

# Innovation Sponsorship Levels

Version 2.0 – 03/05/2021

# NewBoCo Innovation Sponsorship Levels

Your sponsorship helps us build and grow Eastern Iowa's innovation community through programs, events, training, mentoring, and coaching. All sponsor levels receive **recognition and these perks:**

- Mention in segmented E-Newsletters sent to up to 2000+ individuals 12+ times per year
- Social media mentions across appropriate channels
- Listed in our Annual Report
- Listed on NewBoCo Website
- An invitation to our Annual Meeting
- Event recognition on screen at all Corporate Innovation Events
- Event recognition throughout 2020 Innovation Coffee Series (Innovate – logo listed on presentation materials)

Level	Additional Sponsorship Perks
Supporter: \$250/year	<p>Innovate @ 8 Coffee Sponsor – perks implemented during one session of your choice</p> <ul style="list-style-type: none"> <li>• 3 tickets to Innovate @ 8</li> <li>• Logo featured on Innovate @ 8 opening and closing screens</li> <li>• Acknowledged by room host via hold screen</li> </ul> <p>InnovationDojo</p> <ul style="list-style-type: none"> <li>• 1 ticket to InnovationDojo workshop of your choice</li> </ul>
Builder: \$500/year	<p>InnovationDojo Sponsor - perks implemented during one session of your choice</p> <ul style="list-style-type: none"> <li>• 2 tickets to InnovationDojo workshop</li> <li>• Logo featured on InnovationDojo opening and closing screens</li> <li>• Acknowledged by room host via hold screen</li> </ul> <p>Innovate @ 8</p> <ul style="list-style-type: none"> <li>• 2 tickets to one Innovate @ 8 session of your choice</li> </ul>
Pathfinder: \$1,000/year	<p>Innovation Events Series</p> <ul style="list-style-type: none"> <li>• 4 tickets to full innovation events series</li> <li>• Logo featured on opening and closing screens for all programs</li> <li>• Acknowledged by room host via hold screen for all programs</li> <li>• Logo on website; social media; (when in person: marketing collateral included in registration materials and through Eventbrite)</li> </ul> <p>Innovate @ 8</p> <ul style="list-style-type: none"> <li>• <b>Opportunity to provide marketing collateral to attendees</b></li> </ul>

	<p>InnovationDojo</p> <ul style="list-style-type: none"> <li>• <b>Opportunity to welcome participants at one session of your choice</b></li> </ul> <p>Innovation Book Club</p> <ul style="list-style-type: none"> <li>• <b>Opportunity to provide marketing collateral to attendees</b></li> </ul>
<p>Pioneer: \$2,500/year</p> <p>2 Available</p>	<p>Innovation Events Series</p> <ul style="list-style-type: none"> <li>• 6 tickets to full innovation events series</li> <li>• Logo featured on opening and closing screens for all programs</li> <li>• Acknowledged by room host via hold screens for all programs</li> <li>• Logo on website; social media; (when in person: marketing collateral included in registration materials and through Eventbrite)</li> <li>• <b>One member of sponsoring company featured as a community leader during one workshop (corresponding to industry and leadership skill)</b></li> </ul> <p>Innovate @ 8</p> <ul style="list-style-type: none"> <li>• Opportunity to provide marketing collateral to attendees</li> <li>• <b>Opportunity to welcome participants at one session of your choice</b></li> </ul> <p>InnovationDojo</p> <ul style="list-style-type: none"> <li>• Opportunity to welcome participants at one session of your choice</li> <li>• <b>Access to curriculum style course bonus content</b></li> </ul> <p>Innovation Book Club</p> <ul style="list-style-type: none"> <li>• Opportunity to provide marketing collateral to attendees</li> <li>• <b>Opportunity to lead a book discussion the month of your choosing</b></li> </ul>
<p>Trailblazer: \$5,000/year</p> <p>2 Available</p>	<p>Innovation Events Series</p> <ul style="list-style-type: none"> <li>• 10 tickets to full innovation events series</li> <li>• Logo featured on opening and closing screens for all programs</li> <li>• Acknowledged by room host via hold screens for all programs</li> <li>• Logo on website; social media; (when in person: marketing collateral included in registration materials and through Eventbrite)</li> <li>• One member of sponsoring company featured as a community leader during one workshop (corresponding to industry and leadership skill)</li> <li>• <b>Blog post featuring sponsoring company on the topic of “needing innovation for economic recovery” (i.e. the importance of your company stepping forward during this time to support innovation)</b></li> </ul> <p>Innovate @ 8</p> <ul style="list-style-type: none"> <li>• Opportunity to provide marketing collateral to attendees</li> <li>• <b>Breakfast sponsor for session of your choosing</b></li> </ul>

	<p>InnovationDojo</p> <ul style="list-style-type: none"> <li>• Opportunity to welcome participants at one session of your choice</li> <li>• Access to curriculum style course bonus content</li> <li>• <b>Opportunity to discuss your innovation toolkit with the group</b></li> </ul> <p>Innovation Book Club</p> <ul style="list-style-type: none"> <li>• Opportunity to provide marketing collateral to attendees</li> <li>• Opportunity to lead a book discussion the month of your choosing</li> <li>• <b>A custom-designed bookmark featuring your company logo given out to all attendees</b></li> </ul>
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## Multi-year commitments

As part of our mission in this region, your multi-year commitment makes it possible for us to tell the story of what our work means in relation to your organization’s mission.

### With a 3-year commitment at \$2,500:

- 1 social media campaign per year highlighting our organizations’ relationship re: innovation and technology

### With a 3-year commitment at \$5,000:

- 1 co-created, custom developed multi-channel campaign per year highlighting our organizations’ relationship to tell the story of innovation and technology as written/digital imagery, distributed via social media and other channels, with a national perspective.

## Storytelling examples

As a main employer of our DeltaV Code School graduates and avid supporter of the NewBoCo mission, we created this video to highlight UFG as a high-quality employer of technical talent in the ICR Corridor.

<https://vimeo.com/252740046>

Cargill joined forces with NewBoCo to support and grow NewBoCo’s CoderDojo program – offering local K-5 students access to extended STEM topics including agriculture and biology. We created this video to highlight this ongoing and impactful partnership.

<https://vimeo.com/405585242>

# NewBoCo Innovation Program & Event Descriptions

At NewBoCo, we employ the same tools that we use with startups to ensure that existing companies and nonprofits stay competitive and relevant. We've developed a series of standardized and custom offerings to help you and your team adopt innovation practices to drive your business strategy.

## INNOVATION EVENT SERIES

In 2021, this series of innovation events is designed to engage innovative thinking at various levels of our communities. The goal is to connect ecosystem members to learn from one another, gain additional partners, create business opportunities for our entrepreneurs, business owners, corporate innovators, and community leaders. These events are designed to build skills, create networking opportunities, and enhance awareness of opportunities between and in organizations.

### Innovate @ 8

Innovation, innovation, innovation...everyone says it, but what does it really look like in action?

We think we can help. *I mean we are the New Bohemian INNOVATION collaborative (yes, that is what NewBoCo is short for!).* The first Tuesday of each month, we host a 45-minute session where an innovator shares their innovative tool kit, innovation journey, or opportunity for innovation with you!

yeah, you! there in the audience! We want you there! You walk away with innovation inspiration, we get to share super cool people, ideas and techniques with you...yes we are geeking out on innovation.

### InnovationDojo

Have you been hearing the buzz about innovation and wondering how it really works? Is your organization looking for fresh ways to solve new and old challenges? Is it time to add a new tool to your professional tool kit? Yes? Super cool.

Join us for InnovationDojo quarterly, where we have translated the best of our year-long Intrapreneur Academy. In Intrapreneur Academy, we combine innovation and entrepreneurship to build skills and grow leadership in organizations.

These focused, three-hour sessions allow participants to practice with an innovation tool or technique. Innovative approaches can increase organizational resilience to ongoing challenges.

Participants will leave with:

- Experience with Innovation tools and methods covering Agile Mindset, Innovation Culture and Strategic Innovation disciplines
- An understanding of the difference and advantages of both incremental innovations and explore transformational ideas
- “How-to” materials for the session’s activity

Events are scheduled for March 23, June 22, September 28 and December 7.

## Monthly Innovation Book Club

“The buying of more books than one can read is nothing less than the soul reaching toward infinity...”  
— A. Edward Newton

It's okay if you bought the book club book and didn't get it finished before book club, we'll help! We are also very okay if you read the book and it wasn't your cup of tea, hearing opposing views encourages us to think differently. Thinking differently can lead to growth and we love that!

Each month a volunteer will lead a discussion on the finer points of a book on entrepreneurship, innovation, and/or leadership and you get to come, listen in, share your reflections on what you hear, and ask questions.

By collaborating to dive into these books, discussing how the ideas apply to our perspectives, and investing in our personal development we all benefit.

Our intention is to inspire your thinking, develop your changemaker spirit, and build knowledge through interaction.