



BASES

**2018 - 2019
SPONSORSHIP
PACKAGE**



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OUR MISSION

To inspire every BASES member to become an entrepreneurial leader.

OUR VISION

To reclaim BASES' position as the center of entrepreneurship in Silicon Valley.

Dear prospective sponsor,

Welcome to the 2018-2019 BASES year!

The Business Association of Stanford Entrepreneurial Students (BASES) is Stanford's largest student-run entrepreneurship organization. Now in our 23rd year, we are passionate about empowering the next generation of entrepreneurial leaders through a diverse, innovative suite of programs.

This year, we will continue to expand our scope in the rich entrepreneurship community beyond Stanford's campus, with a particular focus on international partnerships through our newly reimagined Global Entrepreneurship team. Simultaneously, we remain firm in our commitment to provide high-quality, innovative flagship programming, including our annual BASES \$100K Startup Challenge, Entrepreneurial Thought Leaders speaker series, and Startup Career Fair.

BASES has a long history of forming enduring relationships with our sponsors—we are proud to say that many of our existing sponsors have worked with us for over a decade. BASES creates a customized strategy for each of our sponsors to ensure we reach their specific sponsorship objectives. A designated BASES sponsponsorship liaison works with each sponsor to maximize their impact on campus.

Some specific ways we support our sponsors include:

- Strengthening their brand presences on campus
- Connecting sponsors to top engineering and business talent
- Developing meaningful relationships with Stanford entrepreneurs
- Providing exclusive access to cutting-edge innovations on campus

We are excited to learn how you are interested in plugging into the Stanford community and how we can cultivate the most fulfilling possible partnership!

Best wishes,

Vasundhara Singh

Vice President of Business Development, BASES

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Key Metrics

During its lifetime, BASES has raised over **\$6 million** from corporate sponsors.

6,000+ people are reached each week through BASES social media platforms and digest newsletter.

350+ students enroll in MS&E 472: Entrepreneurial Thought Leaders speaker series course each quarter.

1,000 students (30% of whom are Master's or beyond) attend the BASES Startup Career Fair each year to connect with **80+ startups**.

\$1 million in funding has been awarded in the BASES Startup Challenge since its inception in 1997. BASES Challenge companies have gone on to raise **\$100M+** in VC funding.

Our Programs

Entrepreneurial Thought Leaders Seminar

The Entrepreneurial Thought Leaders (ETL) seminar series, or MS&E 472, is Stanford's most widely attended weekly speaker series, reaching over 350 students each week. Run in collaboration with Stanford STVP and DFJ, ETL brings Silicon Valley leaders to campus to share their entrepreneurial journeys with Stanford students. Past speakers include Mark Zuckerberg, Marissa Meyer, Sheryl Sandberg, Melinda Gates, Reid Hoffman, Jack Dorsey, Laurene Powell Jobs, and Marc Andreessen. **BASES sponsors may nominate speakers for an ETL speaking slot.**



Treks



The BASES Treks program allows Stanford students to take exclusive, engaging tours of Silicon Valley's most cutting-edge companies. Treks admit up to 20 students per trip by application. Past Treks destinations have included Facebook, Twitter, Oculus, Lyft, and Applied Predictive Technologies, along with longer trips over school breaks to New York City and Seattle. **BASES sponsors have the unique opportunity to engage with top Stanford talent by hosting a Trek to their company.**

Lessons in Life

Lessons in Life (LiL) are intimate lunches hosted every quarter for a sponsor representative and up to eight students. Conversation topics focus heavily on the guest speaker's life story and entrepreneurial journey. This series has been extremely successful over the past four years at allowing sponsor representatives to form authentic, engaging connections with passionate students. **BASES sponsors have the chance to send representatives to serve as Lessons in Life guest speakers.**



Social Impact Summit



BASES' annual Social Impact Summit hosts social entrepreneurs and CEOs of non-profits to speak about high impact work that does both "good and well." A moderated panel is followed by an expo of innovative companies focused on social entrepreneurship. Sponsors can get involved by providing speakers for the Summit.

Startup Career Fair

Each winter, BASES hosts Stanford's second-largest career fair, attracting 1,000 students and 80+ companies. 60% of Startup Career Fair attendees are engineering students, and 30% are working on Master's degrees or doctorates. This is the only campus career fair focused on startups, and attracts the best programming, engineering, and business talent Stanford has to offer.



Startup Lunches



BASES invites founders and CEOs from sponsor companies to share a meal with outstanding Stanford students in a casual, intimate setting. Past guests include representatives from Palantir, Thumbtack, ZenPayroll, and AdRoll. **This is a fantastic opportunity for students to get to know sponsor companies on a more personal level, and it doubles as a great branding and recruiting opportunity.**

\$100K Startup Challenge

The \$100K Startup Challenge is Stanford's oldest and most competitive annual entrepreneurship competition. **In addition to the specific event-based opportunities for sponsors to plug in, Challenge presents a fantastic overall opportunity for sponsors to understand the latest trends in campus entrepreneurship.**

The Challenge competition attracts about 200 companies each year across the categories Consumer, Enterprise, Medical, and Social. Companies participate in several rounds of judging, with four winners ultimately splitting \$100K in prize money. The timeline of an annual Challenge competition is as follows:



Kickoff (January): Challenge Kickoff introduces the competition to the Stanford community, featuring a keynote speaker, demo of past finalists, networking with sponsors, and team formation. Kickoff draws an annual attendance of up to 300. **Sponsors have the opportunity to nominate keynote speakers and host a booth.**

Judging (February - April): After a first round of written applications, advancing teams pitch their ideas to judges in several rounds of competition. **Sponsors have the chance to volunteer judges, which provides a unique opportunity to interact with Stanford's most promising entrepreneurs.**

Office Hours (February - April): BASES provides open office hours with industry experts to Challenge teams advancing beyond the first round of competition. Office hours provide teams the chance to hear constructive feedback on their business plans and prototypes. Sponsors can send volunteers to serve as mentors in office hours, allowing sponsor representatives to get to know high-potential entrepreneurs in an intimate, 1:1 setting.



\$100K Startup Challenge (continued)

Finale (May): During Challenge Finale, each finalist has the chance to demo their product, and winners receiving a portion of the \$100,000 prize are announced. **Sponsors are invited to judge Finale, nominate representatives for the Finale keynote, and participate in an exclusive mixer after the event to meet the competition winners.** Past Challenge winners include Kiva, Boosted, and Biomimica, with Challenge companies going on to raise a total of \$100+ million dollars in the competition's 20+ year history.



Mentorship and Alumni Programming



BASES has a rich network of alumni, with 1,000+ active alumni in the Bay Area alone. BASES hosts annual programming to promote networking among alumni, including mixers and mentorship programming. BASES alumni include the founders of Instagram, Snapchat and ZenPayroll. **Sponsors are invited to our alumni events to engage with top BASES engineers and entrepreneurs, past and present.**

CNECT

CNECT (Central Network of Entrepreneurial Collegiate Teams) is an multi-platform network that unites student entrepreneurship communities across the nation, with current member schools including Stanford, Harvard, MIT, Columbia, Berkeley, Northwestern, and Syracuse. In 2018, CNECT hosted its first in-person conference at Stanford's campus, with over 100 attendees from across the globe. **Sponsors have the special opportunity to nominate speakers for the CNECT conference each year, along with the chance to participate in online forums, webinars, and publications about global entrepreneurship.**



Women in Entrepreneurship Summit



Each year, BASES hosts 8-12 women leaders to share their stories and lead breakout sessions with 100 total student attendees. Past speakers include the founder of Indiegogo, the COO of WikiHow, and partners from Canvas Ventures and Forerunner Ventures. Sponsors are invited to nominate women-identifying leaders to speak at the Summit, which takes place every spring.

Freshman Battalion

Each fall, BASES identifies 20 Stanford freshmen with outstanding potential to grow as entrepreneurial leaders and immerses them in a fast-paced quarter of professional development. Sponsors are invited to participate in and/or design their own professional development programming as guests, lecturers, or panel speakers.



Sponsorship Overview

	Supporter \$15,000+	Sustainer \$30,000+
Invitation to all BASES events	●	●
Opportunity to judge BASES \$100K Startup Challenge and connect with 80+ of the highest quality teams in annual competition	●	●
Mention at all major events, on event materials, and on BASES website (including BASES Digest newsletter with 6,000+ subscribers)	●	●
Assignment to dedicated junior Sponsorship Liaison who helps create year-long strategy for sponsorship objectives	●	●
Chance to nominate speaker for Entrepreneurial Thought Leaders series (audience of 350+ students)	●	●
Invitation to BASES Bay Area alumni events	●	●
Invitation to send guest speaker to BASES Startup Lunch and Lessons in Life student events	●	●
Chance to host Stanford students at company HQ for Treks visit	●	●
Assignment to dedicated senior Sponsorship Liaison who helps create highly-tailored year-long strategy for sponsorship objectives	●	●
Invitation to internal mixers for BASES teams and quarterly all-hands meeting		●
Priority for keynote speaking opportunities, including the Entrepreneurial Thought Leaders seminar, Challenge Kick-off, and Challenge Finale		●
Networking events with Freshman Battalion		●
Regular meetings with the BASES presidents and executive team		●

Current Sponsors



Mayfield



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