

# Developing High-Impact Events for Your Alumni



*“High impact events come in all shapes and sizes. Specific purpose and goals are critical for generating desired outcomes. In this session, we will candidly discuss both small and large events geared toward your alumni network.”*

Jennifer Allen – University of Georgia, Terry College of Business

Christine Smith – University of Georgia, Terry College of Business

Josh DeMott – Rice University, Jesse H. Jones Graduate School of Business

## What are High Impact Events?

## Exercise 1 (Teams of 2)

# Share Your Best/Favorite Event

## Terry College Alumni Awards and Gala

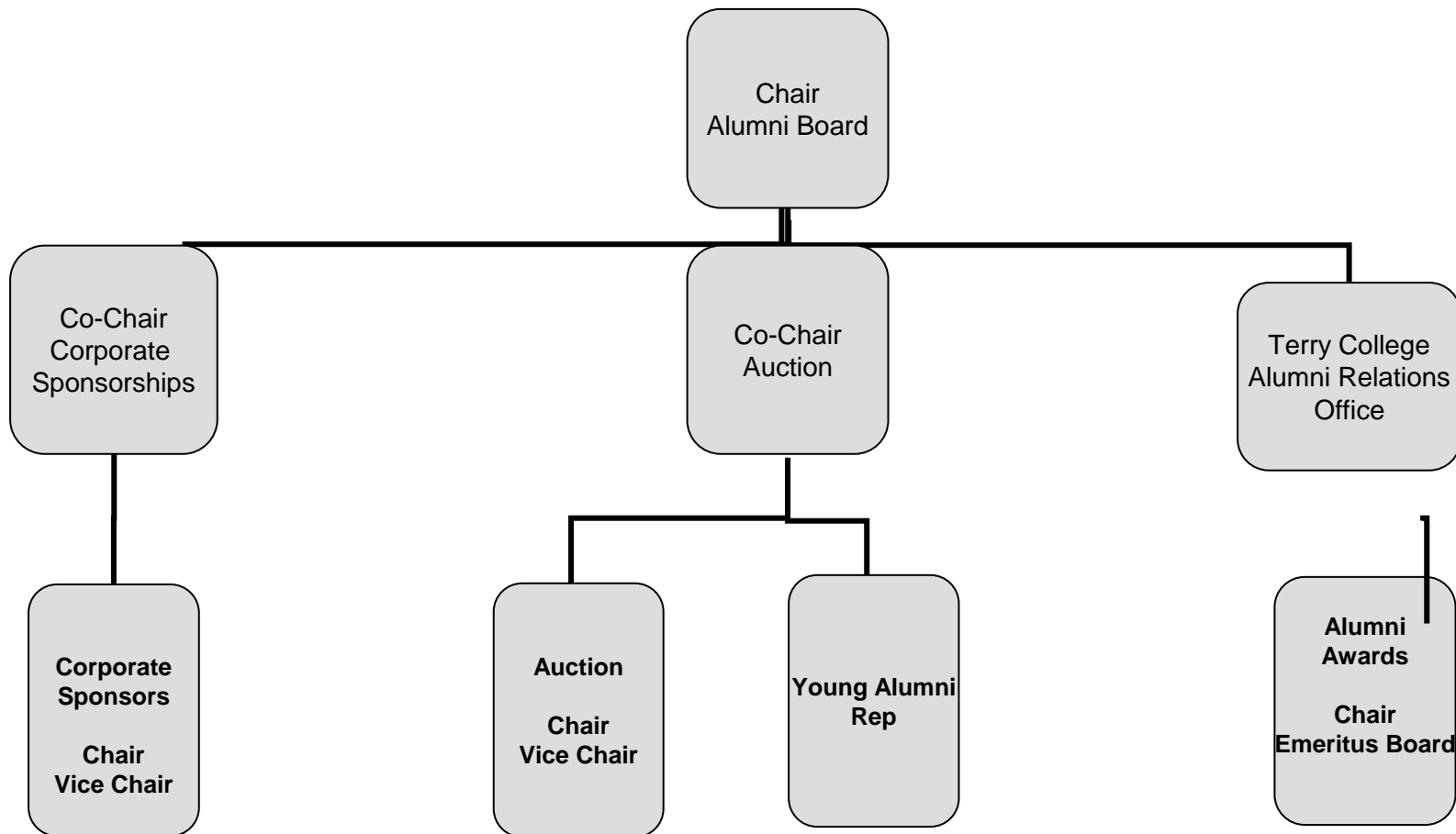
Hosted by the Terry Alumni Board, the annual Alumni Awards and Gala is the college's signature event. Distinguished Terry alumni, outstanding young alumni, and Pinnacle Society inductees are honored in an awards ceremony, while the event also serves as a fundraiser for the college.

### Goals

- Recognize the Accomplishments of our Award Recipients
- Engage Alumni and Friends of the College and University
- Sustainable Event
- Benefitting the Terry Business Learning Community

# Developing High-Impact Events for Your Alumni





- **Registration – 6 pm**
  
- **Cocktail Reception – 6 pm - 8 pm**
  - **Silent Auction**





- **Dinner & Program – 8 pm – 10 pm**
  - Alumni Awards
  
- **After Party – 10 pm**



## Donor Thank You

## Exercise 2

(Teams of 3)

# What Event Would You Plan If You Had No Constraints?

**JGSEO**  
JONES GRADUATE SCHOOL ENTREPRENEURS ORGANIZATION

HELPING JONES SCHOOL STUDENTS AND  
ALUMNI ACHIEVE THEIR  
ENTREPRENEURIAL GOALS THROUGH  
EDUCATION, ADVICE, ENCOURAGEMENT  
AND NETWORKING SUPPORT

## Alcohol and Entrepreneurship

### PANEL DISCUSSION

Wednesday, September 18, 2013  
6:00pm - 8:00pm

Rice University, Jones Graduate School of Business  
Janice and Robert McNair Hall  
*Panel in Shell followed by tasting in AFC*

#### Panelists:

Ryan Baird '12 Co-Owner, [Yellow Rose Distillery](#)  
Darren Lincoln '05 CEO, [Cotton Hollow Rye Whiskey](#)  
David Skinner, Owner, [Clear Creek Vineyards](#), and Lecturer in Management

#### Moderator:

Craig Ceccanti '08, CEO [Pinot's Palette](#), and Lecturer in Management

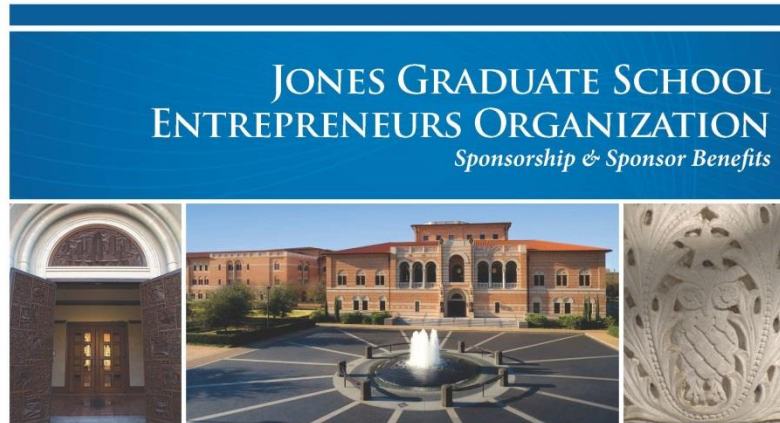
Alumni & Current Students: \$10  
Current JGSEO & Entrepreneurship Club members: Free

[Register Now!](#)

For questions, contact Josh DeMott at [demotti@rice.edu](mailto:demotti@rice.edu)



# Developing High-Impact Events for Your Alumni



## THE OWL TANK



Winners of the 2013 Owl Tank, "The Global Material Exchange," Sean Riordan '10 and partner Jeremy Chapman.



Professor Al Najjar presenting the prize to winners of the 2012 Owl Tank, "Amaathon LLC," Mick Pryor '13 and Eran Golubtchik '13.

### The Owl Tank

Modeled after ABC's Shark Tank, the Owl Tank is an opportunity to take "small" ideas that don't require patents or millions of dollars in funding and present it to business leaders for their expert feedback, potential prize money and ongoing advice and connections.

Why small ideas? As a complement to the Rice Business Plan Competition, Owl Tank supports alumni and students who are building sweat equity in their companies and need quick cash flow. The goal is to help them launch their businesses by putting 10+ companies in front of angel investors and providing them with good resources.

### The Jones Graduate School Entrepreneurs Organization

The Jones Graduate School Entrepreneurs Organization (JGSEO) provides a forum for Jones School alumni and students to surround themselves with like-minded, fellow entrepreneurs who are in various stages of their entrepreneurial life cycle. Members are seeking ideas, developing business plans, sourcing capital, running new or established businesses, or looking to mentor others on their entrepreneurial journey. The JGSEO provides educational events, networking opportunities, an annual business plan competition and CEO Roundtables.

## OWL TANK SPONSORSHIP & SPONSOR BENEFITS

### OWL TANK FLAGSHIP SPONSOR — \$5,000

Exclusive sponsorship level is limited to one company and provides enhanced benefits for your organization.

- Headline “Owl Tank” Sponsor for the event
- 1<sup>st</sup> place naming award opportunity
- Company logo featured in a prominent location on all event media and communication collateral, including but not limited to: Owl Tank website, banners, and event program
- Sponsorship announced at the event

*In addition to benefits listed above, Flagship Sponsor will also receive Jones Partners Corporate Investor benefits listed below.*

- Visible recognition in multiple locations at the Jones School as a Corporate Investor
- Access to Ruth and Gil Whitaker Business Information Center library resources
- A Jones School liaison to facilitate interaction with students, programs, and faculty
- Subscription to the *Jones Journal* semi-annual magazine

### OWL TANK PARTNER — \$2,500

Sponsorship at this level is limited to one company and provides valuable recognition for your organization.

- 2<sup>nd</sup> place naming award opportunity
- Company logo featured in a prominent location on all event media and communication collateral, including but not limited to: Owl Tank website, banners, and event program
- Sponsorship announced at the event

*In addition to benefits listed above, Partner will also receive Jones Partners Corporate Investor benefits listed below.*

- Visible recognition in multiple locations at the Jones School as a Corporate Investor
- Access to Ruth and Gil Whitaker Business Information Center library resources
- A Jones School liaison to facilitate interaction with students, programs, and faculty
- Subscription to the *Jones Journal* semi-annual magazine

### EVENT SPONSOR — \$1,000

- Company logo featured in a prominent location on all event media and communication collateral, including but not limited to: Owl Tank website, banners, and event program

### SUPPORTER — \$500

- Name listed as supporter of the event in the program



## Q&A