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## **MIND OF AN ENTREPRENEUR EVENT 2006 SPONSORSHIP OPPORTUNITIES**

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To find out more about this exciting event  
and sponsorship opportunities contact:  
T: 0870 880 7728 / F: 0871 433 8686 / M: 07957 34618



**Mind of an Entrepreneur**  
***“Creating and supporting entrepreneurs in our community”***  
**Saturday 28 & Sunday 29 October 2006, 9am – 7pm**  
**Olympia, London**

**BACKGROUND**

In its second year, Mind of an Entrepreneur (MOAE) is a fast growing and diverse event for start-ups and small to medium sized businesses, a market worth over £10 billion in the UK.

MOAE creates a credible and high profile platform for the UK's most successful entrepreneurs to share their knowledge, expertise and valuable insight with this audience. Thousands of people visit the event to source information, advice and inspiration and to also find new suppliers to make their business run more efficiently and effectively.

MOAE serves primarily as a fundraising event to advance the aims and objectives of the AA Trust. The AA Trust funds 16-27 year olds with business ambitions by providing the necessary finances, resources and advice to develop their business ideas from conception through to materialisation, thus improving the quality of their lives and community. The AA Trust works alongside individuals and delivers hands-on support by providing office space, experienced staff and guidance via mentors. Both the AA Trust and MOAE were founded by successful entrepreneur, Alexander Amosu - [www.alexanderamosu.com](http://www.alexanderamosu.com).

**Speakers at previous MOAE events have included:**

Simon Woodroffe

Founder of YO! Sushi



Dough Richard

BBC2 Dragon's Den and founder of Library



- Timothy Campbell – Winner of BBC2 The Apprentice 2005
- Rene Carayol – Business guru and BBC2 Pay off your mortgage in two years
- Alistair Soyedi – Founder of Ben TV
- Cliff Crown – Partner & Head of Media Group, Vantis Numerica
- Yvonne Brewster OBE – founder of the Talawa Theatre
- Lee Jasper – Director for Equalities and Policing, Mayor's Office
- .....to name but a few

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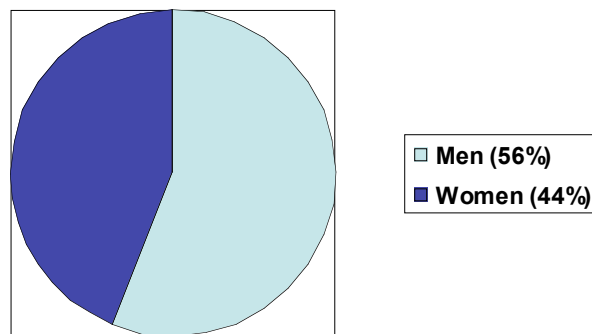
## WHAT MAKES MIND OF AN ENTREPRENEUR DIFFERENT?

MOAE is the only UK business event that reflects the diversity of our society. It does this by bringing together a wide spectrum of successful businesses and cultures as well equal representation of both male and female business owners/entrepreneurs.

### Demographics:

It is estimated that over 3,000 people will attend the MOAE 2006 event, with a potential audience reach of over 12 million via TV, radio, magazine, online and other partnerships.

The profile of visitors to MOAE in previous years has been as follows:



- 52% from ethnically diverse groups
- 48% from non-ethnic groups
- 65% from London
- 25% from other parts of the UK
- 18% under 25 years old

## WHO WILL BE VISITING THIS YEAR?

This year we envisage our audience to be from a broader spectrum and this will be achieved via a targeted marketing plan.

Audience profile:

- Business start-ups
- SMEs
- Up-and-coming and established entrepreneurs
- Business owners including MDs & CEOs
- University students
- 50:50 gender split
- Age range 16-35
- Wide range of cultural groups



## MIND OF AN ENTREPRENEUR 2006

MOAE will be held on Saturday 28 and Sunday 29 October 2006 at Olympia, London and guest speakers will include:

- **Brent Hoberman and Martha Lane Fox** – Founders of Lastminute.com



- **Chris Ingram** – Founder of the Ingram Partnership
- **Lord Bilimoria** – Founder of Cobra Beer
- **Timothy Campbell** – Winner of BBC2 The Apprentice 2005



- **Ruth Badger** – Runner up of BBC2 The Apprentice 2006
- **Leila Wilcox** - Winner of Make me a Million and founder of Halos n Horns



- **Ozwald Boateng** Fashion Designer
- **Kanya King** – Founder of MOBO Awards
- **Mike Clare** – Founder of Dream (Plc)
- **Jo Ashburner** – Founder of Noonoo Designs and Winner of Grazia magazine businesswoman of the year 2006
- **Chris Gorman OBE** – Serial entrepreneur



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### Two-day agenda:

The event will be live and interactive encompassing the following elements:

- **Conference:** key note presentations, on the sofa interviews and panel Q&As from the UK's leading and most successful entrepreneurs, all aimed at providing valuable insight on successful entrepreneurialism to inspire our audience
- **Speed mentoring:** sessions based on the speed dating concept whereby speakers act as mentors to selected attendees. A good opportunity for visitors to have a one-on-one session with successful entrepreneurs to ask questions that will really benefit their business
- **Pitch to win:** carefully selected individuals and competition winners are given the unique opportunity to pitch their business idea to a panel of business angels which could result in securing financial support and/or mentorship
- **Business Clinics:** series of workshops covering all areas of setting up and running a business successfully including business planning, finance, marketing, networking, taxes etc
- **Exhibition:** relevant businesses/organisations/partners/sponsors will be exhibiting for the first time at MOAE 2006
- **Networking lounge:** An area where visitors can relax and network with other visitors, speakers, sponsors and exhibitors with relaxing massages on offer by expert masseurs. Wall of opportunity will be available where visitors can place their business cards for other visitors to pick up and potentially make new business contacts



## **DELIVERING THE RIGHT AUDIENCE - MARKETING**

To reach thousands of potential visitors, MOAE's dedicated marketing and PR campaigns will target individuals who want to start their own business, grow their business or manage their business more efficiently and effectively.

### **Media Partners**

- Regional and national newspaper media partners
  - Editorial coverage, advertising and promotions with MOAE media partners such Metro (circulation – 509,125), Guardian (circulation – 381,917) and Observer (483, 481)
- TV and radio media partners
  - MTV is our confirmed TV media partner reaching 12 million households in the UK - they will be publicising the event from one month before it takes place and airing it later on in the year
  - BEN TV is also a confirmed TV partner with an audience of 1 million in the UK and Africa – they will also be publicising the event from one month before it takes place
- Business magazine media partners
  - As a leading business magazine with a circulation of over 30,000 issues per month, Business XL is our confirmed business magazine media partner as well as Shattered, a global business magazine for women
- All media partners will deliver comprehensive pre-event publicity campaign that includes editorial, competitions, offers, trailers and advertisings

### **Promotions**

- Joint promotions with strategic partners, exhibitors and associations
  - Competitions, tickets offers and events

### **Public Relations**

Proactive media relations campaign to generate widespread media editorial coverage in leading titles pre, at and post the event including:

- National and London regional newspapers (features, business and events listing pages) - Metro, Evening Standard, Guardian, Independent, The Sun, Daily Mirror, Observer, Independent, Financial Times, Daily Telegraph, Daily Mail, The Times, City AM, Daily Express etc
- Weekly and monthly consumer magazines (features, business and events listing pages) - Marie Claire, New Woman, Red, She, Grazia, Real, Cosmo, Company etc
- TV (breakfast, interview and business slots) – MTV, BBC Breakfast TV, London Today & Tonight, GMTV, Ben TV, OBE TV, Passion TV etc
- Radio (breakfast, interview and business slots) - BBC Radio, Choice FM, Smooth FM, Heart, Capital, Magic, LBC etc
- Webzines - Guardian Unlimited, BBC Online, BlackNet, The Colourful Network, 100 Black Men of London etc
- Business titles - Management Today, Real Business, Fortune, Business Week, Business Advisor, Start your Business, Director, Human Resources etc
- Ethnic minority press - The Voice Newspaper, New Nation, Engage, Aspire, Pride, Black Hair & Beauty, Asian Times, Asian Age, Asian Telegraph, Asian Post etc





**Direct Mail**

- Distribution of 30,000+ MOAE leaflets via relevant events including networking events, exhibitions, awards, bars, restaurants, colleges and universities that teach business and entrepreneurship degrees

**[www.moae.co.uk](http://www.moae.co.uk)**

- Dedicated website which will provide comprehensive information on all elements of the event and be constantly updated with the latest news and information on the event
- Feature all sponsors, exhibitors and partners logos with link to their sites
- High level of traffic will flow through the site as all potential visitors will register online
- The website will be publicised via banner advertising on relevant sites

**Viral Email**

- Proactive email campaign to over 1 million key decision-makers/budding entrepreneurs including a fun viral email questionnaire and banners on leading and relevant websites

**SMS Text**

- SMS text messaging to 1,000 opted in pre-registered visitors

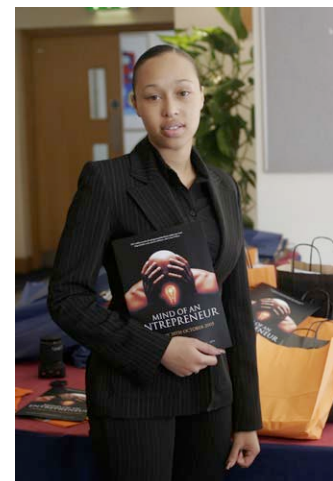


## MIND OF AN ENTREPRENEUR 2006 SPONSORSHIP

We are offering the exclusive opportunity to sponsor a unique event, which this year will be on a bigger scale as it will take place over two days and target a much wider audience. The success of the previous events coupled with the total satisfaction from previous sponsors indicates that this year's event will be a sell-out. We aim to raise more funds for the AA Trust and we enlist your help in doing so.

### Why Sponsor?

- Chance to be part of and benefit from associating and aligning with an event
  - aimed at budding entrepreneurs giving them access to ideas, information and inspiration
  - that has a credible cause – the AA Trust, helping to generate funding to support and start up businesses in the community
  - creating awareness and education on successful entrepreneurs in the UK
- Extensive branding, achieving high awareness and media exposure through a far reaching marketing, advertising and PR campaign
  - A multi-media and nationwide promotional campaign with an audience reach potential of at least 12 million
  - Promotion by a team of experts who have developed excellent relationships with a wide range of culturally diverse and mainstream media and have an outstanding track record of achieving high levels of editorial coverage. As a partner, you will benefit from this extensive media profile
  - As a partner, your brand will be credited on all press releases issued by the publicity team promoting the event
- Inclusion of your brand on the MOAE website and materials including leaflets and event magazine/programme
- Your brand will benefit from exposure via the media partners secured to support the event (MTV is the confirmed TV partner)
- Option to have banner advertising on [www.moae.co.uk](http://www.moae.co.uk)
- Option to have advertising on the next MOAE DVD and/or CD
- Option to book a stand at MOAE giving you the opportunity to promote your brand directly to over 3,000 potential new customers. Within the space of two days you can get phenomenal return on your investment
- Option to book advertising in MOGUL – the Mind of an Entrepreneur event magazine and programme guide which will be distributed to the 3,000 or more attendees





- Extensive branding at the event via banners, badges, TV screens, delegate bags, delegate bag inserts, which will not only be seen by the visitors but also picked up by all TV filming and print press photography

### **Sponsorship Packages**

Maximise your brand and presence by sponsoring MOAE. Below is a list of our sponsorship packages but bespoke sponsorship packages can be created to meet your objectives and maximise your involvement.

#### Title Sponsor

- Name incorporated into the title e.g. MOAE in association with .....which will be applied to all materials produced to support the event reaching potentially over 12 million people with your brand association including:
  - MOAE website
  - MOGUL (event magazine/programme guide)
  - MOAE staff branded t-shirts
  - MOAE 2006 DVD and CD
  - All branding at the event including goodie bags, agendas, badges, TV screens, posters
  - Direct mail via leaflets distributed to 30,000+ potential visitors at relevant events including networking events, exhibitions, awards, bars, restaurants, colleges and universities that teach business and entrepreneurship degrees
  - Proactive email campaign to over 1 million key decision-makers/budding entrepreneurs including a fun viral email questionnaire and banners on leading and relevant websites
  - SMS text messaging to 1,000 opted in pre-registered visitors
  - Press releases to publish the event and which will be distributed to all media including national and regional newspapers, TV, radio, webzines etc
- Benefit from all elements of the event including:
  - Stand space in a prime location in the exhibition area
  - Double page advertisement in the event magazine/programme guide
  - Logo featured on home page of [www.moae.co.uk](http://www.moae.co.uk) with link to your website
  - Logo included in all media partnership promotions and outputs with MTV, BEN and others that are to be confirmed
  - Logo incorporated into over 10,000 MOAE DVDs & CDs which will be sold via the MOAE website and leading retail outlets
  - Extensive branding, achieving high awareness levels and media exposure through a dedicated public relations campaign - your brand will be publicised alongside MOAE to all media
- **Cost: £60,000**

#### Conference Sponsor

- Logo featured on all materials supporting the conference including all branding of the auditorium and handouts
- Logo and mention on all publicity generated to promote the conference
- Stand space in the exhibition area
- Inclusion of logo on website home page and on conference page with link to your website

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- One page advertisement in the event magazine/programme
- **Cost: £10,000**

#### Pitch to Win Sponsor

- Logo featured on all materials supporting the *Pitch to Win* sessions including all branding of the conference room and handouts
- Logo and mention on all publicity generated to promote the session including competitions to identify the candidates
- Stand space in the exhibition area
- Inclusion of logo on website home page and on session page with link to your website
- One page advertisement in the event magazine/programme
- **Cost: £6,000**

#### Speed Mentoring Sponsor

- Logo featured on all materials supporting the *Speed Mentoring* sessions including all branding of the conference room and handouts
- Logo and mention on all publicity generated to promote the session
- Stand space in the exhibition area
- Inclusion of logo on website home page and on session page with link to your website
- One page advertisement in the event magazine/programme
- **Cost: £5,000**

#### Business Clinic Sponsorships

- There are ten *Business Clinics* been held covering all areas relating to setting up and running a successful business
- Each clinic is open to sponsors and will be benefit from
  - Logo featured on all materials supporting the *Business Clinics* including all branding of the conference room and handouts
  - Logo and mention on all publicity generated to promote the clinics including competitions to identify the candidates
  - Stand space in the exhibition area
  - Inclusion of logo on clinic's section of the website with link to your website
  - One page advertisement in the event magazine/programme
  - **Cost: £5,000**

#### Networking Lounge Sponsor

- Opportunity to brand this area where you will have a constant flow of traffic
  - Logo featured on all materials supporting the *Networking Lounge*
  - Stand space in the exhibition area
  - Inclusion of logo on the lounge's section of the website with link to your website
  - One page advertisement in the event magazine/programme
  - **Cost: £5,000**



#### Computer Pods Sponsor

- Branding of computer pods which will be dotted around the exhibition area for people to participate in fun entrepreneur related questionnaires/games and access to relevant business sites
  - Inclusion of logo on the *lounge's* section of the website with link to your website
  - One page advertisement in the event magazine/programme
  - **Cost: £3,000**

#### Visitor Badges Sponsor

- Branding of the lanyards and/or badges which will be worn by all visitors giving opportunity for your brand to be picked up by all media outputs
  - **Cost: £2,000**

#### Visitor Goodie Bags

- Branding of the visitor bags which will be distributed to all visitors
  - **Cost: £2,000**

#### Exhibition stand

- Opportunity to book a stand and promote your brand/business to potentially 3,000 new customers
- **Cost: £240 per square metre**

#### Sampling

- Opportunity to provide information/leaflets/products for visitors to take away with them in the visitor bags
- Merchandise give-away or sampling/selling of your product
- **Cost: bespoke and following discussion to ascertain requirements**

#### Website banner ads

- Banner advertising on [www.moae.co.uk](http://www.moae.co.uk) which will receive a high level of traffic due to the publicity which will be generated and the numbers visiting the site to register their place
  - **Cost: £1,000 per month (minimum of 3 months booking is required)**

#### MOAE Merchandise

- MOAE 2006 DVD will be produced including footage and exclusive interviews with the speakers from the event and will be available to buy via the website
- MOAE 2006 CD will also be produced and sold online and via CD retailers
- MOAE 2006 Book will be developed with 10,000 copies to be sold via Waterstones nationwide
- **Cost: bespoke and following discussion to ascertain requirements**



## CONTACT

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