



**Dear Potential GEW-Lebanon
and IdeaSpace Challenge Sponsor,**

Social entrepreneurship presents powerful opportunities to change the world, and to foster positive and sustainable development right here in Lebanon. **Global Entrepreneurship Week in Lebanon (November 17-23, 2008)** and the **IdeaSpace Challenge** are great new initiatives of RootSpace, a Lebanese non-profit association, designed to do just that. Full information is available in the intro letter (attached, or online at www.therootspace.org/ideaspace or www.therootspace.org/gew).

We invite all individuals, organizations, media outlets, schools and universities, and companies to join with us as partners and participants in celebrating GEW-Lebanon and the IdeaSpace Challenge. More participation information is at: www.therootspace.org/ideaspace/participate.

We particularly need financial and in-kind support to make these events a wide success. Beyond financial contributions, we also need contributions and sponsors for events and prizes.

Events: space, catering, alcoholic/non-alcoholic drinks. The minimum events organized by RootSpace include 2 major events (300+ people), 10 workshops (20-40 people), and 2 working-group sessions (10-20 people); depending on participating groups, we are estimating another 20-30 workshop and training sessions (20-40 people) during the week.

Prizes: We would like to award prizes (cash and/or items of value) to the top proposals in each of the four IdeaSpace Challenge fields (Water, Energy, Poverty & Economic Empowerment, and Connectivity/Digital Divide).

Financial needs: To cover publicity/marketing, prize/event costs not covered by in-kind donors, organization/staffing costs, translation, and more.

Marketing and Outreach

GEW-Lebanon and the IdeaSpace Challenge involves a wide variety of people both **in Lebanon and abroad**, and individuals and groups from a wide variety of sectors: companies in the **private sector**, schools/universities in the **education sector**, agencies in the **public sector**, wide coverage in various **media outlets both in Lebanon and abroad** (especially Lebanese/Arab media abroad), and **citizen-sector** civil society organizations. We anticipate wide participation from all these groups, and extensive **promotions through traditional media (radio, print, TV) and online media** (media outlets, blogs, various websites, social networking sites, etc), on the **GEW/GEW-Lebanon and IdeaSpace Challenge websites**, outdoor posters in Lebanon, promotional items (such as t-shirts, etc), and the GEW-Lebanon/IdeaSpace Challenge booklet.

Major sponsors like IBM, Ernst & Young, NYSE Euronext, Junior Achievement Worldwide, the Kaufman Foundation, and many more are supporting Global Entrepreneurship Week worldwide and ensuring it is a major success, while ensuring a high-level of publicity and engagement around the world, and in each participating country. Get involved in any way you can, and help us do the same in Lebanon!

Any single donation of \$500 or more (cash or in-kind value) will be highlighted as an honored sponsor, with the name/logo printed on the first page of the GEW-Lebanon/IdeaSpace Challenge booklet, and on the front page of the GEW-Lebanon and IdeaSpace websites.

Over 75 countries and hundreds of thousands of people are participating in GEW-2008 activities worldwide. Help us to put your organization and Lebanon at the forefront!

We also have specific promotional packages for different sponsor levels (cash or in-kind value):

Bronze Sponsor (\$1000-2000):

- Name/logo inclusion in printed/online/electronic materials (outdoor posters, booklets, newspaper advertisements, some online ads, groups/pages on various social networking and online websites, etc) and on the GEW-Lebanon/IdeaSpace Challenge websites (below Silver and Gold level sponsors);
- On-location branding for key GEW-Lebanon and IdeaSpace Challenge events (to be discussed with sponsors; less prominent than Silver or Gold level sponsors);
- Other specific Bronze Sponsor ideas are welcome for discussion.

Silver Sponsor (\$2,000-3,000):

- Priority name/logo inclusion in printed and online/electronic materials (outdoor posters, booklets, newspaper ads, some online advertisements, groups/pages on various social networking and online websites, etc) and on the GEW-Lebanon/IdeaSpace Challenge websites (below Gold level sponsors);
- Name/logo inclusion on promotional items (t-shirts, etc), and in press/media releases;
- On-location branding for all GEW-Lebanon/IdeaSpace Challenge events during the week (to be discussed with sponsors; less prominent than Gold level sponsors);
- Other specific Silver Sponsor ideas are welcome for discussion.

Gold Sponsor (over \$3,000):

- Top priority name/logo inclusion in printed and online/electronic materials (outdoor posters, booklets, newspaper ads, online advertisements, groups/pages on various social networking and online websites, etc) and on the GEW-Lebanon/IdeaSpace Challenge websites;
- Quoted/printed in media spots (print, radio, TV);
- Name/logo inclusion on promotional items (t-shirts, etc), and in in press/media releases;
- Name/logo on podium/stage displays;
- Dominant on-location branding for all GEW-Lebanon/IdeaSpace Challenge events during the week (to be discussed with sponsors; more prominent than Bronze or Silver level sponsors);
- Other specific Gold Sponsor ideas are welcome for discussion.

Media Sponsor:

- Priority name/logo inclusion in printed and online/electronic materials (outdoor posters, booklets, newspaper ads, online advertisements, groups/pages on various social networking and online websites, etc) and on the GEW-Lebanon/IdeaSpace Challenge websites;
- Name/logo to appear in press/media releases, and on promotional items (t-shirts, etc);
- On-location branding for all GEW-Lebanon/IdeaSpace Challenge events during the week (to be discussed with sponsors);
- Other specific Media Sponsor ideas are welcome for discussion.

If you have other ideas for how you, or your organization or company, would like to be involved in GEW-Lebanon or the IdeaSpace Challenge, please let us know!

Best wishes,



David Munir Nabti
CEO (Chief Entrepreneur and Organizer), RootSpace
innovate@therootspace.org or +961-3-138-770