



2020 COMPETITION PRIZE PACKAGE

Taking a business from a dream to reality is a complicated task, and the first year is usually the most difficult for small businesses. Downtown Sacramento Foundation, with the generous support of *Calling All Dreamers'* sponsors, will help the winner of the 2020 competition navigate the challenges of its first year in business.

The 2020 Business Start-up Prize Package is valued at nearly \$100,000 and includes the following services and benefits. Check back often to see the newest addition to the start-up package!

START-UP CAPITAL

Every new startup business needs capital. The winner will receive up to \$10,000 in matching funds to help get the doors open.



BUSINESS PLANNING & COACHING

A **SCORE** mentor, a seasoned business professional, will provide guidance on business planning and help refine business strategies.



BUSINESS SUPPORT SERVICES

The winner will also have access to a strong team of consultants to be successful:

LEGAL

Smith, McDowell & Powell (SMP) is a full-service law firm that provides cost effective, responsive representation for all types of individuals and businesses. SMP will provide up to 20 hours of business and real estate-related transactional legal services.



INTERIOR DESIGN

LJ2 Interiors is a Roseville-based studio that specializes in interior design, space planning, construction drawings, furniture procurement, building code compliance, and permit process coordination. LJ2 Interiors will provide 60 hours of an interior design consultation.



ACCOUNTING

Brown, Fink, Boyce & Astle, LLP is a full-service Sacramento-based certified public accounting and business advisory firm serving clients primarily in Northern California and Nevada. David Boyce, founding Partner with BFBA, will provide the winner with up to 8 hours of accounting consult to support their needs in areas related to their financial and business operations.



BRAND DEVELOPMENT

Mering is a full-service advertising agency offering strategic planning, creative development, interactive and media buying services, and specializes in brand development and known for blending design, compositing, layout, brand strategy and 3-D/CGI skills. They will provide the winner with brand identity development, including logo and brand standard guidelines.



ADVERTISING

Marquee Media specializes in delivering advertisers the highest quality traditional and digital out-of-home media assets at Marquee locations. Their state of the art digital billboards utilize the newest technology to reach mass audience. Marquee will provide the winner with advertising opportunities valued at \$20,000.



Inside Publications' newspapers are the leading community-centric newspapers in the Sacramento area. Each publication features cover art by local artists and stories highlighting volunteers, small businesses, home, and more. Inside will provide the winner with a ½ page advertising campaign in Inside [Land Park, East Sacramento, Arden and Pocket] Publications.



Fox40 and its website, fox40.com, provide viewers in the Sacramento-Stockton-Modesto market local content across multiple platforms and provide advertisers unmatched reach and custom marketing solutions. **Fox40 Digital Media** will provide the winner with a digital package valued at \$2,500 to promote their business to the masses.



PUBLIC RELATIONS

With more than 25 years of experience on local, regional and national levels, **T-Rock Communications** provides a wide range of consumer-focused media and public relations expertise. T-Rock will work with the winner to develop proactive marketing tactics that support the overall brand as well as provide grand opening outreach designed to generate positive local media interest and maximize public support for the new business.



PRINTING

Print management is the cornerstone of **Third Rail**. They have managed over 10,000 campaigns and over 15,000 actual printed components and specialize in bringing design to life. Graphic Focus will provide the winner with their first set of business collateral to let everyone know they are open for business.



2020 Calling All Dreamers Competition is Presented By:



With special thanks to our program supporters:



There are no substitutions, transfers, or cash equivalents for prizes except that DSF may, at its sole discretion, make modifications or substitutions if necessary. The prizes are expressly limited to the items listed and unless otherwise expressly specified, do not include taxes, gratuities, or any other expenses. Other restrictions may apply.

Winner will be responsible for initiating consult and have up to a twelve-month period following the date of award to utilize pro bono services. Any unused portion of the Prize Package at the twelve-month point will be forfeited.