

GROWFL

TAKING SUCCESSFUL COMPANIES TO THE NEXT LEVEL

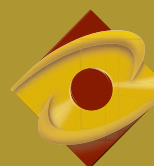


Florida Companies to Watch Honorees

2018

CORPORATE SPONSORSHIP GUIDE

Including GrowFL's signature awards program



FLORIDA
COMPANIES TO WATCHSM
CELEBRATING SECOND-STAGE ENTREPRENEURS



ABOUT GROWFL AND ITS IMPACT

GrowFL is a statewide economic development organization and the nation's first certified strategic research program for scalable second-stage growth companies. GrowFL has assisted hundreds of Florida CEOs take their companies to the next level through a comprehensive suite of services, which focuses on improving top-line revenue. Second-stage companies are businesses with 10-99 employees and \$1 million to \$50 million in revenue. According to the most recent information from youreconomy.org, in 2016 there were 127,076 second-stage companies headquartered in Florida, which represent 9.26 percent of all Florida headquartered businesses. Notably, these second-stage companies represent 31.25 percent of the jobs for companies headquartered in Florida.

GrowFL's programs are specifically designed to work with a company's decision makers, helping them overcome obstacles to growth and leading them towards prosperity. As a result, GrowFL has assisted companies grow three times faster than their industry peers and five times faster than all Florida companies. In addition, our recognition program, Florida Companies to Watch, recognizes the fifty (50) up-and-coming second-stage growth companies in Florida.

In December 2017, Florida TaxWatch—an independent, nonpartisan research institute—released the results of its impact analysis of GrowFL. According to Florida TaxWatch, during the next 10 years, GrowFL generate \$4.72 billion in additional Gross Domestic Product (GDP), create 43,794 private-sector, non-farm jobs statewide, with an average annual salary of \$97,815, and produce \$4.61 billion in additional personal income for Floridians. Importantly, Florida TaxWatch reported, “The net job growth from 2009 -2016 by Stage 1 and Stage 2 companies exceeded the total net job growth for Florida because these two types of companies offset the net job losses during that period attributed to companies over 100 employees.”

To ensure full statewide coverage, GrowFL partners with state, regional and local economic development organizations throughout Florida to bring the GrowFL program to their local communities. GrowFL is supported by a variety of funding sources, including state and local public sectors, grants, private and philanthropic. Based on the philosophy of Economic Gardening, to grow existing businesses within a community, region or state, GrowFL is a critical component to the state's economic development strategy and Florida's entrepreneurial ecosystem. GrowFL's sponsors allow this important statewide organization to continue to reach more companies and increase their positive impact on Florida's economy.

WORKING WITH GROWFL

Between the ongoing work of GrowFL and our Florida Companies to Watch awards program, there is a unique synergistic opportunity for our sponsors to leverage their own brand awareness with our clients and winners. Throughout the marketing time-frame surrounding the planning and celebration of Florida Companies to Watch, there are many opportunities for visibility to our stakeholders. These opportunities will undoubtedly enhance your company's business development efforts to expand your client base and market share. Furthermore, GrowFL's annual program calendar and educational events, webinars and communication strategy provide resources to second-stage companies throughout Florida and are unique to only GrowFL. GrowFL is the only statewide organization that focuses exclusively on scalable, second-stage growth companies.

FLORIDA COMPANIES TO WATCH (FLCTW)

Florida Companies to Watch is among GrowFL's key programs for celebrating entrepreneurs and their communities. At the heart of FLCTW is an awards program to honor second-stage companies for the critical role they play in our economy and communities. Florida Companies to Watch is designed to rally around second-stage establishments, their communities and the organizations that support them.

The eighth annual Florida Companies to Watch event will be held in February 2019. This annual awards program recognizes 50 of Florida's top second-stage growth companies who exhibit innovative business strategies and processes that are “worth watching.” The Florida Companies to Watch awards program celebrates the success of these companies that make a significant impact on our economy. The combined impact of the honorees from 2011 through 2017 was \$2.6 billion in total annual revenue and supported more than 12,000 employees.

THE TEAM



Dr. Tom O'Neal

GrowFL is led by Dr. Thomas O'Neal, Executive Director and Associate Vice President of Research, Commercialization at the University of Central Florida. Dr. O'Neal is also the Executive Director of the UCF Business Incubation Program (UCFBIP). O'Neal has been part of UCF's Office of Research and Commercialization team working to help UCF become a leading metropolitan research university since 2000. He has assisted in the formation of numerous spin-off companies for technologies developed at UCF and in 1999, established the UCF Technology Incubator, currently known as the UCF Business Incubation Program. The UCFBIP has expanded to nine locations under O'Neal's leadership and was named Incubator of the Year in 2004 and 2013 by the National Business Incubator Association. Key team members include Mike O'Donnell, Executive Director, UCF Center for Innovation and Entrepreneurship; Tammie Sweet, Director; Mike Bobroff, GrowFL's Investor Relations Consultant; Stuart Rogel, GrowFL's Business Development Consultant; and Steve Quello, CEO and Founder of CEO Nexus.

SPONSORSHIP BENEFITS

The overall goal is to provide a platform to promote our sponsors who understand, support and add value to second-stage companies throughout Florida. As a sponsor of GrowFL, your company will be provided an opportunity to be recognized as a leader in Florida in support of scalable second-stage growth companies. A brief overview of the various sponsorship levels are included below.

GrowFL offers a robust programming schedule, including the annual Florida Companies to Watch event attended by more than 450 leaders from around Florida. The CEO Forum is held in multiple regions each quarter, including Tampa Bay, Central Florida, South Florida, and Northwest Florida. CEO Forums focus on providing CEOs of second-stage companies an evening of networking and education. GrowFL's monthly webinars attract attendees from throughout Florida. GrowFL's newsletter is distributed weekly to more than 10,000 people throughout Florida.

Innovator Sponsor - \$50,000

- Industry Exclusivity
- Member of GrowFL Advisory Board
- Individual press release announcing sponsorship
- Headlining at Florida Companies to Watch, which will include: "Florida Companies to Watch is presented by GrowFL, in association with the Edward Lowe Foundation and..."
- On-stage presence and photo with Florida Companies to Watch honoree
- VIP tickets for 15 to attend Florida Companies to Watch
- Participate on the Judging Panel for Florida Companies to Watch
- Full-page online advertisement on Florida Companies to Watch website
- Extra-large logo on all GrowFL collateral materials, website, newsletters and event materials
- Provide welcome remarks at Florida Companies to Watch
- Contact list for honorees to include company, CEO name, email address, phone number, mailing address and website
- Mailing list of attendees of Florida Companies to Watch
- Opportunity to present 1 webinar
- Mailing list of event and webinar attendees when a presenter
- Contribute Expert Corner article for newsletter (unlimited)
- Opportunity to attend The CEO Forum held quarterly throughout the state

Ambassador Sponsor - \$20,000

- Member of GrowFL Advisory Board
- Individual press release announcing sponsorship
- On-stage presence and photo with Florida Companies to Watch honoree
- VIP tickets for 12 to attend Florida Companies to Watch
- Participate on the Judging Panel for Florida Companies to Watch
- Half-page online advertisement on Florida Companies to Watch website
- Large logo on all GrowFL collateral materials, website, newsletters and event materials
- Contact list for honorees to include company, CEO name, email address, phone number, mailing address and website
- Mailing list of attendees of Florida Companies to Watch
- Opportunity to present 1 webinar
- Mailing list of event and webinar attendees when a presenter
- Contribute Expert Corner article for newsletter once per month
- Opportunity to attend The CEO Forum held quarterly throughout the state

Inventor Sponsor - \$15,000

- Member of GrowFL Advisory Board
- Joint press release announcing sponsorship
- On-stage presence and photo with Florida Companies to Watch honoree
- VIP tickets for 10 to attend Florida Companies to Watch
- Participate on the Judging Panel for Florida Companies to Watch
- Third-page online advertisement on Florida Companies to Watch website
- Medium-large logo on all GrowFL collateral materials, website, newsletters and event materials
- Contact list for honorees to include company, CEO name, email address, mailing address and website
- Mailing list of attendees of Florida Companies to Watch
- Opportunity to present 1 webinar
- Mailing list of event and webinar attendees when a presenter
- Contribute Expert Corner article for newsletter ten times per year
- Opportunity to attend The CEO Forum held quarterly throughout the state

Pioneer Sponsor - \$10,000

- Member of GrowFL Advisory Board
- Joint press release announcing sponsorship
- On-stage presence and photo with Florida Companies to Watch honoree
- VIP tickets for 8 to attend Florida Companies to Watch
- Alternate Judge for Florida Companies to Watch
- Quarter-page online advertisement on Florida Companies to Watch website
- Medium logo on all GrowFL collateral materials, website, newsletters and event materials
- Contact list for honorees to include company, CEO name, email address, mailing address and website
- Opportunity to present 1 webinar
- Mailing list of event and webinar attendees when a presenter
- Contribute Expert Corner article for newsletter eight times per year
- Opportunity to attend The CEO Forum held quarterly throughout the state

Visionary Sponsor - \$5,000

- Member of GrowFL Advisory Board
- Joint press release announcing sponsorship
- On-stage presence and photo with Florida Companies to Watch honoree
- VIP tickets for 4 to attend Florida Companies to Watch
- Logo and link on Florida Companies to Watch website
- Small logo on all GrowFL collateral materials, website, newsletters and event materials
- Contact list for honorees to include company, CEO name, mailing address and website
- Opportunity to present 1 webinar
- Mailing list of event and webinar attendees when a presenter
- Contribute Expert Corner article for newsletter four times per year
- Opportunity to attend The CEO Forum held quarterly throughout the state

TO LEARN MORE CONTACT:

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GROWFL

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GrowFL is generously supported by the following organizations:



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You Dreamt it. You Built it. Let's Grow it Together