



# Destination:

# SUCCESS

## *SPONSORSHIP PACKET*

National SBDC Day  
Luncheon  
March 18, 2026



FRESNO | KINGS | MADERA | TULARE  
[valleycommunitysbdc.com](http://valleycommunitysbdc.com)

**Winner of the 2025 Regional  
SBDC of the Year Award**

## **ABOUT VALLEY COMMUNITY SMALL BUSINESS DEVELOPMENT CENTER (VCSBDC)**

The purpose of Valley Community Small Business Development Center (VCSBDC) is to provide one-on-one business advising, technical assistance and training to entrepreneurs and existing business owners who want to start, grow, or expand their business. This is done primarily by VCSBDC staff and business advisors who are experts in their respective fields. All business advising is confidential and provided at no cost to entrepreneurs and small business owners. The VCSBDC also conducts and co-sponsors workshops to provide ongoing training opportunities that provide much-needed business information and strengthen the management capacity of local small businesses. Through staff, consultants and/ or referrals to partner agencies, we can address virtually any business issue. However, typical counseling usually centers on one or more of the following: Starting a business; developing a business plan; obtaining financing; fiscal and operational management; marketing, human resources and growth/ expansion strategies.

Our service area consists of Fresno, Kings, Madera and Tulare Counties. This is by far the largest service area in the Central Valley and has well over 40% of the population within the U.S. Small Business Administration's 15 county Central California region. Our baseline funding is provided by the U.S. Small Business Administration (SBA) and the California Governor's Office of Business and Economic Development (GO-BIZ). This funding provides allows us to minimally staff and manage the delivery of services. We are also required to supplement our core funding through grants, donations and sponsorships from dedicated community partners who are committed to supporting our local economy through small business development, growth and expansion.

## **ABOUT THE EVENT**

Each year in March, the third Tuesday of the month is designated as "National SBDC Day." In recognition of this, and to honor the many achievements of our network of small business clients and stakeholders, Valley Community Small Business Development Center is presenting the fourth annual National SBDC Day Luncheon! This event will showcase the many accomplishments achieved by entrepreneurs and small business owners we have served in 2025, provide an informative keynote speaker (TBA), and recognize outstanding achievements of some of our wonderful SBDC clients and partners.

## YOUR IMPACT

Small businesses are a critically important driver of local economic development, individual opportunity and overall quality of life. By partnering with Valley Community SBDC, you are helping to make an impact in the growth, development and overall success of entrepreneurs and small business throughout Fresno, Madera, Kings and Tulare counties. Working with the support from partners like you we have been able to make significant impacts and achievements on behalf of our clients. In fact, the economic impact created by the direct services we provided to entrepreneurs and small businesses **since 2019 includes:**

- Over 20,000 hours of one-on-one counseling provided to over 6,000 unique small businesses.
- 471 new businesses were created.
- Total capital infusion (loans and grants awarded to clients) of over \$139 million.
- Over \$79 million in sales increases reported.
- Over \$105 million in government contract awards.

**But don't just take our word for it. Here are some examples of what Valley Community SBDC clients have to say**

"I FOUND THE ADVICE TO BE VERY SPECIFICALLY  
TAILORED TO MY NEEDS."  
F.P. – FRESNO, CA

"THE SBDC HAS BEEN A GREAT RESOURCE, LIKE ONLINE COURSES AND  
INFORMATION MEETINGS, THAT ARE APPLICABLE TO ALL STEPS  
NEEDED TO INITIATE AND CONTINUE A SMALL BUSINESS." L.S. - TULARE

"MY ADVISOR HAS PROVIDED ME WITH ENDLESS AMOUNTS OF INFORMATION"  
J.M. – CLOVIS, CA

"THANK YOU FOR YOUR SUPPORT! I WAS REALLY WORRIED FOR A  
WHILE BUT IT TURNED OUT GREAT THANKS TO YOU AND YOUR  
CONSULTANT." D.S. - MADERA, CA

**We would love to include you as a sponsor of our  
2026 National SBDC Day Awards Luncheon!**

**A sponsorship commitment form is attached.**

# SPONSORSHIP LEVELS

## **NAVIGATOR: \$10,000.00**

- » VCSBDC Sponsorship for 2026 calendar year
- » 2 tables of 8 at the event lunch (Premier Seating)
- » Sponsor logo and "< COMPANY NAME> Presents" prominently featured on event marketing materials
- » Take part in welcoming audience at the event
- » Company acknowledgement in advertisements, press releases, and emails
- » Full-page ad in event program
- » Logo and link to your organization's website on event web page
- » Marketing materials on tables

## **CAPTAIN: \$5,000.00**

- » VCSBDC Sponsorship for 2026 calendar year
- » 1 table of 8 at the event lunch
- » Sponsor logo prominently featured on event marketing materials
- » Take part in welcoming audience at the event
- » Company acknowledgement in advertisements, press releases, and emails
- » Half page ad in event program
- » Logo and link to your organization's website on event web page
- » Marketing materials on tables

## **PILOT: \$2,500.00**

- » VCSBDC Sponsorship for 2026 calendar year
- » 4 seats at the event lunch
- » Sponsor logo on event marketing materials
- » Company acknowledgement in advertisements, press releases, and emails
- » Quarter-page ad in event program
- » Logo and link to your organization's website on event web page
- » Marketing materials on tables

## **GUIDE: \$1,000.00**

- » 2 seats at the event lunch
- » Sponsor logo on event marketing materials
- » Company acknowledgement in advertisements, press releases, and emails
- » Business Card ad in event program
- » Logo and link to your organization's website on event web page

## **EXPLORER: \$ 500.00**

- » 2 seats at the event lunch
- » Sponsor logo on event marketing materials
- » Company acknowledgement in advertisements, press releases, and emails
- » Logo and link to your organization's website on event web page

# Work with us in **3** easy steps

## 1 / Select the level of Sponsorship you have chosen

☐

**NAVIGATOR: \$10,000.00**

☐

**CAPTAIN: \$5,000.00**

☐

**DRIVER: \$2,500.00**

☐

**GUIDE: \$1,000.00**

☐

**EXPLORER: \$500.00**

## 2 / Let us know how you would like to pay:

☐

**Attached is a check made out to:**

State Center Community College District  
Attn: Valley Community Small Business Development Center

☐

**Please send an invoice to the contact information shown below**

## 3 / Who should we contact to finalize details such as logo collection, advertisement collection, promotional information (as applicable):

Name/Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_