



Sponsorship Opportunities for the Entrepreneurship Pelican Cup

Do you want to grow the entrepreneurial spirit in Louisiana's next generation of business owners?

With your backing, the **Entrepreneurship Pelican Cup** will inspire college students to improve their lives, communities, and state through innovative business ideas.

The **Entrepreneurship Pelican Cup** is a real-world entrepreneur education opportunity for college students. Whether they are serious about launching a startup, or they want to learn more about entrepreneurship, competitors will gain a greater appreciation of the challenges and opportunities of starting a viable business.

The contest will offer one of the largest all-cash prize pools of any collegiate business competition in the country. The 2024 cash prize pool is \$250,000, thanks to the generosity and partnership of **Sponsor Dhu C. Thompson, founder and retired CEO of Delta Plastics and ULM alumnus**. Thompson is providing prize money to be presented to students for first place (\$50,000), second place (\$25,000), third place (\$10,000), and elevator pitch (\$2,000), plus \$3,000 to faculty advisers for first, second and third places.

ulm.edu/pelicancup



To get involved contact,
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Open Statewide to All Majors!

INVEST IN LOUISIANA'S FUTURE ECONOMY



SPONSORSHIP CHART

	\$30,000 PREMIERE	\$20,000 LEADERSHIP	\$10,000 CATALYST	\$5,000 EXPANSION	\$2,500 GROWTH	\$1,000 BREAKTHROUGH	\$500 INFLUENCER
Opportunity to make remarks during program at Awards Luncheon on April 19	●						
Opportunity to make remarks in the video to be shown during Awards Luncheon on April 19	●	●					
Large banner hung in ballroom with company logo at Awards Luncheon April 19	●	●	●				
Company Logo displayed at Oral Finals March 26	●	●	●	●			
Company Logo displayed in lobby of Awards Luncheon April 19	●	●	●	●	●		
Table of 10 Guests at Awards Luncheon April 19	●	●	●	●	●	●	
Company logo posted at ulm.edu/pelicancup sponsorship page as Premiere, Leadership, Catalyst, Expansion, Breakthrough, or Influencer Sponsor	●	●	●	●	●	●	●
Company logo made part of on table collateral/ event program as Premiere, Leadership, Catalyst, Expansion, Breakthrough, or Influencer Sponsor	●	●	●	●	●	●	●

How will your investment impact students?



YOU WILL HELP LAUNCH BUSINESSES

Every great business has to start somewhere. Louisiana has served as the birthplace of some great enterprises and entrepreneurs. Help continue to build on this legacy.

YOU WILL HELP EDUCATE AND INSPIRE STUDENTS FROM ANY MAJOR

The 2024 competition is open to any student currently enrolled at any 4 year college or university in Louisiana. There is no cost for students to enter the competition. Students of all disciplines will learn valuable business skills like market research, budgeting, strategic planning, teamwork, and written and verbal communication. The rigor of the competition will sharpen their critical- thinking, teambuilding, presentation, and other soft skills – all important to career success.

YOU WILL CHANGE LIVES

Many Louisiana students come from Louisiana Congressional District 5, one of the most economically depressed regions in the nation. The Entrepreneurship Pelican Cup will give students the opportunity to do more than they ever imagined possible. The students have a chance to earn an impressive monetary prize, but they also will gain access to networks of entrepreneurs, economic developers, investors, and others as they move through the process.

You've heard the old adage; it's not personal, it's just business. Let me tell you what, that is a wrong statement. Business is personal. You know why? Because it is your values, your ethics, your relationships with people. When people realize who you are, and that you're goals-oriented, and how you perform, it brings in those like-minded people. That experience is phenomenal."

– DHU THOMPSON

