



Educational Content & Referral Marketing Services

Providing Business Critical Knowledge to Support
Small & Medium-Sized Business (SMB) Decision Making

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About Knowledge Institute

Knowledge Institute (KI) is the leader in entrepreneurial education and development, recognized by the federal government and national economic development industry for productively influencing key business decision makers among America's Small and Medium-Sized Businesses (SMB).

Through these efforts, a public/private partnership emerged in 1996 to form the KI SMB Resource & Referral Network, a combination grassroots and on-line initiative influencing over 2.5 million business per month through educationally-focused content development, publishing, training, counseling and trusted referral marketing.

The **KI SMB Resource & Referral Network** represents:

- Over 22,500 government and economic development business assistance agencies
- Over 33,000 Volunteer Business Counselors
- Over 300 Trade Associations
- Over 800 Chambers of Commerce
- Over 575 Academic Institutions
- Over 200 Interactive Online SMB Resource and Referral Communities
- Myriad Business-to-Business (B2B) Influence Leaders, such as bankers, accountants, attorneys, angel investors, venture capitalists and business consultants
- SMB Bloggers and related social media channels
- Select providers of business-to-business products and services

KI Mission Statement

To connect America's Small and Medium-Sized Businesses (SMBs) to the programs, products and services required to drive economic growth and global competitiveness.

KI Vision

To remain the nation's leading SMB Resource & Referral Network and entrepreneurial development educational content provider.

Sponsorship Opportunities

As the premier SMB Resource & Referral Network utilized and referred by economic development agencies, colleges, universities, chambers of commerce, trade associations, B2B influence leaders and federal, state and local governments, KI collaborates with select providers of B2B products and services to develop educationally-focused content and referral marketing campaigns.

Qualifying B2B product and service providers are positioned as exclusive industry experts in grassroots and on-line KI SMB Resource & Referral Network channels through the development of educationally focused content and messaging utilized by network participants in training, counseling and advisory transactions with SMB clients and customers. Sponsor ROI is validated through:

- Custom educationally focused content development
- Exclusive industry expert positioning
- Multi-channel placement
- Continuous SMB network promotion
- Increased brand awareness
- Target SMB market penetration
- Trusted referral-based marketing

EDUCATIONAL CONTENT & REFERRAL MARKETING FEES

Sponsorship categories are limited to high value, non-impulse-buy B2B offerings where focused educational messaging disseminated through SMB influence networks leads to more informed purchasing decisions and transactions. Content and referral marketing service fees are based on SMB market pricing, volume and geographic segmenting as follows:

SMB Product/Service Pricing Structure	State	Regionally (Pricing per Month)	Nationally		Minimum 6-Month SMB Positioning
High Cost/High Volume B2B Offerings	\$2,500	\$3,000	\$5,000	x 6	\$ _____
High Cost/Low Volume B2B Offerings	\$2,000	\$2,500	\$4,000	x 6	\$ _____
Low Cost/High Volume B2B Offerings	\$1,500	\$2,000	\$3,500	x 6	\$ _____
Low Cost/Low Volume B2B Offerings	\$1,000	\$1,750	\$2,500	x 6	\$ _____

