



SOCIAL INNOVATION FAST PITCH SPONSORSHIP OVERVIEW

Thank you for your interest in supporting the Social Innovation Fast Pitch. We are excited to build on the program's success to-date, and are seeking some of LA's most prominent and forward-thinking organizations and individuals to support this dynamic program. Contributions are tax-deductible, and will build a stronger non-profit community in Los Angeles.

ABOUT THE SOCIAL INNOVATION FAST PITCH

The **Social Innovation Fast Pitch** is a two-month training and mentoring program for innovative nonprofits that are effecting social change in Greater Los Angeles, culminating in the Social Innovation Fast Pitch competition and showcase on October 21, 2010. Los Angeles Social Venture Partners (LASVP), the Academies for Social Entrepreneurship (ASE), and the University of Southern California (USC) collaborate to produce the program.

The goal of the Fast Pitch program is to build the capacity of and create visibility for innovative local nonprofits. Nonprofits are selected to participate based on their innovative approaches to creating social change *and* their potential for significant positive community impact. Leaders from 20 organizations participate in the program where they receive training, feedback and mentoring on how to succinctly and powerfully "tell their story".

The program culminates in a "Fast Pitch" competition – a high-energy, fast-moving, quick-fire presentation event. Ten finalists share the mission, vision, promise, and model of their organization with the audience and judges – *each in under three minutes!* In addition, a total of \$20,000 in grants will be awarded to the best presenters.



The Social Innovation Fast Pitch event will also feature Dr. Peter Diamandis, Chairman and CEO of XPRIZE Foundation, as the keynote speaker. Following the formal program, there will be a reception where attendees can interact and network with the 20 nonprofits to learn more about their mission, needs, and opportunities for support and engagement. To see a short highlight video from the 2009 Fast Pitch, click here: www.socialinnovationpitch.org.

This year, the event will kick off the Social Venture Partners International Annual Conference. We expect that this will increase event attendance to approximately 500 philanthropists, investors, business and nonprofit leaders, foundation executives and other members of Southern California's entrepreneurial community.



SOCIAL INNOVATION FAST PITCH PROGRAM RESULTS & BENEFITS

NONPROFIT RESULTS

- 81% indicated that the program motivated and energized their commitment and energy to promoting their organization.
- 86% agreed that the coaching sessions were a good forum for practicing their pitch.
- 95% agreed that their primary mentor was responsive and provided constructive feedback.

“The most unique professional development I have ever completed. ‘Fast Pitch’ is a crash course in good business sense, and is a timely reminder that non-profits play by the same rules of any well-run company.”

Within 60 days of the event...

- More than 70% of the program participants have had opportunities to use elements of their pitch in their day-to-day work, including fundraising, marketing, and public speaking.
- 67% of respondents indicated that positive connections were made with other organizations or individuals as a result of participation in SIFP.
- 52% of the nonprofits have already enlisted or are in conversations with new, professional volunteers.
- 24% of the 21 nonprofit participants have received a combined total of over \$10,000 in additional donations directly attributed to their participation in the SIFP, and 19% had potential grants/donations in process. One nonprofit was awarded a \$43,000 grant which they believe their participation meaningfully helped them to secure.

“We were able to make an extraordinary connection with LAUSD through the SIFP showcase, and are now collaborating on a \$25K grant.”

“We found new mentors and potential board members.”

ATTENDEE FEEDBACK

- 98% of attendees rated the event as “Excellent” or “Good”
- 99% of attendees rated the 3-minute pitches as “Excellent” or “Good” (Excellent = 90%!)
- 98% found the event to be inspiring, and 99% found it to be informative.

“It is tremendously inspiring to learn about the incredible, diverse work throughout the community of Los Angeles, especially when it is presented in such a dynamic presentation.”

VOLUNTEER COACHES FEEDBACK

- 87% of respondents said that the coaching sessions motivated and energized their commitment to the nonprofit sector.
- 100% of them indicated an interest in volunteering again in 2010.

“The progression was astonishing from unpolished, unfocused to smooth, crisp concepts in 3 minutes. I do hope to be involved as a coach again next year—it is always the case that the coaches learn the most.”

SPONSORSHIP LEVELS

These are some guidelines for sponsorship, but we are willing to be as creative and accommodating as possible. Additional brand integration opportunities can be discussed based on individual sponsor goals and objectives. Further details about the Fast Pitch program are available upon request.

“IPO”: \$15,000

Sponsor Benefits:

- *Recognized host of Showcase reception (includes signage and other creative marketing opportunities)*
- *1x email blast announcing sponsorship*
- Inclusion in press materials and media outreach
- Show logo or advertisement on stage during event
- A complimentary table to display promotional materials during the showcase reception
- 10 tickets to the Social Innovation Fast Pitch, *plus pre-paid parking and reserved seating at the event*
- Half page advertisement & logo in the printed program
- Logo on website and off-network marketing (facebook, twitter, etc)
- Verbal acknowledgement of support during the event
- Promotional materials in speaker and judge gift bags

*Watch a 5-minute
highlight video from 2009*
www.socialinnovationpitch.org

“SERIES A”: \$10,000

Sponsor Benefits:

- Inclusion in press materials and media outreach
- Show logo or advertisement on stage during event
- A complimentary table to display promotional materials during the showcase reception
- 10 tickets to the Social Innovation Fast Pitch, *plus pre-paid parking and reserved seating at the event*
- Half page advertisement & logo in the printed program
- Logo on website and off-network marketing (facebook, twitter, etc)
- Verbal acknowledgement of support during the event
- Promotional materials in speaker and judge gift bags

*Check out 2009 “Fast Pitch”
videos with judges’ feedback*
<http://tinyurl.com/FP09-NPOs>

“SERIES B”: \$7500

Sponsor Benefits:

- Inclusion in press materials and media outreach
- Show logo or advertisement on stage during event
- A complimentary table to display promotional materials during the showcase reception
- 8 tickets to the Social Innovation Fast Pitch
- ¼ page Advertisement & logo in the printed program
- Logo on website and off-network marketing (facebook, twitter, etc)
- Verbal acknowledgement of support during the event
- Promotional materials in speaker and judge gift bags

*Read the LA Times article on
2008 first place winner, Everyone
Deserves a Roof, generated from
a connection made by a Fast
Pitch volunteer*
<http://tinyurl.com/edarLAT>

“ANGEL”: \$5,000

Sponsor Benefits:

- A complimentary table to display promotional materials during the showcase reception
- 5 Tickets to the Social Innovation Fast Pitch
- ¼ page advertisement & logo in the printed program
- Logo on website and off-network marketing (facebook, twitter, etc)
- Verbal acknowledgement of support during the event
- Promotional materials in speaker and judge gift bags

“FRIENDS & FAMILY”: \$2,500

Sponsor Benefits:

- 2 Tickets to the Social Innovation Fast Pitch
- Acknowledgement in the printed program
- Logo on website
- Verbal acknowledgement of support during the event
- Promotional materials in speaker and judge gift bags



Contact:

Diane Helfrey
Founding Partner and Executive Director
Los Angeles Social Venture Partners
310.279.5029
diane.helfrey@lasvp.org

ABOUT THE HOSTS



LASVP (www.lasvp.org) is a diverse network of professionals who are pioneering a new model of giving – Venture Philanthropy. LASVP brings the collective expertise and resources of our members and their networks to innovative nonprofits in Los Angeles, collaborating with them to strengthen their organizations and expand their capacity to address major needs in our local communities. LASVP fosters a community of socially-conscious and well-informed donors through engagement with Investees, collaboration with other SVP Partners, and participation in educational events. As a result, LASVP partners and other community members become more informed and strategic in their philanthropic endeavors, and more actively committed to addressing the needs of Los Angeles. LASVP is a 501(c)3 public charity and an affiliate of Social Venture Partners International (www.svpi.org).



The Academies for Social Entrepreneurship (www.academies-se.org) is a social business incubator that helps develop innovative solutions to social problems by providing rigorous training and mentoring for social entrepreneurs. ASE's programs, which incorporate the best of business and venture practices, are designed to equip non-profit leaders with the skills they need to build and expand high performing, self-sustaining non-profit enterprises. They have expanded capacity in hundreds of non-profit organizations, catalyzing tens of thousands of dollars in new revenue.



Located in Los Angeles, a global center for arts, technology and international trade, the University of Southern California is one of the world's leading private research universities. USC enrolls more international students than any other U.S. university and offers extensive opportunities for internships and study abroad. With a strong tradition of integrating liberal and professional education, USC fosters a vibrant culture of public service and encourages students to cross academic as well as geographic boundaries in their pursuit of knowledge. Many of the departments at USC are working together to support the Social Innovation Fast Pitch program, including the USC Stevens Institute for Innovation (<http://stevens.usc.edu>) and the Society and Business LAB at the USC Marshall School of Business (www.marshall.usc.edu.sbl).