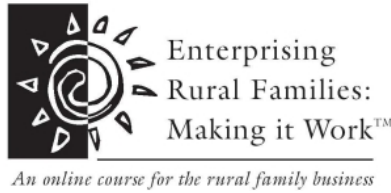


Enterprising Rural Families: Making it Work™

An online course for the rural family business

Sponsorship Information





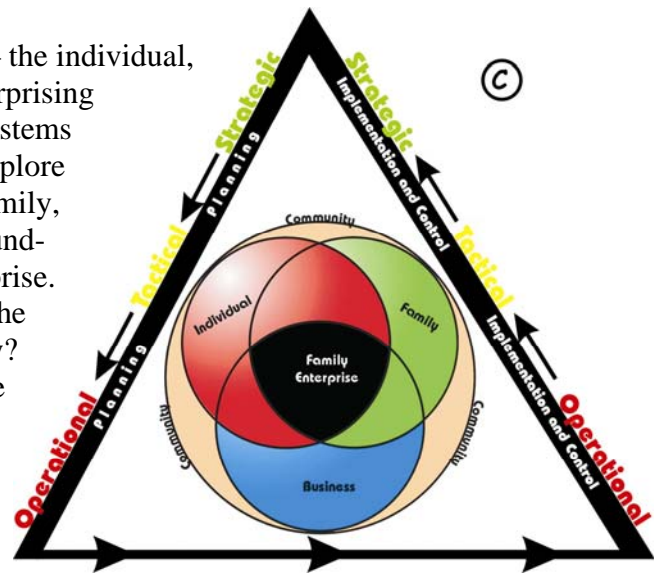
What is *Enterprising Rural Families*TM (ERF)?

ERF is an online course consisting of written materials, videos, and shared experiences with other students who might be located in the United States, Australia, or Canada. Regardless of location, people facing similar issues share information and ideas related to the management of a family-based business.

The primary focus is on the people in the family business – their needs, values, and visions how they fit into the family enterprise system, and how the systems affect them. A team of instructors teach the course thus providing a wealth of experience, knowledge, and diversity to the course.

The ERF Model

The family enterprise is comprised of systems – the individual, family, business, and community systems. Enterprising Rural FamiliesTM explores how each of these systems contributes to the family enterprise. Students explore the complex overlap of the individuals in the family, the family as a unit, the business, and the surrounding community that make up their family enterprise. Is the enterprise a way of life or a business? Is the overlap a zone of conflict or an integrated entity? Does the family enterprise meet the needs of the individuals in the family? Is this where the student wants to be? What skills, resources, and tools will the student need to change? These questions and many more are explored.



Purpose of the Course

- Providing rural families with the tools and skills to deal with immediate challenges and build long-term resilience.
- Creating skills to think proactively, analyze critically, manage profitable enterprises, recognize potential, and act on opportunities with confidence.
- Increasing awareness of cultural differences and similarities.
- Enhancing the understanding of global issues and positive relationships between Australia, Canada, and the United States.
- Understanding the four systems of a family business: individuals, the family unit, the business enterprise, and the community.

The Course Structure

The course is divided into three parts.

Part one ~ Where are you?

Students focus on their current situation in a family business:

- Learning about the theory of family business.
- Studying the characteristics of families in business.
- Understanding the uniqueness of the family enterprise.

Part two ~ Where do you want to go?

Students think about their future:

- Assessing how they fit into their individual, family, and business systems.
- Investigating realistic options.
- Evaluating where they want to be.

Part three ~ How will you get there?

Students address necessary changes to move forward:

- Investigating various resources available to family businesses.
- Completing a self-driven plan of action for making change.

What will your funds be used for?

Your sponsorship contribution could be used to support one or more of the following items associated with the course: to lower student registration fees, provide student scholarships, pay for advertising, production of printed or CD-ROM materials, etc. If you would like to designate your support for a particular purpose, such as to support course students from within your own organization, please feel free to discuss it with us.

Sponsorship options

Your sponsorship of Enterprising Rural Families™ (ERF) will help ensure the success of this international project designed to help entrepreneurial families. At each level of sponsorship, you will receive exposure and recognition in all promotional materials and free registration for a limited number of participants. Please review the enclosed sponsorship levels and choose the level which best suits your needs.

Platinum Sponsor

As a premier sponsor of Enterprising Rural Families™, your and/or your company, agency or office, together with other co-sponsors, will be prominently featured in all advertising as well as within the course. For example, your company name and logo will be highlighted in the promotional materials and in all of the media packages. Other specific benefits include:

- Free registration for up to five class participants.
- Your logo and/or name prominently displayed on the eRuralFamilies website with a live link to your website.
- Your logo and/or name prominently displayed within the e-course framework.
- Your logo and/or name prominently displayed within the course materials.
- Your logo and/or name prominently displayed with all Enterprising Rural Families™ advertising.
- Your logo and/or name prominently displayed on all printed promotional materials.



A gift of at least \$10,000, either in cash or a combination of cash and gifts-in-kind, will ensure your place as a premier sponsor of Enterprising Rural Families™.

Gold Sponsor

As one of the major sponsors of Enterprising Rural Families™, you and/or your company, agency or office will be featured in all advertising as well as within the course. Your gift of \$5,000- \$9,999 will ensure your place as a gold level sponsor. As one of our main sponsors, your name will be included in all press releases, radio, and television announcements. Additional benefits of being a gold level sponsor include:

- Free registration for up to four class participants.
- Your logo and/or name displayed within the e-course framework.
- Your logo and/or name displayed within the course materials.
- Your logo and/or name displayed with all Enterprising Rural Families™ advertising.
- Your logo and/or name displayed on all printed promotional materials.

Silver Sponsor

A gift of \$2,500 to \$4,999 qualifies you as a silver sponsor of Enterprising Rural Families™. As a silver level sponsor, you and/or your company, agency or office will be one of a select few listed in our sponsorship list. In addition to helping bring entrepreneurial training to the people around the world, you will also receive the following:

- Free registration for up to three class participants.
- Your logo and/or name displayed within the course materials.
- Your logo and/or name displayed with all Enterprising Rural Families™ advertising.
- Your logo and/or name displayed on all printed promotional materials.

Bronze Sponsor

A gift of \$1,500 to \$2,499 qualifies you as a bronze level sponsor. Each bronze level sponsor will receive a number of benefits, including:

- Free registration for up to two class participants.
- Your logo and/or name displayed with all Enterprising Rural Families™ advertising.
- Your logo and/or name displayed on all printed promotional materials.

Friends of ERF

Friends of ERF include those individuals and businesses who choose to support Enterprising Rural Families with a gift of less than \$1,500. Each supporter will receive:

- Free registration for one class participant.
- Your logo and/or name displayed on all printed promotional materials.



*The University of Wyoming and the United States Department of Agriculture cooperate.
The University is an equal opportunity/affirmative action institution.*

ENTERPRISING RURAL FAMILIES
LETTER OF INTENT

YES! I/we would like to help sponsor the Enterprising Rural Families program at the following level: ___ Platinum ___ Gold ___ Silver ___ Bronze ___ Friend.

NAME OF BUSINESS: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

PHONE: (____) _____ - _____ FAX (____) _____ - _____

EMAIL: _____

Gift and Pledge Information

_____ I would like to make a cash gift in the amount of \$_____.

_____ Gift enclosed

_____ Please send me a reminder in _____ (month/year).

_____ I would like to donate services, products, or other tangible goods (described below) with a fair market value of \$_____.

Recognition

_____ Please list my/our name in any official Enterprising Rural Families publications as follows:

_____ I/we prefer to remain anonymous and not be listed in any publications.

Signature

Date

Please make checks payable to the Cooperative Extension Service, University of Wyoming. All gifts are tax deductible to the extent provided by law.