

SPiRiT OF THE ENTREPRENEUR AWARDS SPONSORSHIP

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SPiRiT 2025



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Spirit of the Entrepreneur Awards: Facts & Figures

SINCE 2003

Over
1,000
attended the event in 2019,
setting the attendance record!

198 have received the
award, representing
345 entrepreneurs

14,693 people have
attended the event

\$280,000+

scholarships have been awarded to students studying
entrepreneurship at Cal State San Bernardino, funded by
the proceeds of the event and donations from attendees.

REVENUE LEVELS OF PAST AWARD RECIPIENTS



A SNAPSHOT OF THE 2024 FINALISTS

Aggregate Annual Revenues: **Over \$250 million**

Aggregate Number of Employees: **Appx 1,300**

MOST REPRESENTED CITY:
Riverside – 8 companies



AWARDS & ENTERTAINMENT

Past events have
included both
presentation of
awards and top
flight entertainment,
including:

- Rock Legend Eddie Money
- Troy Clarke & His Big Band Orchestra
- The Drum Café
- Brian Olsen – *Art in Action*
- Vintage Trouble Rock Band

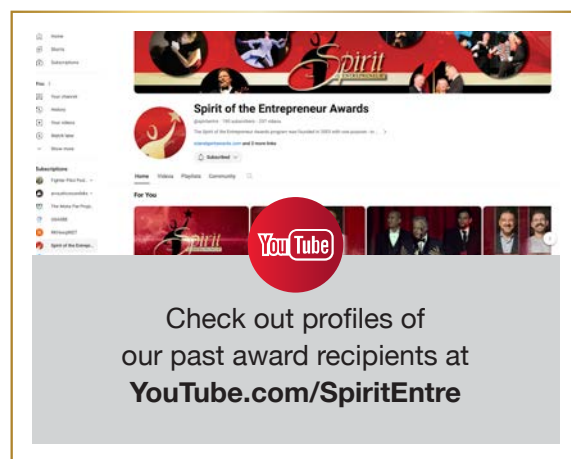
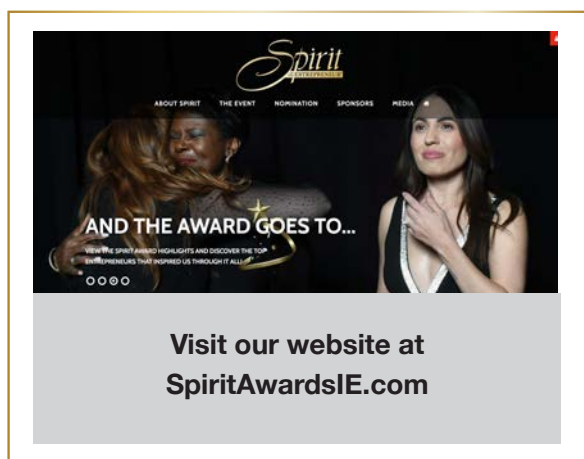
- Matt Marcy – Comedian/ Magician
- Ekenah Claudin – *Transcending Box*
- Greg Adamson – *Facing the Music Performance Art*
- A-Max Entertainment – *Flash Mob & Shadow Interpretive Dance Performances*
- Black & Whyte – *Dueling Piano Concert*

Support the Spirit of the Entrepreneur

Founded in 2003 by the Randall W. Lewis Center for Entrepreneurship at Cal State San Bernardino, the Spirit of the Entrepreneur Awards is the premier business event of Inland Southern California. Often dubbed the “Oscars of business” by attendees and past award recipients, the primary goal is to recognize entrepreneurial role models and highlight the incredible business successes of the region.

In addition, each event features student business concepts from Cal State San Bernardino as part of the Garner Holt Student Fast Pitch Competition, where they compete for \$7,500 in prize money. The top students make a 90-second pitch of their startup idea to the audience, which votes for the best pitch in terms of presentation and business potential.

Becoming a sponsor and attending the event will give you a glimpse into the most anticipated business event of the year. Be a part of expanding your network and exposure to the prime movers of our region! Your sponsorship helps us recognize the individuals and companies that are overcoming obstacles, believing in their dreams, taking risks, and persisting in the face of long odds. They embody a spirit – the Spirit of Entrepreneurship – that is to be celebrated.



Profiles of Past Award Recipients



Phillip & Sarah Saucedo
INTEGRATED CARE COMMUNITIES
FAMILY OF COMPANIES
Moreno Valley

**2024 Spirit Award Recipient,
Healthcare Entrepreneur**

Based in Moreno Valley, the Integrated Care Communities Family of Companies is comprised of a 60-bed residential healthcare facility for the intellectually disabled, an 86-bed residential care facility for the elderly, a 120-slot child day care center, and a professional services management company. Led by Phillip and Sarah Saucedo since 2016, the company is poised to continue its growth by adding childcare capacity and developing more assisted living units through construction or acquisition.



Cesar Navarrete
CHILDREN'S FUND
San Bernardino

**2024 Spirit Award Recipient,
Social Entrepreneur**

Based in San Bernardino, Children's Fund exists to stabilize children in crisis experiencing poverty, abuse, and neglect, providing over 90,000 services to children since its inception. Social entrepreneur Cesar Navarrete joined the nonprofit in 2022 and has focused on growth, significantly expanding its funding to grow staff and programs to have an even greater impact on vulnerable children in the community.



Nomination & Judging Process

Each Spring, the Spirit of the Entrepreneur accepts nominations for its annual event. To be eligible to receive an award, the nominee must be an owner and/or active key manager of the firm and be primarily responsible for the overall performance of the company.

Nominating an entrepreneur is simple! All nominations are made through our short online submission form. Self-nominations are encouraged. Once nominated, we perform a brief review of the nominee to ensure eligibility. If eligible, we contact each nominee and provide them with a 3-page electronic business & nominee profile form that must be completed for the judging process. All nominees that submit the profile form will be evaluated by a panel of judges consisting of past Spirit of the Entrepreneur Award recipients.

Once the judging process is complete, nominators will be notified as to the status of their nominee.

WHAT ARE WE LOOKING FOR FROM NOMINEES?

Innovation - Entrepreneurs and companies that have innovative products or services, use unique business practices or are constantly pushing the boundaries of their industry.

Leadership - Entrepreneurs that possess strong leadership skills that inspire their team to reach new levels of success.

Performance - Entrepreneurs and companies that have achieved significant financial performance as measured by growth, revenue, profitability and sustainability.

Character - Entrepreneurs that demonstrate personal integrity and values that have earned them respect from their team, peers, industry and the greater community.

Entrepreneurial Mindset and Vision - Individuals who truly possess the entrepreneurial mindset and are constantly pushing to improve their businesses, always striving to advance their ventures and facilitate progress in the industries in which they work.

Meet Minimum Criteria - Companies nominated should have been in business at least 2 years and have achieved a minimum annual revenue level of \$400,000.



Benefits of Spirit Sponsorship

The Spirit of the Entrepreneur offers progressive companies an opportunity to align their brand with the top business event of the Inland Southern California region. This event showcases your company to the leading entrepreneurs of the region and provides an exceptional opportunity to increase your visibility and build relationships with a distinct target audience of decision-makers.

Premier Sponsorship Benefits

Partner your brand distinctly with the only “Oscars of Business” awards gala that ultimately serves to further education and innovative economic awareness surrounding the top professionals that trail blaze the Inland Empire! An undeniably signature way to illustrate and exhibit your definitive support to the success of those entrepreneurs and community leaders that bring distinction to this region all while supporting a non-profit program in direct contributions to higher education.

The PremierTitle Spirit sponsor would stand to benefit from the multi-levels of reputable exposure through this Spirit event season! The many areas of brand continuity throughout the 4-month “Spirit Season” of engagement leading up to the distinct black-tie celebratory event include various channels of outreach, marketing, and live event. As well, there are strategic areas of media distribution via multimedia advertisements and direct public relations that are a part of the Title partner sponsorship level.

Included in this media mix will be featured commercial spots circulating through various network channels, including MSNBC, CNBC, CNN, CMT, Fox News, and others noted below (appx 2,000 - 30 second commercial spots) leading up to the main event.

SPOTS	30 second duration - 2000 total units
MAJORITY TIMESLOTS	10am - 6pm and 6pm - 12am
REACH	Barstow, Ontario, Fontana/San Bernardino, Rancho Cucamonga, Moreno Valley, Temecula, Redlands, Victorville, Chino-Corona-Diamond Bar, Riverside, Sun City, Desert Cities Superzone, Palm Desert, Palm Springs

Benefits & Marketing Exposure

PRINT/ DIGITAL ADVERTISEMENTS	PREMIER \$50K	Diamond \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$9.5K	VIP After Party \$7.5K
Digital Judging Book: Premier Sponsor: Cover/ TOC Title notation & logo Diamond Sponsor: Inside Front Cover logo						SOLD OUT			
Logo on Foreword on Digital Judging Books									
Premier Sponsor Dedicated Event Ad									
Event Ads – Sept-Nov (various publications)		•	•	•	•		•		•
Premier Sponsor: Cover/ TOC Title notation & Centerfold + Full Company profile Diamond Sponsor: Inside Front Cover Advertisement in Digital & Print Event Program + Full Company profile									
Advertisement in Digital Event Program		•	•	•	•		•		•
Post-Event Congratulations & Thank You Ad		•	•	•	•		•		•

TICKETING	PREMIER \$50K	Diamond \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$9.5K	VIP After Party \$7.5K
VIP Experience Tickets to Gala	SOLD OUT					SOLD OUT			
Gala Tickets to Main Event		20	10	10	5		5		5
Tickets to Judging Reception		5							
Tickets to Preview Reception							5		
Tickets to VIP Reception		20							
Tickets to After Party		20	5	5	5		5		5

PR & COMMUNICATIONS	PREMIER \$50K	Diamond \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$9.5K	VIP After Party \$7.5K
Spirit Website: Premier Sponsor: Logo Prominently Featured on Website homepage and interior pages – masthead or top navigation Diamond Sponsor: Logo Prominently Featured on Website HOMEPAGE						SOLD OUT			
Logo Featured on Website HOMEPAGE		•	•						
Logo Featured on Website SPONSORS Page		•	•	•	•		•		•
Logo Featured on specific reception event registration pg							•		•
Premier Sponsor & Diamond Sponsor Dedicated Email Campaign(s)									
Announcement of Semi-Finalists email		•	•	•	•		•		•
Judging Reception Digital Invitations									
Finalist Announcement Email Campaign		•	•	•	•		•		•
Gala Event Digital Invitation Email Campaign		•	•	•	•		•		•
Dedicated Press Release(s)									
Mention in Event Press Releases (Sept thru Nov)		•	•	•	•		•		•
Premier Sponsor: Ad on Ticketing panel and issued tickets Diamond Sponsor: Logo Featured on Ticketing panel									

ON-LOCATION EVENT MEDIA	PREMIER \$50K	Diamond \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$9.5K	VIP After Party \$7.5K
Premier Sponsor: Prominent GoBo Logo Display in Main Gala & showroom Diamond Sponsor: Prominent GoBo Logo Display in Gala reception									
GoBo Logo Display in event area	SOLD OUT	•				SOLD OUT	•	SOLD OUT	•
On-site Event Banner Signage		•	•	•	•		•		•
Digital Logo Display on Screens		•	•	•	•		•		•
Judging Reception Signage									
Preview Reception Signage							•		
VIP Reception Signage									
After Party Signage									•

EVENT SPEAKING	PREMIER \$50K	Diamond \$35K	Platinum \$15K	Gold \$10K	Silver \$5K	Judging Reception \$10K	Preview Reception \$7.5K	VIP Reception \$9.5K	VIP After Party \$7.5K
30-Second Video Profile During Event				•		SOLD OUT	•	SOLD OUT	•
Opening Reel 60-Second Video Profile During Event			•						
Premier Sponsor: Stage Welcome, 90-Second Video During Gala & Recognition at Receptions Diamond Sponsor: 90-Second Video During Event									
Speaking Opportunity - Present an Award at Gala		•	•						
Speaking Opportunity at Judging Reception									
Speaking Opportunity at VIP Reception									



FANFARE FAVORITES

Wine Sponsor for Gala Reception **3000.**

Champagne Sponsor **3000.**

Centerpiece Sponsor **3500.**

Gala Reception Photo Booth Station **2200.**

Show Program Sponsor **2500.**

GARNER HOLT STUDENT FAST PITCH

Fast Pitch MVP Sponsor **2500.**

Fast Pitch ALLSTAR Sponsor **2000.**

Host the 2025 Garner Holt Student Fast Pitch Semi-Finalist event!

Held shortly before the Spirit Awards Program in order to determine the TOP 5 Competing students who will deliver their final performance and unveiling on stage! Your company sponsorship notoriety is included in all related digital media promotions and advertising directly connected to CSUSB University reach, as well as at the GHSFP semi-finalist event presentation!

\$280,000+ IN SCHOLARSHIPS

have been awarded to students
studying entrepreneurship
at Cal State San Bernardino,
funded by the proceeds of
the event and donations
from attendees.



OVER 14,000
people have attended the
event since its inception in 2003.



OVER 3,900
entrepreneurs have been
nominated for the award.

W W W . S P I R I T A W A R D S I E . c o m

For more information contact Mike Stull at (909) 537-3708 or mstull@csusb.edu.

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