that TMCLLC is incorporating valuable workshops and programs with the most effective content to help small business owners grow long-term sustainable and solvent businesses. With your support and contribution, we are all stakeholders with a vested interest in making a positive impact on the Entrepreneurship and Small Business Summit in celebration of National Small Business Week 2016, and realizing its success.

Together, we offer something great for the Metro Atlanta area small business community, which overlaps our individual counties and municipalities. As stakeholders with a shared vision, we help to grow the Metro area economy, create jobs while keeping unemployment down, drive a robust economic engine by increasing discretionary income, increasing the revenue base of businesses to purchase goods and services from other small businesses, and further increase the attractiveness of Georgia as a state in which people wish to do business. Our micro and small business owners may be small in structure, but possess big and bold ideas of growing their bottom lines and business models.

Finally, this is an economic cycle we control. We exist in a vast ecosystem of innovative entrepreneurs, business owners, and consultants who rely on finding new ways to grow long-term sustainable and successful businesses. Let's make this a winning partnership which benefits all of us and have a shared vision for making the TMCLLC Entrepreneurship and Small Business Summit in celebration of National Small Business Week 2016 a huge success for all involved. Thank you for your support.

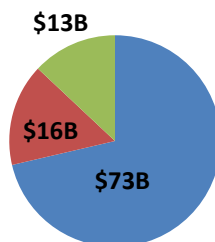
## Corporate Sponsorship Benefits (Statistics)

Thompson Management Consulting, LLC thank you for considering your sponsorship of this event, and becoming a valued partner. Below are some of the benefits of sponsoring the Entrepreneurship and Small Business Summit in celebration of National Small Business Week 2016.

- Major promotion of your business during the week and in all marketing material.
- Establish visibility as a major sponsor who supports small businesses.
- Helping to build the BRAND value of an event designed to help entrepreneurs grow their businesses.
- Reach key and emerging minority target groups, and market segments. According to the UGA Selig Center for Economic Study, Georgia has the 5<sup>th</sup> largest African-American consumer market in the U.S. at \$73 billion (\$1.1 trillion nationally), a 21.8% buying power in the entire state. The Hispanic market in Georgia, according to Georgia Trend political and business magazine, has a buying power of over \$16 billion (\$1.3 trillion nationally). Metro Atlanta’s African-American and Hispanic population are the largest among ethnic minority groups.

### Buying power of top 3 ethnic minority groups - Georgia

■ African-American   
 ■ Hispanic   
 ■ Asian



### Additional Information:

In 2013, Georgia was named the number one state in the nation in which to do business by Site Selection Magazine, and CNBC named it number one in 2014. Furthermore, Georgia has been ranked in the top 10 of many categories, especially in those which makes it a state with business friendly climate, and a state in which anyone can find relatively low risk of starting a business venture. Forbes Magazine currently has Georgia ranked at number ten.

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## Major Sponsorship Levels

We thank you for consideration as a **MAJOR SPONSOR** for the 2016 Entrepreneurship and Small Business Summit (ESBS), in celebration of National Small Business Week. Your contribution is very much appreciated. Please indicate below which level your company will sponsor.

### Platinum Level - \$7,500

- Premium full page color ad in the souvenir booklet (inside front cover, inside back cover, outside back cover)
- Complimentary Expo advertising table, skirted and covered with two chairs
- 2 Complimentary Atlanta Falcons tickets (***first 2 sponsors at this level only***)\*
- Logo on back of Summit T-Shirt (Valued Sponsors)
- 3 minutes to address the audience at the podium
- Featured in the small business video presentation (videos looped during entire event)
- Included in small business video on event website
- Personal stand-alone promotional video
- One featured corporate head shot (Looping photo presentation during entire event)

### Gold Level - \$5,500

- Premium half page color ad in the souvenir booklet
- Complimentary Expo advertising table, skirted and covered with two chairs
- 2 Complimentary Atlanta Falcons tickets (***first 2 sponsors at this level only***)\*
- Logo on back of Summit T-Shirt (Valued Sponsors)
- 1 minute to address the audience at the podium
- Featured in the small business video presentation (videos looped during entire event)
- Included in small business video on event website
- Personal stand-alone promotional video
- One featured corporate head shot (Looping photo presentation during entire event)

### Silver Level - \$3,500

- Premium quarter page color ad in the souvenir booklet
- Complimentary Expo advertising table, skirted and covered with two chairs
- Logo on back of Summit T-Shirt (Valued Sponsors)
- 1 minute to address the audience at the podium
- Featured in the small business video presentation (videos looped during entire event)
- Included in small business video on event website
- Personal stand-alone promotional video
- One featured corporate head shot (Looping photo presentation during entire event)



### **Bronze Level - \$1,500**

- Business card size advertisement in the souvenir booklet
- Complimentary Expo advertising table, skirted and covered with two chairs
- 1 minute to address the audience at the podium
- Featured in the small business video presentation (videos looped during entire event)
- Personal stand-alone promotional video
- One featured corporate head shot (Looping photo presentation during entire event)

### **What Your Sponsorship Covers:**

- Event space rental
- Major radio station advertisement and promotion in various demographic markets
- Promotion on metro area transportation
- T-Shirts
- Souvenir booklet
- Event photography
- Event videography
- Catered breakfast and lunch for workshop attendees – 2 days (May 19<sup>th</sup> and May 20<sup>th</sup>)
- Catered refreshments for exhibitors and all attendees – 1 day (May 21<sup>st</sup>)
- Keynote speaker honorarium
- Workshop facilitator certificates
- Panelist certificates
- Promotional flyers
- Audio visual equipment rental

***\*Note: Complimentary Atlanta Falcons tickets are for the 2016-2017 season***

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## Major Sponsorship Application

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Please Check the Appropriate Major Sponsorship Level Below:**

Platinum Level (\$7,500)

Gold Level (\$5,500)

Silver Level (\$3,500)

Bronze Level (\$1,500)

***Please make check payable to:***

Thompson Management Consulting, LLC  
P.O. Box 69  
Lawrenceville, GA 30046

Company Website: [www.tmconsultingllc.com](http://www.tmconsultingllc.com)  
ESBS Event Website: [www.nsbw2016.com](http://www.nsbw2016.com)

For additional information and if you have any questions, please contact [austin@nsbw2016.com](mailto:austin@nsbw2016.com). You can call (404) 587-3949 for immediate assistance. Thank you very much.