



Richard M. and Helen DeVos  
Center for Entrepreneurship & Innovation

# The Michigan Veteran Entrepreneur-Lab

## Recognition Opportunities

The **Michigan Veteran Entrepreneur-Lab** (MVE-Lab) is a community outreach program offered through the Richard M. and Helen DeVos Center for Entrepreneurship & Innovation (CEI) at Grand Valley State University. MVE-Lab is a free 3-month entrepreneurship accelerator for veterans and military connected families designed to provide hands-on startup education for those seeking to grow and win part of \$15,000 in prize funding.

### Answering the Call

**\$15,000 (Platinum)**

- **Stage Presence and Remarks:** Acknowledgement as the premier event sponsor with the opportunity to deliver a personal message to attendees.
- **Naming Rights:** Naming opportunity for one of the cash prizes, establishing your brand as a key supporter of veteran entrepreneurs.
- **Judging Seat:** Invitation for one representative to serve as a judge, allowing direct interaction with the veteran entrepreneurs.
- **Panel Participation:** Opportunity to participate in event panels, sharing insights and expertise with attendees.
- **Identification as Sponsor in University Communications:** Inclusion as a lead sponsor in official university press releases, event invitations, and all promotional materials.
- **Premier Branding:** Prominent logo placement across all marketing materials, including digital and print assets, program book, event website, and post-event communications.
- **Spotlight Feature:** A dedicated article spotlighting your support and commitment to supporting Michigan Veteran Entrepreneurs.

### Mission Ready

**\$10,000 (Gold)**

- **Identification as a Sponsor:** Recognition in official university press releases, event invitations, and all promotional materials.
- **Verbal Recognition on Stage:** Acknowledgement during the event to highlight your support.
- **Mentorship Opportunities:** Options to mentor veteran entrepreneurs, building valuable relationships and fostering growth.
- **Branding:** Logo placement on all marketing materials (digital and print), program book, event website, and post-event communications.
- **Judging Seat:** Invitation for one representative to serve as a judge during the competition.
- **Promotional Materials Opportunity:** Opportunity to bring and showcase your promotional materials at the event.

### Supporting

**\$5,000 (Silver)**

- **Promotional Materials Opportunity:** Opportunity to bring and showcase your promotional materials at the event.
- **Special Recognition:** Company name and logo displayed on all promotional materials, eblasts, and invitations.
- **Verbal Recognition on Stage:** Acknowledgement during the event to highlight your support.



**SEIDMAN COLLEGE  
OF BUSINESS**  
GRAND VALLEY STATE UNIVERSITY®

## Why sponsor MVE-Lab?

- **Community Impact:** Cohort-based program supporting Michigan veterans and families in business development.
- **Hands-On Training:** 10-week program with expert mentors to launch or refine business ideas.
- **Veteran-Focused:** Over 200 veterans and families trained in essential business skills.
- **Funding Access:** Startup grants awarded through pitch competitions and partnerships.
- **Long-Term Success:** 65%+ of graduates continue running successful businesses with strong sales and investment growth.

**Scan the QR code to learn more about MVE-Lab.**



**For questions, please contact Shorouq Almallah at [almallas@gvsu.edu](mailto:almallas@gvsu.edu)  
or visit [www.gvsu.edu/mve](http://www.gvsu.edu/mve)**

---

**Brought to you by:**

