

HOSPITALITY

BUSINESS PLAN COMPETITION

The School of Hotel Administration invites you to support a meaningful learning experience for students who are interested in pursuing an entrepreneurial venture by sponsoring the annual Hospitality Business Plan Competition.

ABOUT

THE COMPETITION

The Cornell Hospitality Business Plan Competition is an annual event that begins at the start of the academic year when student teams are formed and executive summaries for business plans are developed. The competition ends in early spring during Hotel Ezra Cornell weekend when final business plans are submitted, team presentations are given, and winners are selected by a panel of judges.

HEC is a weekend-long educational conference hosted by the students of the School of Hotel Administration. This year's finals will take place in Statler Hall in March 2017. Immediately following the presentations our team of accomplished judges will determine the winners who will be announced at the gala dinner and given cash prizes totaling more than \$35,000.



PIHE.CORNELL.EDU/BPC

SPONSORSHIP OPPORTUNITIES	TITLE \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	SUPPORTER \$2,499 & under
Inclusion in all marketing materials: event website, webcast, signage, announcements, and social media	Pre-eminent placement	✓	✓	✓	✓
Recognition in press release(s)	✓	✓	✓	✓	✓
Invitation to after-event reception to meet participants	✓	✓	✓	✓	✓
Acknowledgement of sponsorship during public announcement of finalists and winners	Pre-eminent recognition	✓	✓	✓	
Opportunity for senior executive to serve as a judge*	Finalist judge**	Finalist judge**	Semi-finalist judge***	Semi-finalist judge***	
Opportunity to participate in competition video clip summary	✓	✓			
Individual acknowledgement as judge during public announcement of winners	✓	✓			

* All judges must be pre-approved by the faculty sponsor, based on experience and expertise, in order to maintain the intention and standards of the competition. Approved judges may only judge one round of the competition to eliminate any bias factors.

** Finalist judges must be able to participate in BPC presentations on Saturday, March 18, 2017. Judges will evaluate five presentations and business plans that day and must be able to commit six hours to participate. Judges appear on the live webcast of the competition.

*** Semi-finalist judges will review and score five complete plans within two weeks.

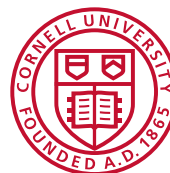
SPONSORS

Greg Dollarhyde '80, MBA '81

Elizabeth Shingleton Glomsrud '00 and Barbara Foote Shingleton '75

The Sun Family: Stanley '00 and his parents Dennis and Betty

To learn more about sponsoring this competition contact
Melissa Carlisle '97, assistant director, corporate and
foundation relations: 607.255.1078 or mlp1@cornell.edu.



School of Hotel Administration

Leland C. and Mary M. Pillsbury Institute
for Hospitality Entrepreneurship