



*Empowering and Developing
Georgia's Entrepreneurs*

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Mission and Vision



The Edge Connection's Vision:

Creating Jobs. Alleviating Poverty. Changing Lives.

The Edge Connection's Mission:

To promote economic self-sufficiency and self-determination through comprehensive entrepreneurial training targeting low-to-moderate-income women, minorities, and veterans.

About the Edge Connection



The Edge Connection is a nationally recognized micro-business training center that targets low-to-moderate-income women, minorities, and veterans desiring to launch, sustain, or grow a business.

Our center includes a Woman's Business Center, funded in part by the U.S. Small Business Administration, and The Edge Kitchen, a six-station, commercial kitchen used by our entrepreneurs to launch and grow food-related businesses.

About the Edge Connection



The Edge Connection is dedicated to micro and small business development, a viable, sustainable, poverty alleviation strategy that creates jobs, commerce, revenue, pride, and dignity, benefitting both the business owner and the community as a whole.

Rather than a handout, The Edge Connection is committed to providing a hand up, a way for micro and small business entrepreneurs to utilize their unique strengths, interests, and talents as they achieve self-determination and financial independence.

About the Business Plan Competition



The Edge Connection Business Plan Competition is designed to foster new business development for entrepreneurs that have completed training and business development objectives through The Edge Connection's programs.

About the Business Plan Competition



- This platform gives the business owner an opportunity to brainstorm, gain insightful feedback, and tips for retooling of their business plans to position it for success.
- Business owners will receive guidance from business leaders who will serve as judges of the competition.
- This event is an opportunity for Edge Connection entrepreneurs to acquire start-up capital to help launch and develop their business.

About the Business Plan Competition



- Winners of the business plan competition will receive cash rewards and local press attention.
 - First Place - \$3,000
 - Second Place - \$1,500
 - Third Place - \$500
- Other prizes and donations that help the business owner achieve the goals set for the business are also welcome.

How You Can Make a Difference



- The Edge Connection, Inc., a 501(c)(3) nonprofit, is seeking sponsors for our 2014 Business Plan Competition.
- Sponsorship of this event, at any level, will be designated as a charitable contribution to our organization.

Together we can make a difference by empowering metro Atlanta's underemployed, unemployed and low income people create jobs for themselves and for others through microbusiness development.

Sponsorship Benefits



Your sponsorship will give you the benefit of being acknowledged at our upcoming events including our Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony in August, on our website and our social media platforms, newsletters and much more.

Sponsorship Benefits



Tier 1 Sponsors: \$1500+:

- Opportunity for you and 2 representatives to participate in the judging of the Business Plan Competition.
- Acknowledgement and gratitude in our press release as our title sponsor and on our website at www.theedgeconnection.com
- Mentioned in print materials distributed at our Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony
- On screen event sponsorship recognition at the award ceremony
- Invitation to the Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony

Sponsorship Benefits



Tier 2 Sponsors: \$1000 - \$1500:

- Opportunity for you and 1 representatives to participate in the judging of the Business Plan Competition.
- Acknowledgement and gratitude in our press release and on our website at www.theedgeconnection.com
- Mentioned in print materials distributed at our Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony
- On screen event sponsorship recognition at the award ceremony
- Invitation to the Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony

Sponsorship Benefits



Tier 3 Sponsors: \$500 - \$1000:

- Opportunity for you to participate in the judging of the Business Plan Competition.
- Acknowledgement and gratitude in our press release and on our website at www.theedgeconnection.com
- Mentioned in print materials distributed at our Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony
- On screen event sponsorship recognition at the award ceremony
- Invitation to the Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony

Sponsorship Benefits



Tier 4 Sponsors: \$100 - \$500:

- Acknowledgement and gratitude in our press release and on our website at www.theedgeconnection.com
- Mentioned in print materials distributed at our Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony
- On screen event sponsorship recognition at the award ceremony
- Invitation to the Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony

Thank you!



We look forward to your participation!

With your help we teach individuals the skills to become self-sufficient and self-sustaining. We encourage them to dream. And we help them turn their dreams into reality.

Together... we CAN make a difference!