Message from the State Director

Thank you for your interest in partnering with the Pennsylvania SBDC. This year we will celebrate 35 years of helping thousands of aspiring entrepreneurs and existing small businesses start, survive, and grow in the Commonwealth. As you will see in the following pages, our staff works with companies across all industry sectors, at any stage of their business lifecycle, and covers every county in Pennsylvania.

We offer your company many ways to reach the growing population of new and existing businesses in Pennsylvania. Let the SBDC help you reach the small business community in the keystone state.

In the following pages you will find multiple ways to partner with the SBDC including website display ads, e-newsletter advertising and event sponsorship opportunities. Each of these opportunities can be suited to fit your company’s budget and intended audience, whether it is small business owners or our own staff of business advisors.

Thank you again for your support of small businesses in Pennsylvania, and please do not hesitate to contact me with additional partnership ideas.

Sincerely,

Christian Conroy
State Director
ABOUT THE PENNSYLVANIA SBDC

The Pennsylvania Small Business Development Centers (SBDC) are the only statewide, nationally accredited program that provides high quality one-on-one consulting, training and information resources to empower new and existing businesses. The SBDC program is a public/private partnership with the U.S. Small Business Administration, the Pennsylvania Department of Community and Economic Development and 18 universities and colleges across the Commonwealth.

Unlike any other economic development program in Pennsylvania, the SBDCs assist businesses in all industry sectors, reflective of the state’s economy including agriculture, manufacturing, service and retail, and operate as a unified system to serve all 67 counties of the Commonwealth. The Pennsylvania SBDCs consult clients through all stages of development, from concept through reinvention. To meet the needs of these clients, the SBDCs provide consulting, education, tools and resources. Core SBDC services encompass three areas: 1.) Facilitating entrepreneurship and business starts; 2.) Spurring innovation and growth; and 3.) Supporting sustainability and profitability.

PROGRAM HISTORY

From one pilot program in 1978, the Pennsylvania Small Business Development Centers (SBDC) network has grown into the largest provider of entrepreneurial assistance in the Commonwealth. For more than 30 years, the Pennsylvania SBDCs have provided over 2.5 million hours of consulting to more than 216,000 entrepreneurs and offered over 14,000 courses, workshops and seminars attended by 334,000 Pennsylvanians. SBDC services have helped small firms throughout the Commonwealth raise more than $2.5 billion in start-up and expansion capital, start more than 24,000 new companies, and sell $10 billion worth of Pennsylvania products and services throughout the world. As a result, SBDC clients have created over 120,000 new jobs and generated more than $568 million in new state income tax revenue.

CONSULTING AREAS OF EXPERTISE

Business/Strategic Planning
- Business Viability Assessment
- Market Analysis & Competitive Research
- Business Plan Development
- Strategic Planning
- Commercialization of Technology
- Business Structure

Capital Acquisition
- Financing Options
- Loan Packaging
- Equity Options

Financial Management
- Accounting & Recordkeeping
- Financial Management & Analysis
- Taxes

Industry-Specific
- Manufacturing
- Retailing
- Service

Targeted Assistance
- Online Business
- Government Marketing
- International Trade
- Shale Energy
- Business Continuity & Survival
- Affordable Care Act

Marketing
- Customer Service
- e-Commerce
- Market Research
- Marketing Materials/Promotion
- Marketing Plan Development
- Social Media

Environmental Management
- Environmental Regulatory Compliance
- On-site Assessments
- Emissions Calculations
- Permit & Plan Preparation Assistance
- Record Keeping & Reporting Assistance
- Greening Your Business
- PA Material Trader

Operations
- Developing Policies and Procedures
- Inventory Control
- Quality Control
- Cost Control
- Regulatory Assistance
- Information Technology

Human Resources
- Attracting, Hiring & Managing Employees
- Compensation

Technology
- Technology Commercialization & Marketing
- SBIR/STTR Proposal Preparation Assistance
- Product Feasibility Analysis
- Product Development/Engineering Services

Hosted by

Funded in part by

Accredited by

A partnership program of the U.S. Small Business Administration and accredited affiliate of the national network of Small Business Development Centers. All services provided on a non-discriminatory basis.
WEBSITE ADVERTISING

During calendar year 2014, roughly 165 people per day visited the Pennsylvania SBDC website which recorded 60,000+ unique visitors, where 69% were viewing the website for the first time. During this same time period, the website also attracted 242,000+ unique page views.

Core Services Page Advertisement
- $100/month
- $1,000/year ($200 discount)
- Page Options
  - New Business Services
  - Growth Services
  - Continuity & Survival Services

Interior Page Advertisement
- $50/month
- $500/year ($100 discount)
- Page Options
  - Energy Assistance
  - Agri-Business
  - Environmental Management
  - Government Marketing
  - International Business
  - Business Continuity & Survival
  - Technology Assistance
  - Veterans
  - Makers

Disclaimer: The Pennsylvania SBDC has the right to review and subsequently deny any advertising content or sponsorship proposals that it feels does not align with its mission and core values.
E-NEWSLETTER ADVERTISING

**In the Know – SBDC staff at all 18 centers (distribution 130+)**
This monthly newsletter reaches staff at 18 SBDCs across Pennsylvania who are helping businesses make decisions and includes relevant and timely content that is applicable to assisting small businesses and entrepreneurs. Perfect for products or services targeted to the small business market. This newsletter reaches business advisors working each day with entrepreneurs and small business owners in their local community. For a live e-newsletter example, [click here.](#)

**Banner Ad ($100) – monthly**
Ad Deadline – 25th of the month (for next month’s inclusion)

**SBDC Update – SBDC stakeholders (distribution 900+)**
This monthly publication reaches Pennsylvania policymakers, members of local economic development organizations, influencers and other Pennsylvania SBDC partners in the Commonwealth and beyond. Content centers on Pennsylvania SBDC news, business success stories in Pennsylvania as well as statewide small business developments. For a live e-newsletter example, [click here.](#)

**Banner Ad ($250) – monthly**
Ad Deadline – 25th of the month (for next month’s inclusion)

**SBDC Advisor – SBDC stakeholders and clients (distribution 70,000+)**
This quarterly publication reaches policymakers, members of local economic development organizations, influencers as well as Pennsylvania SBDC clients from across Pennsylvania in all 67 counties. Content consists of relevant news for small business owners, resources for entrepreneurs and success stories. For a live e-newsletter example, [click here.](#)

**Banner Ad ($500) – quarterly**
SBDC Advisor Ad Deadlines
SPONSORSHIPS

Pennsylvania SBDC Small Business Growth Forum – November 4-6, 2015
The annual Small Business Growth Forum hosts more than one hundred SBDC employees and representatives from economic development organizations from across the Commonwealth. Pennsylvania SBDC staff attends this conference to network and learn about the latest small business trends and technologies. By becoming a sponsor, your company has a unique opportunity to market to those individuals who are on the ground in Pennsylvania advising small business clients every day. Sponsorships start at $500 for this event; to learn more or register to become an event sponsor, visit http://www.pasbdc.org/about-us/corporate-sponsorship.

Highlighted Sponsor Benefits
• Ad/Logo placement in program book
• Logo placement on main stage
• List of attendees with contact information
• Ability to distribute promotional items/marketing materials in conference bags
• Exhibit table in main ballroom
• Panel participation (limited)
• Tickets to keynote luncheon

Past Speaker Companies
• Philadelphia Federal Reserve Bank
• Muhlenberg College Institute of Public Opinion
• U.S. Small Business Administration
• Pennsylvania Department of Community and Economic Development
• Sunbelt Business Brokers
• Pennsylvania Department of Revenue
• Morgan Lewis
• U.S. Senate
• Penn State Marcellus Center for Outreach & Research

Past Sponsor Companies
• Celtic Bank
• Fed-Ex Ground
• Holsinger
• Lock Haven University
• Palo Alto Software
• Pennsylvania Association of Credit Unions
• Riviera Finance
• Susquehanna Bank
• UGI
• VISA

Sponsorship & Advertising Contact:
Kelly Cofrancisco
kcofran@wharton.upenn.edu
(215) 746-6474
EDUCATIONAL PROGRAMS

Each year, the Pennsylvania SBDC holds more than 600 educational programs statewide attracting over 12,000 business owners and aspiring entrepreneurs. Topics held each year include subjects in the areas of business basics, government marketing, digital and online marketing, exporting, and many more. If your business is looking to reach this captive audience, you might consider sponsoring a statewide series of educational programs. Sample topics include:

- Business Planning Basics – First Step: Starting Your Business
- Health Care – Affordable Care Act Updates
- Energy – Shale Energy Supply Chain for Small Businesses
- Financing – Lender/Borrower Matchmaking Events
- International Business – Exporting
- Marketing – Social Media, Website Optimization

To discuss sponsorship of a series of SBDC educational programs in detail, please contact Kelly Cofrancisco at kcofran@wharton.upenn.edu or (215) 746-6474.

GIFTS AND CHARITABLE CONTRIBUTIONS

By giving to the Pennsylvania SBDC, your company will support the only statewide, nationally accredited program that provides high quality one-on-one consulting, training and information resources to empower new and existing businesses.

Housed within the Wharton School at the University of Pennsylvania, the Pennsylvania SBDC Lead Office manages the network of 18 centers serving businesses and aspiring entrepreneurs across Pennsylvania. To supplement its public funding, the SBDC established a fund within the Wharton School to continue to provide the high level of services to Pennsylvania’s small businesses. Gift funds directed to the SBDC help the program fulfill its mission and embark on new initiatives to help spur entrepreneurial growth in Pennsylvania.

DONATE BY CHECK
To make a gift the Pennsylvania SBDC, please make your check payable to “The Trustees of the University of Pennsylvania” and mail to:

The Wharton Fund
Pennsylvania Small Business Development Centers (SBDC)
Gift Fund #630163
344 Vance Hall
3733 Spruce Street
Philadelphia, PA 19104

DONATE ONLINE
Make a secure donation online by visiting:

https://giving.apps.upenn.edu

To donate, you must type “PA Small Business Development Center Gift Fund” into the search box in the top right corner of the webpage and click “select.” The screenshot below illustrates this process: