



2022 ENTREPRENEUR SUMMIT



Sponsorship Opportunities

October 6-7, 2022 | Washington D.C.

THEME: No West Point Entrepreneur Left Behind!

PURPOSE: The purpose of the Summit is to bring together graduate entrepreneurs, business leaders (CEO's/CXO's), and investors across the globe to create new opportunities for partnership and collaboration while creating long-term networking value across the Long Gray Line.

AUDIENCE: West Point Graduates, Industry Leading Business Executives, Startup Entrepreneurs, Investment/Finance Professionals, WPAOG & Academy leadership

Keynote Speakers



RYAN D. MCCARTHY
Former 24th Secretary of the U.S. Army

Ryan D. McCarthy was confirmed by the U.S. Senate, Sept. 26, 2019, and sworn in as the former 24th secretary of the U.S. Army, Sept. 30, 2019. McCarthy was unanimously confirmed by the U.S. Senate and appointed as the 33rd undersecretary of the Army, Aug. 1, 2017.



GEN JAMES C. MCCONVILLE '81
40th Chief of Staff of the U.S. Army

James C. McConville assumed duties as the 40th Chief of Staff of the U.S. Army, Aug. 9, 2019, after most recently serving as the 36th Vice Chief of Staff of the U.S. Army. He is also a Master Army Aviator having received two Distinguished Service Medals, three Legions of Merit, three Bronze Star Medals, two Defense Meritorious Service Medals, three Meritorious Service Medals, two Air Medals, the Joint Service Commendation Medal, two Army Commendation Medals, four Army Achievement Medals, the Combat Action Badge, the Expert Infantryman's Badge, the Master Army Aviator Badge, the Air Assault Badge, the Parachutist Badge, and the Army Staff Identification Badge.



JEN EASTERLY '90
Director of the Cybersecurity and Infrastructure Security Agency (CISA)

Jen Easterly is the Director of the Cybersecurity and Infrastructure Security Agency (CISA). Formerly, she was the head of Firm Resilience at Morgan Stanley, Special Assistant to President Obama, and Senior Director for Counterterrorism. She also served as the Deputy for Counterterrorism at the National Security Agency (NSA). A two-time recipient of the Bronze Star, Ms. Easterly was also instrumental in the design and creation of United States Cyber Command. She is a former University of Oxford Rhodes Scholar and is the recipient of the James W. Foley Legacy Foundation American Hostage Freedom Award and the Bradley W. Snyder Changing the Narrative Award.

For more information contact: **Austin Hunt: WPAOG SPONSORSHIPS**

West Point Association of Graduates | 698 Mills Road, West Point, NY 10996

845.446.1582 Email: sponsorships@wpaog.org

Commander's Classic Level Sponsor: (\$75,000)

Exclusive Company Suite at 2022 Army vs. Air Force Football Game:

- Thursday Evening Summit Welcome Happy Hour
- Thursday Networking Dinner & Fireside Chat Featuring Keynote Speaker
- Startup Showcase and Online Pitch Deck Media Website

Exclusive Company Suite at 2022 Army vs. Air Force Football Game:

- Twenty all-inclusive suite level tickets to the 57th Commander's Classic Army vs. Air Force Football Game at Globe Life Field (Saturday, November 5, 2022, Arlington, TX). Enjoy the excitement of the game from the comfort of our suite. Suite perks include complimentary food/beverage refreshments
- Five stadium parking passes
- Sponsorship of All Summit Events at the Gaylord National Resort National Harbor Including:
 - Thursday Evening Summit Welcome Happy Hour
 - Thursday Networking Dinner & Fireside Chat Featuring Keynote Speaker
 - Startup Showcase and Online Pitch Deck Media Website

Recognition:

- Eight invitations to all conference events
- One-night paid hotel room (Atrium View Upgrade) at the Gaylord National Resort National Harbor during the Summit (October 6, 2022)
- Exclusive sponsor of company's industry (no conflicting companies in the same field will sponsor the Summit)
- Opportunity to host company webinar during West Point Entrepreneur Virtual Speaker Series within 1 year of 2022 Summit
- Exclusive sponsorship of 2 West Point Graduate Entrepreneurs to attend the Summit
- Meet & Greet with keynote speakers
- Exclusive branding on Startup Showcase Pitch Deck Website Online
- Exclusive branding on event's mobile app platform
- Logo recognition on all headshot photobooth printouts
- Logo watermark on post-event recap video distributed to entire alumni network
- Logo recognition in Summit attendee bio book
- Sponsor-provided signage/graphics at event including exhibitor table/booth
- Option to provide 1 item for "swag bag" distributed to all attendees
- Recognition in *West Point Magazine*
- Recognition in Summit program/agenda
- Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram, Twitter, and LinkedIn
- Logo recognition on Summit registration website, WPAOG eNewsletters, and registrant email correspondence
- One 30-60 minute episode interview on the WPAOG Podcast distributed to 55k living Graduates

Sponsorship Packages | 2022 ENTREPRENEUR SUMMIT

Unicorn Level Sponsor (\$50,000)

Exclusive Sponsorship of All Summit Events at the Gaylord National Resort (National Harbor) including:

- Thursday Evening Summit Welcome Happy Hour
- Thursday Networking Dinner & Fireside Chat Featuring Keynote Speaker
- Startup Showcase and Online Pitch Deck Media Website

Recognition:

- Eight invitations to all conference events
- One-night paid hotel room (Atrium View Upgrade) at the Gaylord National Resort National Harbor during the Summit (October 6, 2022)
- Logo Recognition on hotel room keys for Summit attendees
- Exclusive sponsor of company's industry (no conflicting companies in the same field will sponsor the Summit)
- Opportunity to host company webinar during West Point Entrepreneur Virtual Speaker Series within one year of 2022 Summit
- Exclusive sponsorship of 2 West Point Graduate Entrepreneurs to attend the Summit
- Meet & Greet with keynote speaker
- Exclusive branding on Startup Showcase Pitch Deck Website
- Exclusive branding on event's mobile app platform
- Exclusive sponsor of headshot photobooth and logo recognition on all printouts
- Logo watermark on post-event recap video distributed to entire alumni network
- Logo recognition in Summit attendee bio book
- Sponsor-provided signage/graphics at event including exhibitor table/booth
- Option to provide one item for "swag bag" distributed to all attendees
- Recognition in *West Point Magazine*
- Recognition in Summit program/agenda
- Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram, Twitter, and LinkedIn
- Logo recognition on Summit registration website, WPAOG eNewsletters, and registrant email correspondence
- One 30-60 second audio commercial to be included in one episode of the WPAOG Podcast distributed to 55k living Graduates

Acquisition Level Sponsor (\$25,000)

Exclusive Sponsorship of 2 on-site events at the Gaylord National Resort (National Harbor) including:

- Thursday Keynote Speaker Address & Luncheon
- Friday Breakfast

Recognition:

- Six invitations to all conference events
- One-night paid hotel room at the Gaylord National Resort National Harbor during the Summit (October 6, 2022)
- Exclusive branding of the Entrepreneur Summit Networking/Refreshment Business Center at the Gaylord National Resort
- Exclusive sponsorship of 1 West Point Graduate Entrepreneur to attend the Summit
- Branding during official Summit live stream
- Recognition of sponsorship at Friday Keynote Speaker Address and Summit Closing Events
- Meet & Greet with keynote speaker
- Logo recognition in Summit attendee bio book
- Sponsor-provided signage/graphics at select events
- Option to provide one item for "swag bag" distributed to all attendees
- Recognition in *West Point Magazine*
- Recognition in Summit program/agenda
- Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram, and LinkedIn only
- Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram, Twitter, and LinkedIn
- One 30-60 second audio commercial to be included in one episode of the WPAOG Podcast distributed to 55k living Graduates

Scaleup Level Sponsor (\$15,000)

Sponsorship of 2 on-site events at the Gaylord National Resort (National Harbor) including:

- Thursday Breakfast

Exclusive Sponsorship of 1 on-site event at the Gaylord National Resort (National Harbor) (choose 1):

- Professional Panel 1: Resources for Entrepreneurs
- Professional Panel 2: How West Point Grads Build Tech Companies
- Professional Panel 3: What's Your Story?
- Professional Panel 4: Building a Billion Dollar Business

Recognition:

- Four invitations to all conference events
- Recognition of sponsorship during Friday Breakfast and sponsor's choice of one chosen Afternoon Panel or Workshop
- Official sponsor of all Summit transportation
- Logo recognition in Summit attendee bio book
- Sponsor-provided signage/graphics at select events
- Option to provide one item for "swag bag" distributed to all attendees
- Recognition in *West Point* Magazine
- Recognition in Summit program/agenda
- Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram, Twitter, and LinkedIn
- Logo recognition on Summit registration website, WPAOG eNewsletters, and registrant email correspondence

Startup Level Sponsor (\$5,000)

Sponsorship of one on-site event at the Gaylord National Resort (National Harbor) including:

- Professional Panel 1: Resources for Entrepreneurs
- Professional Panel 2: How West Point Grads Build Tech Companies
- Professional Panel 3: What's Your Story?
- Professional Panel 4: Building a Billion Dollar Business

Recognition:

- Two invitations to all Summit events
- Recognition of sponsorship during one of the panel sessions (sponsor's choice)
- Logo recognition in Summit attendee bio book
- Sponsor-provided signage/graphics at select events
- Option to provide one item for "swag bag" distributed to all attendees
- Social media sponsor listing on all announcements tied to event posted to Facebook, Instagram, Twitter, and LinkedIn
- Logo recognition on Summit registration website, WPAOG eNewsletters, registrant email correspondence, and social media
- Recognition in Summit program/agenda

Sponsor signage subject to WPAOG approval.

All packages & benefits will be allocated on a "first-come, first-served" basis. Quantities are limited.

Sponsor may waive certain benefits to increase the tax-deductible portion of the sponsorship.

