

RETAIL READY BOOTCAMP

SPONSORSHIP DECK

1/28/21

Northern Liberties
Business Improvement
District



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ABOUT THE RETAIL READY BOOTCAMP

This innovative twelve-week live/online course is intended for a selected group of emerging businesses who are considering a leasing commercial space as their next growth opportunity. It is led by experienced instructors from Philadelphia Community College's Power Up program and broken into four 3-class modules that will cover:

- Business structure, budgeting, and planning
- Storefront improvements
- Finance: Capital and credit
- Legal, insurance and HR
- Understanding taxes
- Commercial leases: leasing vs. buying

The series provides a solid foundation for businesses at various stages of their development such as:

- Existing storefronts with a reliance on walk-in business
- Digital-first operators considering a brick-and-mortar location
- Kitchen table start ups ready to grow



WHY SPONSOR THE BOOTCAMP

Your future customers are out there. But finding them is only the beginning. Cutting through the fray and build trust requires some face time.

This intensive series of live, online classes offers sponsors a multitude of touch-points with participants over twelve-weeks. You'll be helping to create the next generation of shop owners while strengthening those who have been toughing it out but need to sharpen their skills.



PARTICIPANT INCENTIVES

Participants will leave prepared to tackle an ever-changing, hybrid retail landscape. Their \$350 tuition is refunded when they complete all twelve weeks of classes with a capstone presentation.

Capstone projects are judged and three top participants are selected for:

First Prize

- A three-week pop up in Northern Liberties
- \$1,500 “start up cash”

Second Prize

- \$1,000 “start up cash”
- \$300 in Google or Facebook ad credits

Third Prize

- \$500 “start up cash”
- \$100 in Google or Facebook ad credits

KEY DATES

In order to prepare promotions for the Bootcamp, we have set up the following schedule:

February 15th - title sponsor commitment locked

February 18th - applications open

March 1 - Module sponsor commitments locked

March 12th - applications close

March 22nd - selected attendees notified

March 22nd - prize sponsor commitments locked

April 7th - First class begins

Jun 23 - Graduation



Who will you be reaching with your sponsorship?

Northern Liberties is an eclectic neighborhood with a strong sense of self. Our business mix spans the gamut of grocery stores and bospoke bakers with a strong focus on small. We have a long culture of entrepreneurship with many new upstarts debuting during COVID.

We know one thing - local businesses need local ownership. That's who we are bringing into the Retail Ready Bootcamp. Get in the trenches with them and build a on-on-one relationship with people ready to grow.

**205
BUSINESSES**

**22%
FOOD/BEV**

**14%
WOMEN
OWNED**

**13%
BEAUTY +
BODY**



SPONSOR LEVELS

PRESENTING SPONSOR \$10,000 – Limit of 1

- Prominent and exclusive logo placement in all print and digital marketing materials
- FIVE dedicated social media posts before, during and after bootcamp
- Unlimited mentions and tags in social media related to Bootcamp
- Recognition and introduction at the top of every class
- Ad in three newsletters
- Contact info for all participants
- Presenting sponsor of winning participant's three week pop-up opportunity

FIRST PRIZE SPONSOR \$2,000 – Limit of 1

- Named sponsor of the prize
- Supporting sponsor of pop up
- Photo op with mock check
- Logo placement in the “Sponsors” section of all digital and print materials

MODULE SPONSOR \$1,500 – Limit of 6

- At least eight social media tags during Bootcamp timeframe
- Recognition and introduction at the top of one Module (three classes)
- Logo placement in the “Sponsors” section of all digital and print materials
- Contact info for Module participants

SECOND PRIZE SPONSOR \$1,300 – Limit of 1

- Named sponsor of the prize
- Photo op with mock check
- Logo placement in the “Sponsors” section of all digital and print materials

THIRD PRIZE SPONSOR \$800 – Limit of 1

- Named sponsor of the prize
- Photo op with mock check
- Logo placement in the “Sponsors” section of all digital and print materials