

# GROWFL

TAKING SUCCESSFUL COMPANIES TO THE NEXT LEVEL

## 2020 CORPORATE PARTNERSHIP GUIDE



## ABOUT GROWFL

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 6 to 150 employees and \$750,000 to \$100 million in annual revenue.

According to the most recent information from [youreconomy.org](http://youreconomy.org), 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.

### Mission: To provide strategies, resources and support to second-stage companies for next level growth.

According to Florida TaxWatch, during the next 10 years, GrowFL will:



**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



**Produce \$4.61 billion**  
in additional personal income for  
Floridians

*"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."*

*- Florida Tax Watch*

## MEET THE TEAM

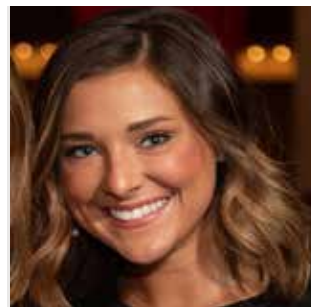
GrowFL is led by its founder, Dr. Thomas O'Neal. His pioneering work in business incubation and entrepreneurial ecosystems has helped build Central Florida's innovation-based economy, which in turn has become an internationally-recognized model for economic development being used across the globe today. Dr. O'Neal's international recognition as an expert in research, engineering, technology transfer, business incubation, and economic development has led to presentations and instructional engagements on five continents.



**Dr. Tom O'Neal**  
Founder



**Tammie Sweet**  
Director



**Hannah Metevia**  
Programming & Communications  
Manager



**Mike Bobroff**  
Investor Relations Consultant

# CORPORATE PARTNERSHIP



Through GrowFL's Corporate Partnership program, there is a unique opportunity for our corporate partners to leverage their own brand awareness with our clients and honorees. These opportunities will enhance your company's business development efforts to expand your client base and market share. GrowFL's programs, events and communication strategy are unique to only GrowFL. GrowFL is the only statewide organization that focuses exclusively on scalable, second-stage growth companies.

Corporate partnerships have an annual investment of \$3,000. Additionally, Corporate Partners must become a member of a GrowFL Regional Chapter. Annual dues are \$300. Members will join one of four Regional Chapters across the state in the Southeast, Northeast, East Central and Tampa Bay regions.



"GrowFL is filled with business professionals that are solely focused on helping Florida companies grow. I've been an active member of the Advisory Board for two years and have leveraged all of the tools the organization provides partners to get in front of business owners. This gives me a chance to educate, build relationships and ultimately opens the door to provide services that help owners meet their growth goals. I'll be a GrowFL partner for a long time. It's the best investment we make each year."

- Pete Previte, Pharus Group

## Benefits:

### Networking

- Eligible to have up to five (5) members
- One voting member seat on GrowFL Advisory Board, with an opportunity for other Corporate Partner members to participate in GrowFL committees
- Ability to participate in GrowFL outreach campaigns to second-stage companies and GrowFL Florida Companies to Watch Honorees

### Visibility

- Corporate Partners have first rights of refusal for all GrowFL sponsorship opportunities
- Logo on GrowFL's home page at [www.GrowFL.com](http://www.GrowFL.com)
- Photo of Corporate Partner Advisory Board member and link to company's website on Advisory Board page
- Photo of Corporate Partner committee member(s) and link to company's website on committee page
- Logo and link on Corporate Partner page of GrowFL's website
- Eligible to submit white paper to attendees of GrowFL Florida Companies to Watch annual Leadership Institute
- White paper or other resource content posted on GrowFL's member-only section of website
- Complimentary presence in GrowFL's Marketplace
- Two (2) complimentary ads in GrowFL E-Magazine
- Cross promotion of Corporate Partner events

### Statewide event participation

- All Corporate Partners are eligible to participate in GrowFL activities held throughout the state \*
- Two (2) complimentary tickets to GrowFL Florida Companies to Watch
- Complimentary ticket for each Corporate Partner member to any Regional Chapter event in the state \*

\* Does not include Leadership Institutes

# SPONSORSHIPS



Corporate partners are encouraged to enhance their individual marketing and business-development plans by sponsoring GrowFL events and programs. The following sponsorships are available in addition to the Corporate Partnership investment.

## **GROWFL WEBINAR SPONSOR - \$500**

Sponsor a GrowFL webinar and you're immediately connected to attendees eager to learn about your expertise, company and knowledge on the topic of your choice. Webinar sponsors are given full access to the registration list, which can open the door for great connections and possible leads.

### **Benefits:**

- GrowFL promotes event on social media and to its database of 3,000+ second-stage companies and influencers
- GrowFL manages event software and set-up logistics
- Sponsor will have access to specific questions and needs requested by participants
- Sponsor receives full contact list of all registered participants, which includes specific questions participants asked in registration
- GrowFL posts webinar on-demand to the GrowFL website
- GrowFL distributes to attendees and non-attendees a copy of the webinar recording and contact information for the sponsor
- Sponsor receives survey results after the webinar
- Sponsor receives audio and video recording after the webinar
- Sponsor receives Q&A report after webinar

## **GROWFL REGIONAL CHAPTER ANNUAL MEETING SPONSOR - \$1,000**

GrowFL has four chapters in the Tampa Bay, Southeast, Northeast and East Central regions of the state. These chapters will give us the ability to further cultivate second-stage growth companies across the state and connect them with each other. As a regional chapter annual meeting sponsor, you and your business will be in front of key players who are chapter members in your target regions.

### **Benefits:**

- Promotion as meeting sponsor on GrowFL website
- Signage at the event
- Welcoming remarks at the event
- Serve on event planning committee
- Access to full contact list of attendees

## **ON-DEMAND PRESENTATION & PODCAST - \$300**

Wherever your expertise lies, we have an audience that wants to listen. Want to share your knowledge on a specific topic but don't want to do a webinar - do a podcast!

### **Benefits:**

- GrowFL promotes presentation through social media, with link to website
- Podcast versions uploaded to Audible and Spotify
- Presentation included in GrowFL quarterly E-Magazine
- GrowFL will submit reports for any registered listeners of the presentation:



# GROWFL FLORIDA COMPANIES TO WATCH



Presented by:



In association with:



GrowFL Florida Companies to Watch (FLCTW) celebrates growing second-stage companies headquartered in Florida. Companies to Watch was developed by the Edward Lowe Foundation as a unique way to recognize and honor second-stage companies that demonstrate high performance in the marketplace with innovative strategies and processes, making them “worth watching.” Presented by GrowFL, in association with Edward Lowe Foundation, Florida Companies to Watch is an awards program like no other.

Over the last nine years, we’ve honored 450 second-stage companies who have a significant impact on Floridas economy. Together, the combined impact of the honorees from 2011 through 2019 was more than \$4 billion in total annual revenue and supported close to 14,000 employees.



## SPONSORSHIP LEVELS

Benefits	Presenting Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Speciality Sponsor \$2,500
Industry exclusivity	✓	✗	✗	✗	✗
Welcoming remarks during event	✓	✗	✗	✗	✗
Full contact list for event attendees	✓	✗	✗	✗	✗
Introduction to all honorees	✓	✗	✗	✗	✗
Full contact list for honorees	✓	✓	✓	✓	✗
Press Release announcement of sponsorship	✓	✓	✓	✓	✗
Ability to participate on the FLCTW Judging Panel	✓	✓	✓	✗	✗
Complimentary tickets for VIP Reception	5 tickets	3 tickets	2 tickets	1 ticket	✗
Highlight on GrowFL website	✓	✓	✓	✓	✓
Logo on event signage/materials materials	Extra large sizing	Large sizing	Medium sizing	Small sizing	Company name
Complimentary tickets to event	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets
Ad published in event program	Full page	Half page	Half page	Quarter page	Quarter page
Logo on specialty sponsor board	✗	✗	✗	✗	✓



## GROWFL LEADERSHIP INSTITUTE

For the past three years, GrowFL has held its Leadership Institute program in conjunction with their annual Florida Companies to Watch gala. Attracting the years' top second-stage companies in the state, this leadership and educational program is designed "for CEO's, by CEO's" and offers the opportunity for C-level executives to learn from each other and experts on topics most important to the growth of this segment of Florida business population. Through this, GrowFL can provide entrepreneurs throughout the state with valuable programming while leveraging the knowledge and expertise of distinguished CEO's and past GrowFL Florida Companies to Watch Honorees.



### GrowFL Florida Companies to Watch Leadership Institute Presenting Sponsor - \$5,000

- Logo on all materials as presenting sponsor
- Promotion on GrowFL Website
- Signage at the event
- Welcoming remarks at the event
- Luncheon remarks by CEO, or other representative
- Serve on event planning committee
- Opportunity to attend, which is by invitation only
- Access to full contact list of attendees

### GrowFL Virtual Leadership Institute Sponsor/Presenter - \$750

- Access to full contact list of attendees
- GrowFL distributes a copy of the Virtual Leadership Institute recording and contact information for the sponsor/presenter
- Sponsor/presenter receives survey results after each Virtual Leadership Institute session
- Sponsor/presenter receives audio and video recording after the Virtual Leadership Institute session
- Sponsor/presenter receives Q&A report after Virtual Leadership Institute session

### Attendee Testimonials:

*"The GrowFL Florida Companies to Watch Honorees, past and present, participate in the Leadership Institute was very good. The speakers were excellent, informative and dynamic. This made for a fun and engaging learning experience."*

*- Adam Sulimirski, President, Cruise Car, Inc., 2018 Honoree*

*"The GrowFL Leadership Institute was a great event. It provided valuable topics that were relevant for me as I continue to grow my company."*

*- Katrina Gonzalez, President, Waypoint Contracting, 2019 Honoree*

*"My participation in the GrowFL Leadership Institute has allowed me to make connections with other CEOs, which will extend beyond just the one day of participation."*

*- Joe Rielly, President, National Drug Screening, 2019 Honoree*



**FLORIDA'S ENTREPRENEURS POWERED BY YOU.**



Ready to be recognized as a leader in Florida who supports these scalable, second-stage growth companies? For more information about the year-round benefits of being a GrowFL corporate partner, contact Mike Bobroff at [mbobroff@GrowFL.com](mailto:mbobroff@GrowFL.com) or call (407) 765-1919.

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**Follow us for the latest news and upcoming events!**

