



U.S. Small Business  
Administration

# **NATIONAL SMALL BUSINESS WEEK 2024 COSPONSORSHIP OPPORTUNITIES GUIDE**

U.S. Small Business Administration  
**Deadline for Interest: November 15, 2023**

# About NSBW

For 60 years, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners. More than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year.

As part of National Small Business Week, the U.S. Small Business Administration takes the opportunity to highlight the impact of outstanding entrepreneurs, small business owners, and others from all 50+ states and U.S. territories. Every day, they're working to grow small businesses, create 21st century jobs, drive innovation, and increase America's global competitiveness.

As a cosponsor of National Small Business Week, you will have the opportunity to connect and share your expertise with our most extraordinary entrepreneurs. These are the up-and-comers, the next generation of household names!



<b>SCORE</b> HOST	<b>VISA</b> PLATINUM SPONSOR	<b>T-MOBILE FOR BUSINESS</b> GOLD SPONSOR	<b>amazon</b> SILVER SPONSOR
<b>CHASE for BUSINESS</b> SILVER SPONSOR	<b>Constant Contact</b> SILVER SPONSOR	<b>Google</b> SILVER SPONSOR	<b>Meta</b> SILVER SPONSOR
<b>Microsoft</b> SILVER SPONSOR	<b>PIE INSURANCE</b> SILVER SPONSOR	<b>Square</b> SILVER SPONSOR	<b>trinet</b> SILVER SPONSOR
<b>worldpay from FIS</b> SILVER SPONSOR	<b>ZEBRA</b> SILVER SPONSOR	<b>ADP</b> BRONZE SPONSOR	<b>PG&amp;E</b> BRONZE SPONSOR

SBA U.S. Small Business Administration  
HOST

Government Agency Hall  
➔➔

NATIONAL SMALL BUSINESS WEEK VIRTUAL SUMMIT

CO-SPONSOR HALL

# Why Cosponsor?

- More than half of all Americans either own or work for a small business. Your support for this event is a testament to the value of small businesses in our economy. Join us in celebrating America's small businesses and become a cosponsor!
- Be a part of the largest nationally-recognized small business event.
- Partner with the U.S.'s largest supporter of small businesses.
- Reach an engaged audience and benefit from highly visible coverage.
- Showcase your organization's commitment to small businesses and small business owners.

## More Reach, Deeper Engagement

National Small Business Week is the premier educational outreach event for small business owners in the United States. In 2023, National Small Business Week generated **more than 27,000 mentions and more than 87,000 engagements** on Twitter, Facebook, Instagram, and other social media platforms.

More than 20,000 small business owners registered to participate in the 2023 NSBW Virtual Summit, over 7,600 attended with 31,801 online seminar views.

The volume of stories reached 4K during NSBW, with a total coverage of 9.9K from January 2023. The overall potential reach was 14B, with an advertising value of \$130M.



The sessions from the virtual summit are available on [SCORE.org](https://score.org), making the content available to small business owners for months.

This added benefit will lead to increased views and engagement well beyond the live event.

Four exciting days of educational webinars, business success stories, award winners and more.

Small Business Owners will gain access to critical federal resources, learn new business strategies, meet other business owners and chat with industry experts! This action-packed event will include honoring small businesses around the country, educational sessions, online business resources, and exciting speakers.

The 2024 Small Business Persons of the Year award winners from each state, including the District of Columbia, Puerto Rico, and the Virgin Islands, will be honored, and the SBA will announce the 2024 National Small Business Person of the Year from among the state winners represented. In addition, National Small Business Week recognitions and educational sessions will occur throughout each of the SBA's 10 regions and 68 district offices.



# Attendee Engagement 2023

## Attendee Engagement with Mentors & Peers

### Mentoring Hall Total Chats

Business Plan and Startup Strategy: 410

Management and Finance: 118

Marketing and Sales: 196

**Total Chats: 724**

### Networking Hall Total Chats

General Introductions: 757

Solopreneur/Self-Employed: 600

Starting a Business: 418

E-Commerce: 330

Minority Owned Businesses: 795

Government Contracting: 409

**Total Chats: 3,309**

## Attendees Love the Value and Resources Offered in the Summit

Jennifer Angell:

*"I'm not sure how to get this message to the right people, but I know I am not alone in saying that this summit has been an incredible experience. Keep putting out this fabulous information. It has been a lot of hard work for a lot of people, and I just wanted to let someone know it was greatly appreciated. Thank you to everyone involved in this event!!"*

Richard Green:

*"There is a wealth of information for new and growing small businesses."*

Cindy Metzler:

*"These sessions are so valuable for entrepreneurs and small businesses!"*

Ronny Ramirez Bravo:

*"Happy I attended! Motivated me to continue pushing forward!"*

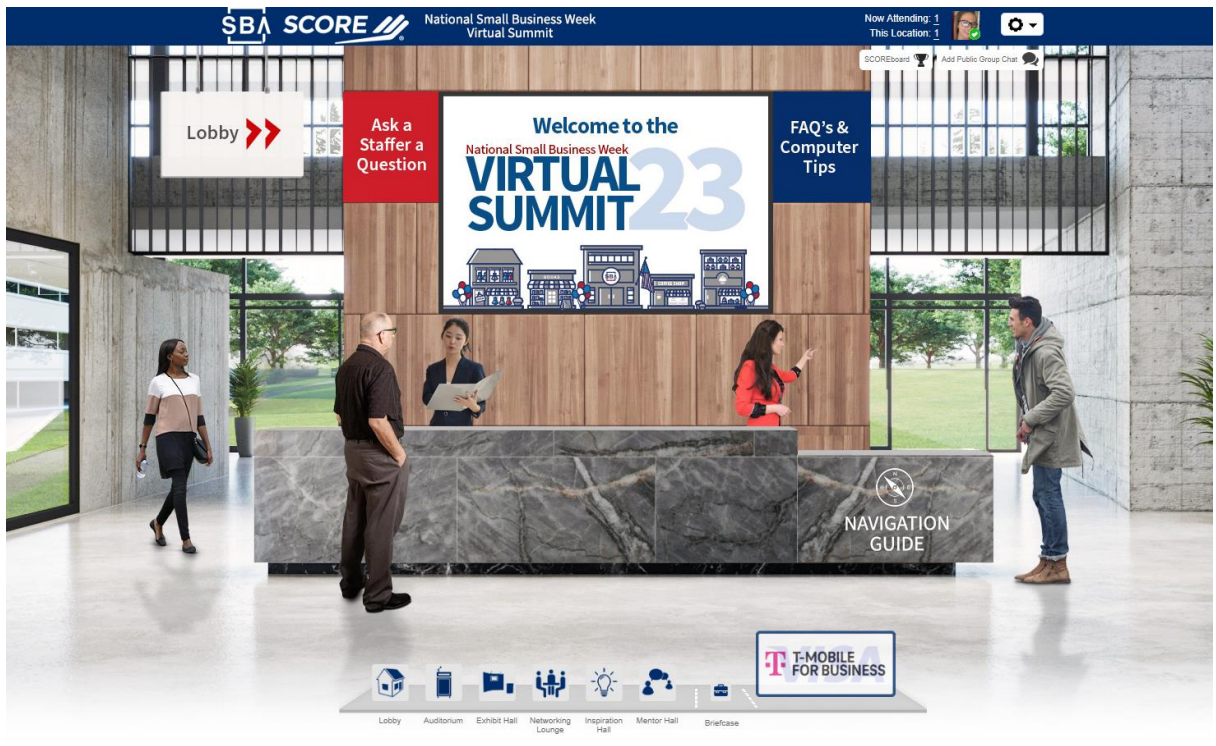
# 2023 Virtual Summit Presentations

Webinar	Cosponsor
Visa Economic & Small Business Outlook - Recession: To Be or Not to Be?	Visa
Simple Steps to Write and Follow a Sustainable Business Plan that Ensures You Achieve Your Goals	SCORE
Embrace the Connected World: How to Leverage IoT for Small Business	T-Mobile
Small Business Growth in the Age of AI: A Conversation on Trends, Opportunities, and Challenges	Microsoft
Unlock the Power of AI in Email Marketing to Sell More	Constant Contact
Getting Creative with Ads	Meta
Fueling Growth: The Impact Digitizing Payments Has On Your Business	Visa
Small Business Payment Strategies to Optimize Your Payment Processes	Worldpay by FIS
Future-Proofing Your Small Business for Long-Term Success	Pie Insurance
Evolving Your Small Business with the Power of 5G	T-Mobile
The Future of Commerce: 2023 Edition	Square
Cybersecurity & Your Small Business	Grow with Google
Growing Your Business and Making an Impact with E-Commerce	Amazon
Tapping Tech to Elevate Performance, Productivity, and Profitability	Zebra
Ushering in the Second Half of 2023: Key Insights for SMBs	TriNet

# National Small Business Week Virtual Summit

The U.S. Small Business Administration partnered with SCORE to host a virtual summit for National Small Business Week 2023 (NSBW). This event connected small business owners with free training, networking and resources.

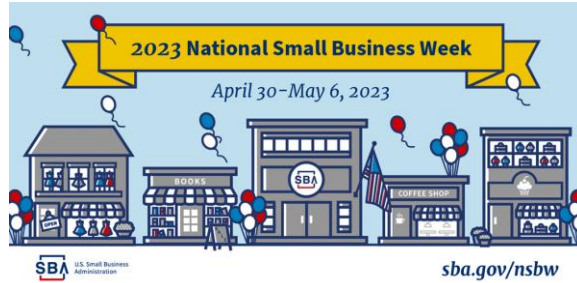
The virtual format allowed individuals in different geographical locations to participate in an online environment that has the look and feel of an offline event. This summit was a success for both attendees and partners:





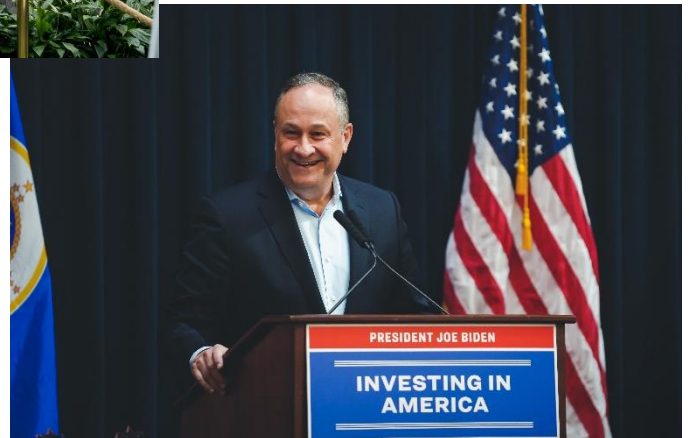
U.S. Small Business Administration

# NSBW 2023 HIGHLIGHTS [Reel](#)



## Washington DC & Roadshow City Recognition Events Photo Gallery [Link](#)

Passcode: sba2023



# NSBW 2024 Overview

Awards Ceremony for  
Small Business Persons of the Year, Program & Specialty  
Award Winners  
in Washington, DC

Virtual Summit

In-person educational and recognition events throughout the  
USA (up to 4, locations TBD)



## Anticipated Cosponsor Opportunities

For more information  
about NSBW cosponsorship opportunities, please contact SBA's  
Strategic Alliances Director, Jill Devriendt

### ***Platinum Cosponsor***

Cost - \$150,000

- Highlighted speaking opportunity during an in-person NSBW event. (1 speaker)
- Opportunity to present twice during the NSBW Virtual Conference and receive a virtual booth.
- Recognition, including logo, as the Platinum Cosponsor in event materials and publications, which may include the NSBW program guide, SBA press releases, email blasts, and NSBW website.
- Post-NSBW list of attendees who opt-in to receive communication from cosponsors.
- Provide Organization with a table-top display at each NSBW event. Venue and space permitting.

### ***Gold Cosponsor***

Cost - \$100,000

- Opportunity to present twice during the NSBW Virtual Conference and receive a virtual booth.
- Recognition, including logo, as the Gold Cosponsor in event materials and publications, which may include the NSBW program guide, SBA press releases, email blasts, and NSBW website.
- Post-NSBW list of attendees who opt-in to receive communication from cosponsors.
- Provide Organization with a table-top display at each NSBW event. Venue and space permitting.

### ***Silver Cosponsor***

Cost - \$30,000

- Opportunity to present once during the NSBW Virtual Conference and receive a virtual booth.
- Recognition, including logo, as a Silver Cosponsor in event materials and publications, which may include the NSBW program guide, SBA press releases, email blasts, and event website.
- Post-NSBW list of attendees who opt-in to receive communication from cosponsors.
- Provide Organization with a table-top display at each NSBW event. Venue and space permitting.

## ***Bronze Cosponsor***

Cost - \$10,000

- Virtual booth space during the NSBW Virtual Conference.
- Recognition, including logo, as a Bronze Cosponsor in event materials and publications, which may include the NSBW program guide, SBA press releases, email blasts and event website.
- Post-NSBW list of attendees who opt-in to receive communication from cosponsors.
- Provide Organization with a table-top display at each NSBW event. Venue and space permitting.

## ***No Cost Opportunities:***

### ***Bronze Cosponsor***

(Federal Government Entities Only)

- Virtual booth space during the NSBW Virtual Conference.
- Recognition, including logo, as a Bronze Cosponsor in event materials and publications, which may include the NSBW program guide, SBA press releases, email blasts and event website.
- Post-NSBW list of attendees who opt-in to receive communication from cosponsors.

### ***Supporting Cosponsor***

(Non-Profit Entities Only)

- Recognition, name only, as a Supporting Cosponsor on event website.
- SBA will provide promotional materials for distribution

## Notes and Disclaimer

- All cosponsorship opportunities are subject to availability and are available on a first-come, first-served basis. NSBW event details and cosponsorship opportunities are subject to change.
- Event registrations for cosponsors are subject to availability based on venue size/specifications. Cosponsors will be informed of specific event changes as they develop.
- Cosponsors will be provided with a post-event list of only the attendees who when registered agreed to have their personal information shared with cosponsors.
- Cosponsorship payments are made to a fiscal agent. Payments are due by date stated in the cosponsorship agreement provided by SBA.
- All cosponsored materials such as print recognition pieces require prior approval by SBA. Cosponsors are encouraged not to host competing activities during the NSBW Virtual Summit.
- In the event that there are excess funds, the funds will be used in a future NSBW activity.

*SBA's participation in this Cosponsored Activity is not an endorsement of the views, opinions, products or services of any Cosponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance, by contacting [smallbusinessweek@sba.gov](mailto:smallbusinessweek@sba.gov).*