

Pete du Pont

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Freedom Foundation

2025 SPONSORSHIP PROSPECTUS

ABOUT THE PETE DU PONT FREEDOM FOUNDATION

The Pete du Pont Freedom Foundation (PDFF), a 501(c)(3) nonprofit, honors Governor Pete du Pont's legacy by fostering innovation, creating jobs, and supporting entrepreneurs. Our mission is to promote the spirit of private enterprise by ensuring access to the marketplace for every entrepreneur and their ideas.

"I'm in a wonderful position: I'm unknown, I'm underrated, and there's nowhere to go but up." - Pete du Pont

INVESTMENT OPPORTUNITIES

PDFF provides opportunities to promote your business through advertising and investment in dynamic initiatives that directly and positively impact communities. Pete du Pont believed that anyone with a good idea should be able to bring that idea to fruition. Our initiatives focus on catalyzing ideas to improve the economy and supporting entrepreneurs, regardless of background or experience, to launch and scale their businesses.

For Pete du Pont, entrepreneurs were the heroes who brought new ideas to life and created solutions to our world's most pressing problems. Investment opportunities go beyond monetary support. We invite our business partners and supporters to lend their expertise to our network of emerging entrepreneurs and business leaders by participating in a program committee and/or volunteering as an Entrepreneurial Champion.

"That's the way it is with entrepreneurial people. You try one thing, it doesn't work, you try another." - Pete du Pont

MARKETING HIGHLIGHTS & REACH

PDFF has a growing network of over 5,000 e-newsletter subscribers statewide, with a 32% average open rate, exceeding industry standards. Our primary audience consists of business owners and industry professionals. Our website averages roughly 1.2k unique visitors per month with a monthly 5.2k engagement rate.

FOR MORE INFORMATION

For more information, contact Stephanie Johnnie, Executive Director, at stephanie@petedupontfreedomfoundation.org or Andre Johnson, Fund Development Manager, at andre@petedupontfreedomfoundation.org. Additional information is available on our website: petedupontfreedomfoundation.org.

Custom packages are available.

SIGNATURE PROGRAMS & INITIATIVES

PETE DU PONT FREEDOM AWARD

The Pete du Pont Freedom Award, established in 2003, honors Governor Pete du Pont’s legacy as a coalition builder who led Delaware from fiscal crisis to economic growth through vision and determination. Presented annually, the award serves as a key fundraiser for PDFF’s mission to foster bold, innovative ideas that improve Delaware. The ceremony honors an individual or organization that has brought innovation to the private sector.

Previous Freedom Award recipients include Incyte, accepted by CEO Herve Hoppenot (2024), Vance Kershner (2023), MBNA, accepted by executive leaders Lance Weaver, John Cochran & Bruce Hammonds (2022), Charlie Horn (2019), Carol Ammon (2018), Dr. Mehmet Oz (2017), Mike Castle (2016), Ellen Kullman (2015), Chris Christie (2011), Steve Forbes (2009), Rudy Giuliani (2007), Newt Gingrich (2005), George Will (2003)

REINVENTING DELAWARE

This flagship program connects entrepreneurs, business leaders, and community members to address Delaware’s challenges through innovation. Participants submit ideas, collaborate at the Reinventing Delaware Dinner, and undergo a six-month development process. The top idea receives funding and support to scale. Success stories include Zip Code Wilmington, Intern Delaware, and First State Hydrogen, all driving economic growth and systemic change.

HBCU INNOVATIVE SOLUTIONS INITIATIVE

Launched in 2023, this initiative fosters innovative ideas to address systemic challenges in HBCU communities. Partnering with Delaware State University, the program selects and develops transformative concepts through an intensive incubation process. Winners, such as *I Love My HBCU Day of Giving*, receive seed funding and resources to scale their impact.

REINVENTING K-12

In collaboration with the University of Delaware Horn Entrepreneurship, this initiative addresses systemic issues in education by empowering teachers, students, and administrators to craft innovative solutions. Launching at the 2025 Limitless World Summit, it aims to enhance career readiness, student well-being, teacher retention, and technology integration in schools. Selected ideas receive mentorship and resources for sustainable implementation.

EQUITABLE ENTREPRENEURIAL ECOSYSTEM (E3):

Focused on supporting BIPOC small business owners and entrepreneurs, E3 helps reduce business barriers, enabling participants to scale, increase revenue, and build legacies. The program’s participants are 78% BIPOC, 55% women, 85% full-time business owners, and 23% report household incomes below \$58,000 upon entering.

Pete du Pont Freedom Award Sponsorship Opportunities

September 2025 | 6:00-8:00 PM | Hotel du Pont

Estimated attendance: 350

Presenting Sponsor - \$50,000

- Title recognition, onsite signage, and prominent branding on all marketing materials
- Acknowledgment on social media (71k reach), e-newsletter (4.5k audience), and website (2,500/month)
- Access to the attendee list
- Full-page ad in the program
- 25 event tickets

Diamond Sponsor - \$30,000

- Onsite signage and branding in marketing materials
- Acknowledgment on social media, e-newsletter, and website
- Access to the attendee list
- Full-page ad in the program
- 15 event tickets

5 Star - \$20,000

- Onsite signage and social media recognition
- Access to the attendee list
- Half-page ad in the program
- 10 event tickets

4 Star - \$10,000

- Onsite signage and social media recognition
- Logo in program
- 8 event tickets

3 Star - \$5,000

- Onsite signage and social media recognition
- Logo in program
- 6 event tickets

Reception - \$3,000

- Onsite signage and name in the program
- 2 event tickets

Supporting Sponsor - \$1,500

- Name in program
- 2 event tickets

11th Annual Reinventing Delaware Dinner & Program

Sponsorship Opportunities

November 2025 | 6:00-8:30 PM | The Wilmington Club

Presenting - \$30,000

- Presenting title for the event only
- Prominent branding on marketing materials
- Sponsor acknowledgment in the press release, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)
- Speaking opportunity at the ceremony
- Company feature video played during the event
- Access to the attendee list
- Four seats at Reinventing Delaware
- Four tickets to the Freedom Award

Platinum - \$25,000

- Sponsor-level acknowledgment on marketing materials, press releases, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)
- Logo inclusion on event signage
- Two seats at Reinventing Delaware
- Two tickets to the Freedom Award

Gold - \$15,000

- Sponsor-level acknowledgment on marketing materials, press releases, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)
- One seat at Reinventing Delaware
- One ticket to the Freedom Award

Silver - \$10,000

- Sponsor-level acknowledgment on marketing materials, press releases, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)
- One seat at Reinventing Delaware

Bronze - \$5,000

- Sponsor-level acknowledgment on marketing materials, e-newsletter, and website

Supporting - \$1,000

- Sponsor-level acknowledgment on marketing materials, e-newsletter, and website

HBCU Innovative Solutions Initiative

Sponsorship Opportunities

Estimated attendance: 500

Title Sponsor - \$100,000

- Sponsorship of the symposium luncheon and recognition during symposium events with the opportunity to address the symposium audience and/or play sponsor video during the symposium luncheon
- Sponsor level will be positioned on the forefront of marketing materials, press releases, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)
- Ten tickets to the DSU Symposium
- Ten tickets to the Pete du Pont Freedom Award

Diamond - \$50,000

- Sponsor-level acknowledgment on marketing materials, press releases, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)
- Ten tickets to the DSU Symposium
- Ten tickets to the Pete du Pont Freedom Award

Gold - \$25,000

- Sponsor-level acknowledgment on marketing materials, press releases, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)
- Five tickets to the DSU Symposium
- Eight tickets to the 2023 Pete du Pont Freedom Award

Silver - \$15,000

- Sponsor-level acknowledgment on marketing materials for the symposium luncheon and pitch competition
- Inclusion in press releases, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)
- Two tickets to the DSU Symposium
- Five tickets to the Pete du Pont Freedom Award

Bronze - \$10,000

- Sponsor-level acknowledgment on marketing materials, press releases, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)
- One ticket to the DSU Symposium
- Two tickets to the Pete du Pont Freedom Award

Supporting - \$5,000

- Sponsor-level acknowledgment on marketing materials, press releases, social media (Reach of 71k), e-newsletter (4.5k in Audience), and website (up to 2,500 Users/Month)

Custom Sponsorship Packages Are Available
Contact andre@petedupontfreedomfoundation.org

Reinventing K-12 Sponsorship Opportunities

March 30, 2025 | 6:00-8:30 PM | The Audion at the STAR Tower

Title Sponsor - \$100,000

- Exclusive title sponsorship for the event
- Prominent branding across all marketing materials
- Sponsor acknowledgment in press release, social media (71k reach), e-newsletter (4.5k audience), and website (up to 2,500/month)
- Speaking opportunity at the ceremony
- Company feature video played during the event
- Access to the attendee list
- 4 seats at Reinventing Delaware
- 10 tickets to the Freedom Award

Diamond - \$30,000

- Prominent branding across marketing materials
- Sponsor acknowledgment in press release, social media (71k reach), e-newsletter (4.5k audience), and website (up to 2,500/month)
- Speaking opportunity at the ceremony
- Company feature video played during the event
- Access to the attendee list
- 4 seats at Reinventing Delaware
- 10 tickets to the Freedom Award

Platinum - \$20,000

- Sponsor acknowledgment on marketing materials, press release, social media (71k reach), e-newsletter (4.5k audience), and website (up to 2,500/month)
- Logo inclusion on event signage
- 2 seats at Reinventing Delaware
- 8 tickets to the Freedom Award

Gold - \$15,000

- Sponsor acknowledgment on marketing materials, press release, social media (71k reach), e-newsletter (4.5k audience), and website (up to 2,500/month)
- 1 seat at Reinventing Delaware
- 1 ticket to the Freedom Award

Silver - \$10,000

- Sponsor acknowledgment on marketing materials, press release, social media (71k reach), e-newsletter (4.5k audience), and website (up to 2,500/month)
- 1 seat at Reinventing Delaware

Bronze - \$5,000

- Sponsor-level acknowledgment on marketing materials, e-newsletter, and website

Supporting - \$1,000

- Sponsor-level acknowledgment on marketing materials, e-newsletter, and website