

gbsn.org/beyond

 **gbsn**
Beyond
TOGETHER
IN-PERSON & ONLINE

Sponsorship &
Partnership Opportunities



GBSN Beyond: The Transformative Power of Talent and Technology

Business schools are ideally placed to be the nexus between government, business, and civil society in shaping a collective response to our most critical challenges.

GBSN Beyond is about breaking the traditional boundaries of business education. It highlights and supports business school efforts to transform society—to build more inclusive and sustainable communities, especially in the developing world.

We always put people first, enabling and empowering them to create, build, and sustain organizations to solve problems of people and planet. But we can't ignore the growing power of technology to help people to create a better world, through business and education, and specifically to transform important sectors, such as health, agriculture, energy, and more.

Similarly, we cannot ignore the challenges that technology brings and the tensions it can create between what's good for people and the environment. There are new and important questions about human rights, privacy, and equality. And there are tensions between the Global North and the Global South, as well as the East and West, that have important implications for how we think about the future of business and business education.

This year's GBSN Beyond theme is about opportunities and challenges at the intersection of talent and technology. We recognize advances are more often generated through collaboration across borders, sectors, and disciplines. So, we encourage proposals that are international, multi-sectoral, and interdisciplinary. And, GBSN Beyond is about action and impact.

Let's confront these challenges together – in-person and online.

A vibrant hub of exchange, learning, collaboration and discussion.

Complex problems are often best solved with diverse perspectives, expanding the possible solutions through multiple inputs. The conference offers a program that engages participants in discussions about how to innovate across sectors and create models that address the climate crisis, inequalities in global supply chains, access to healthcare, agriculture, food security, and more.

The program is designed with the intent to push participants to embrace the notion of adaptability and collectively work together to develop sustainable solutions that go *Beyond the Classroom, Beyond the Credential and Beyond Business.*



1,500+

Virtual Attendees



50+

Organizations Represented



40+

Countries Represented



200+

In-Person Attendees



The audience



University leaders, including Rectors, Deans, Directors and Administrators from developed, emerging and frontier markets



Learners from all disciplines, including undergraduate, graduate and PhDs from developed, emerging and frontier markets



Faculty and lecturers from universities in developed, emerging and frontier markets



Professionals from industry, civil society, and government dedicated to addressing economic and social challenges effectively and efficiently

Get Involved. Be Noticed. Make a Difference.

Sponsorship & Partnership

Each Circle of Giving offers the opportunity to actively engage and support activities that directly contribute to making an impact on communities across the globe.

Active Participation in GBSN Mission & Vision

By supporting *GBSN Beyond*, your organization will directly contribute to the acceleration of the development of new programs, improvement of current programs and initiatives that will close the skills gap.

Exhibit and Showcase

Reach new audiences and solidify existing relationships by exhibiting virtually and / or in-person at *GBSN Beyond's* Innovation Marketplace. Showcase your initiatives on a global platform from one location.

Benefactor

Support students, faculty, administrators and entrepreneurs from the developing world by offering them the opportunity to participate in *GBSN Beyond* by becoming an institutional benefactor.

Be a Change Maker

Support activities that enable the creation of new knowledge, provide meaningful experiences, and build relationships that can transform management education, as well as provide broad visibility to your organization as a champion and change maker for economic and social development.



Paul Romer, Former Chief Economist at IFC World Bank and Austin Okere, Founder & Executive Vice Chairman, CWG Plc.
2017 Conference, Washington D.C.

Circles of Giving

Choose from a variety of packages that offer various benefits and opportunities and gain the biggest value with the largest impact for your organization.

Leadership Circle

\$15,000

Impact Circle

\$10,000

Community Circle

\$8,000

Mission Circle

\$5,000

Innovation Circle

\$3,500

Exhibitor

\$2,500

Leadership Circle

\$15,000 USD

- ✓ x4 in-person conf tickets (value at \$1200 each)
- ✓ Unlimited virtual event access for students, faculty and staff
- ✓ Offer x1 institutional registration to a school in the developing world
- ✓ Speaking opportunity
- ✓ Branded keynote session sponsor
- ✓ Logo placement on website, virtual event platform, and, mobile app
- ✓ Full page AD in printed program
- ✓ Featured article in x1 eNewsletter
- ✓ AD in x1 podcast episode OR participate in a 30-min podcast episode
- ✓ 60-sec Video Reel played during plenary session (virtual and in-person)
- ✓ Virtual booth with live video chat, lead generation, data analytics
- ✓ Prominent location for exhibit table at in-person conference
- ✓ Logo placement in all GBSN Beyond emails
- ✓ Choice of one **Be Remembered** add-on opportunity



Impact Circle

\$10,000 USD

- ✓ x3 in-person conf tickets (value at \$1200 each)
- ✓ Unlimited virtual event access for students, faculty and staff
- ✓ Offer x1 institutional registration to a school in the developing world
- ✓ Speaking opportunity
- ✓ Branded plenary session sponsor
- ✓ Logo placement on website, event platform, and mobile app
- ✓ Half page AD in printed program
- ✓ AD placement in x1 eNewsletter
- ✓ AD in x1 podcast episode
- ✓ 60-sec Video Reel played during plenary session (Virtual and In-Person)
- ✓ Virtual booth with live video chat, lead generation, data analytics
- ✓ Prominent Location for exhibit table at in-person conference
- ✓ Logo placement in all GBSN Beyond emails
- ✓ Choice of one **Be Involved** add-on opportunity



Community Circle

\$8,000 USD

- ✓ x3 in-person conf tickets (value at \$1200 each)
- ✓ Unlimited virtual event access for students, faculty and staff
- ✓ Branded breakout session sponsor
- ✓ Logo placement on website, virtual event platform, and mobile app
- ✓ Quarter page AD in printed program
- ✓ AD placement in x1 eNewsletter
- ✓ 60-sec Video Reel featured on Virtual Platform, Whova
- ✓ Virtual booth with live video chat, lead generation, data analytics
- ✓ Exhibit table at in-person conference
- ✓ Logo placement in all GBSN Beyond emails
- ✓ Choice of one **Be Involved** add-on opportunity



Mission Circle

\$5,000 USD

- ✓ x2 in-person conf tickets (value at \$1200 each)
- ✓ Unlimited virtual event access for students, faculty and staff
- ✓ Logo placement on website, virtual event platform, and mobile app
- ✓ Quarter page AD in printed program
- ✓ Virtual booth with live video chat, lead generation, data analytics
- ✓ Exhibit table at in-person conference
- ✓ Logo placement in all GBSN Beyond emails



Innovation Circle

\$3,500 USD

- ✓ x2 in-person conf tickets (value at \$1200 each)
- ✓ Unlimited virtual event access for students, faculty and staff
- ✓ Logo placement on website, virtual event platform, and mobile app
- ✓ Virtual booth with live video chat, lead generation, data analytics
- ✓ Exhibit table at in-person conference
- ✓ Logo placement in all GBSN Beyond emails

Exhibitor

\$2,500 USD

- ✓ x1 in-person conf ticket (value at \$1200 each)
- ✓ Logo placement on website, virtual event platform, and mobile app
- ✓ Exhibit table at in-person conference

Leadership Circle (\$15,000)	Impact Circle (\$10,000)	Community Circle (\$8,000)	Mission Circle (\$5,000)	Innovation Circle (\$3,500)	Exhibitor (\$2,500)
x4 in-person conf tickets (value at \$1200 USD each)	x3 in-person conf tickets (value at \$1200 USD each)	x3 in-person conf tickets (value at \$1200 USD each)	x3 in-person conf tickets (value at \$1200 USD each)	x2 in-person conf tickets (value at \$1200 USD each)	x1 in-person conf ticket (value at \$1200 USD each)
Unlimited virtual event access	Unlimited virtual event access	Unlimited virtual event access	Unlimited virtual event access	Unlimited virtual event access	-
Offer x1 institutional registration for school in the developing world	Offer x1 institutional registration for school in the developing world	-	-	-	-
Speaking opportunity	Speaking opportunity	-	-	-	-
Branded keynote session sponsor	Branded plenary session sponsor	Branded breakout session sponsor	-	-	-
Logo placement on login page, website & registration page	Logo placement on login page, website & registration page	Logo placement on website	Logo placement on website	Logo placement on website	Logo placement on website
Full page AD in printed program	Half page AD in printed program	Quarter page AD in printed program	Quarter page AD in printed program	-	-
Featured article in x1 eNewsletter	AD placement in x1 eNewsletter	-	-	-	-
AD in x1 episode <u>OR</u> participate in a 30-min podcast episode	20-sec AD in x1 podcast episode	-	-	-	-
60-sec Video Reel played during plenary session (virtual & in-person)	60-sec Video Reel played during plenary session (virtual & in-person)	60-sec Video Reel featured on event platform, Whova	-	-	-
Virtual booth with live video chat, lead generation, data analytics	Virtual booth with live video chat, lead generation, data analytics	Virtual booth with live video chat, lead generation, data analytics	Virtual booth with live video chat, lead generation, data analytics	Virtual booth with live video chat, lead generation, data analytics	-
Exhibit table at in-person conference	Exhibit table at in-person conference	Exhibit table at in-person conference	Exhibit table at in-person conference	Exhibit table at in-person conference	Exhibit table at in-person conference
Logo placement in all GBSN Beyond emails	Logo placement in all GBSN Beyond emails	Logo placement in all GBSN Beyond emails	Logo placement in all GBSN Beyond emails	Logo placement in all GBSN Beyond emails	-
Choice of one Be Remembered add-on opportunity	Choice of one Be Noticed add-on opportunity	Choice of one Be Involved add-on opportunity	-	-	-

Add-On

for engagement

How it works: The following add-ons provide sponsors with additional visibility and engagement with conference participants and are available on a first come, first served basis. Sponsors must choose a base sponsorship circle before they are eligible to select an add-on. Leadership, Impact, and Community Circles of Giving each come with one free add-on as listed. Extra fees will be associated if multiple add-ons are selected.



Be Remembered - \$15,000 / Included in Leadership Circle of Giving

Conference Bags (1) - Be the brand that means business. Bags branded with your logo filled with conference materials for each participant to use and take home. Portfolios provided by GBSN.

Gala Dinner (1) - Be the brand behind the entertainment. The annual Gala Dinner where attendees enjoy local cuisine, entertainment, and networking. GBSN coordinates promotion, catering, and logistics.



Be Noticed - \$10,000 / Included in Impact Circle of Giving

Lanyards (1) - Be in every networking moment. Conference lanyards branded with your company's logo. Lanyards provided by GBSN.

Water Bottles (1) - Be the face of sustainability for the conference. Reusable water bottles and filling stations branded with your logo, given to all participants to use and take home. Bottles provided by GBSN.

Post-Conference Site Visit (1) - Be part of participants' Cairo experience. Brand the post-conference site visit on November 1 for up to 15 people (i.e. Networking Tour sponsored by Your Company).

Opening Welcome Reception (2) - Be the branded sponsor of the event that kicks off the conference. GBSN coordinates promotion, catering, and logistics.



Be Involved - \$8,000 / Included in Community Circle of Giving

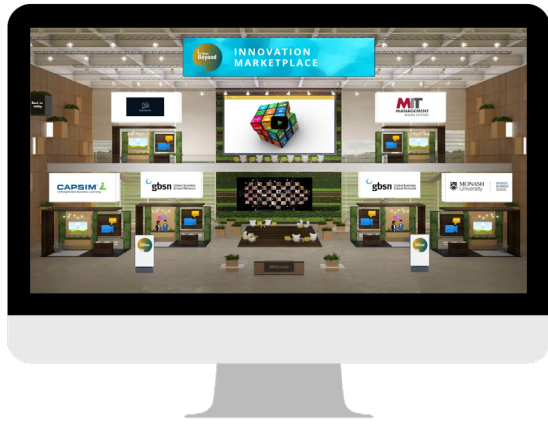
Networking Tea Break (4) - Be the break they've been waiting for. Branded signage featured throughout food service area.

Networking Lunch (2) - Provide the mid-day meal they've been waiting for. Branded signage featured throughout food service area. Lunch will be delivered networking style.

Health & Well-Being Activity (1) - Be part of participants' health and well-being experience. Brand a morning bike ride, yoga session, meditation session, etc. Work with GBSN to incorporate other forms of visibility during the site visit.

Wifi (1) - Branded sponsor of the wifi available to participants within the venue.

PPE Supplies (1) - Branded sponsor of PPE supplies, i.e. masks and sanitizer provided to conference participants.



Why should I sponsor or partner?

Support GBSN Beyond to affiliate your organization with a dynamic, innovative experience that draws the attention of students, faculty and leaders from academic institutions; professionals from civil society and industry from all over the world. Your support also helps GBSN make the conference more inclusive, ensuring a level of diversity is represented.

“For over a decade, MIT Sloan and GBSN have shared the same ambitions and goals to broaden our reach and understanding of global challenges, opportunities, and approaches. GBSN’s relevant themed conferences, speakers, and interactive sessions, continue to challenge ourselves to understand, learn and research how higher education will positively impact our shared environment.”

- David Capodilupo, Assistant Dean, Global Programs, MIT Sloan School of Management

Supporting *GBSN Beyond* allows you to:



Enhance your network with influential educators, students, and leaders in the development, corporate and public sectors



Build awareness and maximize exposure of your organization, activities, impact and services to a global and diverse audience



Observe and discuss the latest data, market trends and research findings on the future of global talent development, employability and education



Directly participate in the development of actionable solutions through collaboration, innovation, and learning



Visibility as a change maker in sustainable economic and social development efforts



Institutional Benefactor

By becoming an Institutional Benefactor, you not only award access to all students, faculty and administrators from your institution to participate in *GBSN Beyond*, but you also provide the opportunity to another institution's students, faculty and administrators to participate in *GBSN Beyond*. In addition, Institutional Benefactors have the opportunity to develop and host a session or activity for both institution's faculty, students or administrators including your own. GBSN will support the coordination and communication in addition to providing the platform.



“The reason that we partner with GBSN is because we share a common worldview. Most notably, we have the common goal of developing leaders who can apply international best practice with local relevance. We do this as a business, but we also do it as a philanthropy.”

- Michael Bzdak, Corporate Contributions, Johnson & Johnson

Event Partner

Become a *GBSN Beyond* association partner and offer your community the opportunity to engage with global leaders in academia, government, and industry to collectively explore the critical role of business and entrepreneurship education in our global future. By becoming an event partner, you commit to supporting *GBSN Beyond* through communication and promotion. In addition, event partners can offer their member base a 20% discount on registration.

This partnership is designed as a way for organizations to collaborate and exchange opportunities, resources and services with each other. *GBSN Beyond* can provide meaningful opportunities of engagement for your stakeholder base.



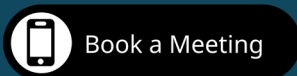


Contact Us

If you are interested in any sponsorship or partnership opportunities, or if you would like to discuss other opportunities to support activities that enable the creation of new knowledge, provide meaningful experiences, and build relationships that can transform management education, as well as provide broad visibility to your organization as a champion and change maker for economic and social development.

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