



Host City Welcome Packet

Print Version*

2024

WELCOME!

We're thrilled that your city/county is part of our 2024 Rural AZ Pitch Competition Tour!

The purpose of this packet is to share information about how each the event is run. Everything from marketing to event logistics is included.

We're looking forward to working with you.
Thanks for being part of the tour!

The Moonshot Team



**MOONSHOT IS A 501C3
AZ-BASED NONPROFIT
ORGANIZATION**

MOONSHOTAZ.COM

2024 TITLE SPONSORS



Statewide Sponsors



Regional Sponsors



TOUR OVERVIEW

Each town/city along the tour route holds a one-to-two-day Shark Tank-like event in partnership with Moonshot staff.

Here's a quick breakdown of responsibilities:

City or Town /Tour Stop	Moonshot
Secure local prizes and sponsorships	Marketing templates for each host city to use in recruitment
Event space for the competition and reception (if applicable). We typically will need at least two rooms to allow for participants to split into groups. (Dependent on size of the event.)	Bring experts and mentors to the event.
Food and beverages for participants and staff/volunteers (if applicable). Cities/towns typically find local sponsors for this.	Production of the event itself including the website, application portal and management. Each host city contact will also receive the applications.
AV equipment such as projector, screen, microphones, sound system	Way signage for the event + additional branded signage
Recruit applicants	Certificates for 1st, 2nd, 3rd place
Advertise the event locally on social media	Moonshot scholarships for the top 2 winners of each tour stop including admission to our Constellations platform, entrepreneur education and mentorship.
Arrange for a local press release (before or after) Example of a press release used by city of Tucson: https://biztucson.com/city-of-tucson-announces-pioneer-pitch-competition/	Event tickets for winner and guest for statewide finals event + hotel room for finals event in Cottonwood, AZ on August 2, 2024
	Keynote speakers at the event, if applicable
	Pitch Worksheet for participants

WHAT DO TOUR STOP WINNERS RECEIVE?

FROM MOONSHOT:

- All 1st place tour stop winners will receive one night hotel accommodations and 2 tickets to the statewide finals banquet in historic downtown Cottonwood, AZ on August 2, 2024.
- Each 1st place tour stop winners will compete against the rest of the tour stop winners for a chance to win \$10,000 (winner) or \$5,000 (crowd favorite).
- All 1st & 2nd place tour stop winners will receive a scholarship to receive Moonshot support & training for 1 year. This scholarship has a value of \$3,000 in Moonshot resources and is not a redeemable monetary amount. Support includes: online entrepreneurship courses, 6 hours of office hour mentorship, and membership to Moonshot's online entrepreneurial support platform called Constellations. Entrepreneurs will have access to additional mentors and meet like-minded startup founders on Constellations.



FROM EACH CITY/TOWN TOUR STOP:

- Cash and prizes offered by each respective tour stop. We suggest bringing on local sponsors to provide cash prizes and more. In the past, tour stops have offered free services and memberships through sponsors. (See additional info in the FUNDRAISING section of this booklet.)

PITCH TOUR SNAPSHOT



2022 Pitch Tour Video Recap link:

<https://www.youtube.com/watch?v=kQp5VqSDohQ>



“The Moonshot Rural AZ Pitch Competition is an inspiring event that empowers entrepreneurs and encourages job growth and economic development. Through this event, our team is able to connect with the businesses and entrepreneurs that can use our support and resources. We have connected with so many viable businesses, both new starts and established companies that we may never have met without the pitch competition as a vehicle to making these important connections.”



**RUTH ELLEN ELINSKI, DIRECTOR
SBDC YAVAPAI COLLEGE**

APPLICATION PROCESS

Applicants will sign up/apply for the competition using the online application forms at <https://www.moonshotaz.com/moonshotpitchtour>. Each tour stop has its own dedicated accordion file page (halfway down the page) that includes the link to each tour stop application form. This year, we're using Google Forms.

Prior to the start of the tour, each tour stop lead contact will share their team's email addresses. Applications will automatically forward to those specific email addresses. All host city contacts will also have access to a SHEETS spreadsheet that will keep tally of all applications for respective tour stops.

Upon receiving an application, host city admin contacts will be responsible for accepting (or denying) the application. (Denials are rare but have happened based on experience the host city has had with the applicant and/or if they don't fit into a specified category. For the most part, all applications are approved.

Here's an example of what you can send to the applicant via email:

Dear **(Applicant's Name)**,

It is with great enthusiasm that we would like to inform you of your application acceptance to compete in the 2024 (CITY/TOWN) Rural AZ Pitch Competition! Your innovative thinking has the potential to build the economy, strengthen the community and promote entrepreneurship. Congratulations!

NEXT STEPS

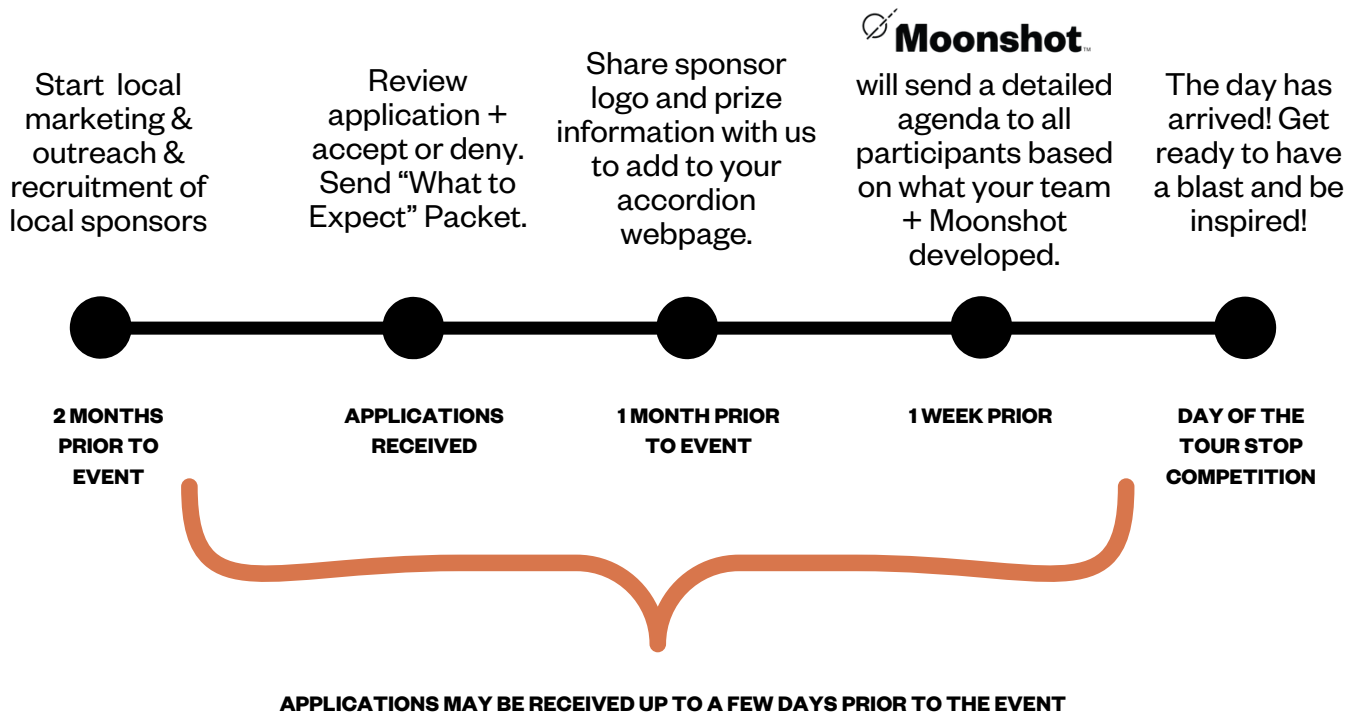
Please choose to attend one of our virtual orientation events (insert that info). Soon, we will forward information regarding the schedule, what to expect, and how to prepare for the pitch competition.

Once again, congratulations and we look forward to seeing you at this year's pitch competition on (INSERT DATE).

Sincerely, Xxxxxxx

APPLICATION PROCESS, CONT.

TOUR STOP TIMELINE



Accept or Deny Applicant & Send Congrats Email

- **TIMELINE:** Up until applications close, normally a week to a few days before

Share "What to Expect" Participant Packet

- **TIMELINE:** Any time after or upon accepting them into the competition Packet can be found and downloaded here: <https://www.moonshotaz.com/pitch-tour-marketing.html>

Moonshot emails participants prior to the event

- **TIMELINE:** Moonshot will send an email to all participants a week or two prior to the event that outlines the event schedule and recaps much of what is in the "What to Expect" participant packet. See sample in the section below.



EXAMPLE OF THE EMAIL MOONSHOT SENDS TO PARTICIPANTS THE WEEK OF THE TOUR STOP EVENT

Hello from Moonshot!

It's the week of the Globe Pitch Competition and we're so excited to meet you! We want to share more about what's happening this week and what to expect as a participant. Please don't hesitate to reach out with questions.

COMPETITION SCHEDULE

THURSDAY NIGHT MIXER – Thursday, March 9, 2023 – 5pm-7pm

Please join us on Thursday night (March 9) from 5-7pm at the COBRE Valley Center for the Arts. The mixer will be casual and fun. And a chance for you to get to know the Moonshot team. Chef Jordan Johnson will be serving amazing appetizers and drinks!

FRIDAY, COMPETITION DAY – Friday, March 10 – 9:30am-5pm

We'll start the day at 9:30am (check-in) at the COBRE Valley Center for the Arts.

At 10am, Scott Hathcock, President and CEO of Moonshot, will introduce the team of mentors/judges and explain how we'll be working with you during the earlier part of the day to get you prepared for the final pitch competition.

We'll explain best practices for giving a "pitch" presentation. Each participant will get 5 minutes total to pitch their idea/business using the pitch worksheet. Mentors will give feedback after you finish your pitch.

As a recap from the Participant Packet you received upon being accepted into the competition, we'll provide printed copies of a pitch worksheet that you'll be able to fill out and use as notes to help you prepare for your presentation.

You can use this worksheet during the final presentation, too! (Please don't feel like you must memorize everything.) Please look at the worksheet prior to Friday's competition to familiarize yourself with what we're expecting to hear from you about your product/service/idea. You may use presentation software (like PowerPoint) if you'd like, or you can simply deliver your pitch without a slide show. (If you are using a slide show, please bring a flash drive and a laptop, if you have them. If you do not have access to a laptop or flash drive, our mentors will be able to help you during the event.)

As mentors/judges, we'll help you make your pitch the best it can be. We're not Sharks (in the scary Shark Tank sense); we're more like dolphins who really want you to succeed.

You'll have multiple opportunities to present your pitch to our mentors/judges during the preparation time. Once you pitch and we give you feedback, you'll have time to revise your presentation and practice multiple times, if you'd like.

- 12:00pm - 1:30pm – Lunch break (generally lunch is an hour, depending on how many participants are involved)
- 1:30pm – 3:00pm – Practice your pitch with mentors/judges two more times. We'll split into two groups.
- Around 3:00pm, we'll start the final presentations. At this point, you will have practiced your pitch multiple times. Feel free to invite your family and friends to cheer you on during the final competition. NOTE: 3pm is an approximate time. We may need to adjust but we'll let you know in advance of Friday.

During this final competition, you'll again have 5 minutes to present your idea/business but you won't receive feedback (other than applause) from mentors/judges after you finish your pitch. Judges will deliberate in a separate room after all pitches have been heard. Awards will be handed out after deliberation.

As a reminder...

Thanks to SPONSOR NAME! - \$1000 First Place - \$750 Second Place - \$500 Third Place

The winner of the Globe Pioneer Pitch will go on to compete in our state-wide competition for a \$10,000 cash prize. The event, which also honors successful Moonshot entrepreneurs, will be held (insert location details). Scott will explain more about this on Thursday and Friday!

Again, please don't hesitate to reach out with questions this week. See you soon!

The Moonshot Pitch Competition Team

FUNDRAISING

- Each town/city is responsible for soliciting donations (prize money and otherwise) from local sponsors.
- Title, Statewide, and Regional Sponsors are listed on the top of the Rural AZ Pitch Competition main page: <https://www.moonshotaz.com/moonshotpitchtour.html>
- Prize money varies by tour stop. For example, the prize money awarded in Globe has been as follows: \$1000 for 1st place, \$750 for 2nd place, and \$500 for third place. This is completely up to you as to how much you want to raise to give away as prize money.
- Each tour stop winner will be asked to attend and compete in the statewide competition in Cottonwood, Arizona in August 2024. The statewide winner will take home \$10,000 in cash. There will also be a Crowd Favorite award, voted on by the audience during the finals event. The Crowd Favorite will take home \$5,000. (If the 1st place winner is unable to attend the finals, the second place winner will be asked to step in.) Lodging and event tickets are complimentary for each tour stop winner (and a guest).

EXAMPLES OF PAST PRIZES/SCHOLARSHIPS:

QUAD CITIES:

<https://www.yc.edu/v6/news/2023/01/moonshot.html>

FLAGSTAFF:

<https://www.moonshotaz.com/news/moonshot-at-nacets-third-annual-pioneer-pitch-awards-competition-awards-cash-and-scholarships-to-innovative-flagstaff-entrepreneurs>



MARKETING RESOURCES

We're thrilled to share that we have a new look this year! We also created one main page on our site that houses an accordion page for each tour stop. You'll see those details in the following pages.

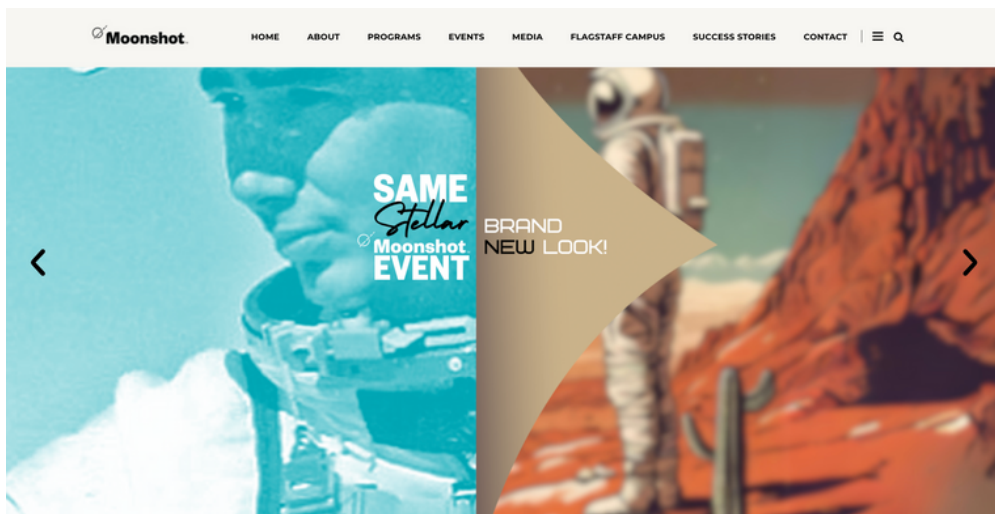
WEBPAGE LINK

<https://www.moonshotaz.com/moonshotpitchtour.html>

TOUR WEBPAGE

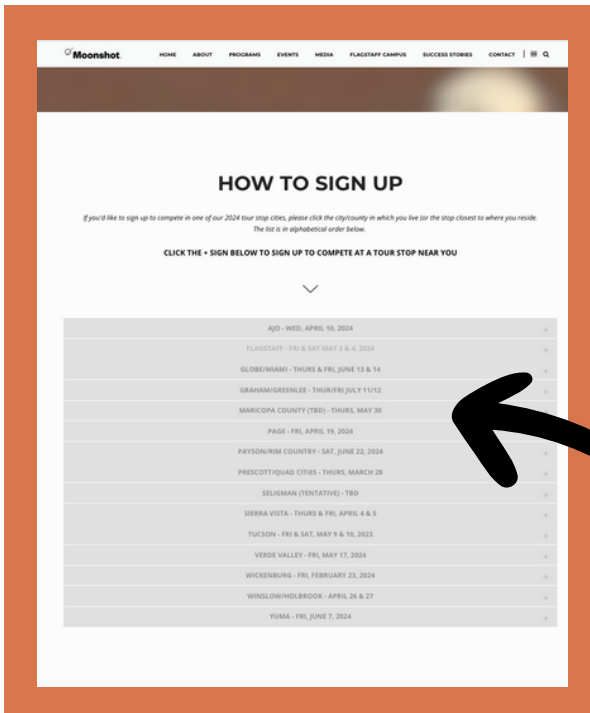


NEW LOOK, SAME GREAT TOUR!



MARKETING RESOURCES, CONT.

ACCORDION PAGE FOR EACH TOUR STOP

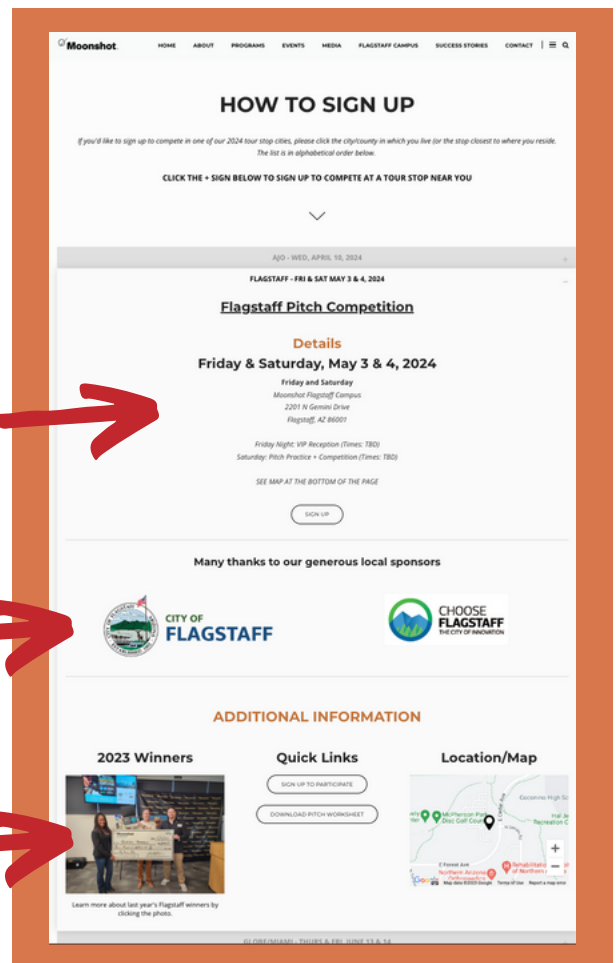


Each individual tour stop page will include:

- Event information
- Link to apply
- Local Sponsor logos
- A section featuring last year's tour stop winner , if applicable
- Quick Links: Sign Up & Download Pitch Worksheet
- Location Map

Accordion

Page View



Details

Sponsor Logos

Last year's winner

MARKETING RESOURCES, CONT.

HOW TO SUBMIT YOUR LOCAL SPONSOR LOGOS

In order to share your local sponsor logos on your accordion page, you'll need to share them with us. You and your team can do that by filling out the form shown to the right. You may also share text details you'd like for us to add to the page. Ex. prize amounts.

moonshotaz.com/submit-logos

The screenshot shows the Moonshot website's 'Submit Your Local Sponsor Logos' form. The form is titled 'Submit Your Local Sponsor Logos for your Rural AZ Pitch Competition'. It includes a 'Name' field, an 'Email' field, and a 'Phone' field. Below these fields is a section for 'UPLOAD LOGO' with a 'Choose File' button. To the right of the form is a 'Tour Stop Page Example' showing a 'HOW TO SIGN UP' section with a 'Sign Up' button. A red arrow points from the URL in the previous block to the form.

MARKETING TIMELINE

As a general rule, we have found that local marketing efforts should start approximately 2 months prior to your scheduled tour stop event.

Social Media Templates & Graphics

[CLICK HERE](#)

Marketing Templates and graphics are available at <https://moonshotaz.com/pitch-tour-marketing>.

VIDEO KEYNOTE BY SHARK TANK WINNER & MOONSHOT EXECUTIVE, KIERSTEN HATHCOCK

Link to a keynote speech from award-winning entrepreneur, Kiersten Hathcock, who recorded this video sharing what she's learned as a Shark Tank entrepreneur/winner:

<https://www.youtube.com/watch?v=q2QK5OgjHyo&t=1461s>

This is inspirational video may be shared with participants.

PAST MOONSHOT PITCH COMPETITION RECAP VIDEOS:

- 2022 Pioneer Pitch Tour Video Final:
 - <https://youtu.be/kQp5VqSDohQ?si=YBmopq5pU1MQMo01>
- Quad Cities: <https://www.facebook.com/watch/?v=918584768829679>
- Verde Valley: <https://vimeo.com/356790077>

MOONSHOT CONTACT LIST



Scott Hathcock - CEO/President of Moonshot

- For questions regarding scheduling a tour stop, fundraising, etc
- shathcock@moonshotaz.com



Angela Hamby - Director of Events & Community Relations, Moonshot

- For questions regarding event details, applications coming in for your tour stop, etc.
- ahamby@moonshotaz.com

MARKETING EMAIL & RESOURCES

pitch@moonshotaz.com

moonshotaz.com/pitch-tour-marketing

