



VENTURE VALLEY

Build. Invest. Win.



SINGLETON
FOUNDATION
FOR FINANCIAL LITERACY & ENTREPRENEURSHIP



Venture Valley

Venture Valley is an award-winning, free-to-play, business simulation game where college students take on the highs and lows of being an entrepreneur and learn key startup skills without any risk.

The game is a project of the Singleton Foundation for Financial Literacy and Entrepreneurship, a 5013c nonprofit with the mission of making financial competence fun and engaging for everyone by using the power of entertainment to capture attention, create change, promote entrepreneurship, and to inspire individual achievement.





Together We Have Impact



- Shared commitment
- Support financial education, entrepreneurship and aspiring startups
- Commit to educating and supporting the next generation
- Give students an opportunity to put learning into action
- Tap into GenZ core interests: gaming, entertainment & social media
- Deeply engage with students for hours
- Drive invent, innovation mindset
- Build financial security mobility



2-Day Boston University Game Competition



LEMELSON-MIT
BU Innovate@BU

Day 1
Cash Prizes Totalling:
\$10,000

Day 2
Cash Prizes Totalling:
\$10,000

Finale
Cash Prizes Totalling:
\$10,000

Must be a student enrolled in any Boston area College or University with school.edu email

Must be 18 to win

FREE GAME COMPETITION

Bring Entrepreneurship to Life with Venture Valley!

Discover the thrill of entrepreneurship by participating in our immersive business simulation game tournament.

Seize the opportunity to sharpen your start-up business skills.
Invent. Innovate. Prosper!

OPEN TO BOSTON-AREA COLLEGE STUDENTS

DAY 1
12 PM-5 PM Nov 13 at
The Cambridge Foundry
101 Rogers St.
Cambridge, MA 02142

DAY 2
11 AM-4 PM Nov. 14 at
Innovate@BU
730 Commonwealth Ave.
Boston, MA 02215

FINALE
4:30 PM-5:30 PM Nov. 14 at
Innovate@BU

REGISTER HERE!



For contest rules, visit:
venturevalleygame.com/events-calendar/



Presented by 501(c)(3) The Singleton Foundation. 



College Events

Join us as we reach thousands of Boston-area college students in a 2-day game competition that provides invaluable learning experiences for aspiring entrepreneurs, invent and innovation students.

Sponsor Venture Valley today and make a difference in the world.

EMPOWERMENT

VV empowers the lives of our next generation. Students play the game and learn practical startup business mgmt. skills, finance and investment skills with none of the real world risks.

SOCIAL IMPACT

VV reaches students at every age and level of social economical status from diverse student populations to inner city urban kids. We help teach the future generations about financial literacy, entrepreneurship and business.

**FINANCIAL
LITERACY
EDUCATION**

Through gameplay, students delve into business concepts like product pricing, sales strategy, investments, loans, budgeting and more. Interactive learning fosters a deeper understanding of financial literacy ~ a crucial skill for future success.

PRIZES

We believe in rewarding excellence. That's why we offer cash prize pkgs. up to \$10,000. An added incentive for students to learn, compete & showcase their game skills! Students can win cash to apply towards their education!

**STUDENT
ENGAGEMENT**

The game's free-to-play model ensures a seamless experience for participants. Students have fun, play for hours and learn practical business & life skills along the way.



Boston Reach



**130,000+ total audience
reach at our 2-day game
competition located at MIT
and BU**



Open to All Boston University Students



**Massachusetts
Institute of
Technology**



HARVARD
UNIVERSITY



**Northeastern
University**



**Olin College
of Engineering**



**SUFFOLK
UNIVERSITY**
BOSTON



BABSON
COLLEGE

Tufts
UNIVERSITY

**UMass
Boston**



**Bunker Hill
Community College**

imagine the possibilities



VV College Events



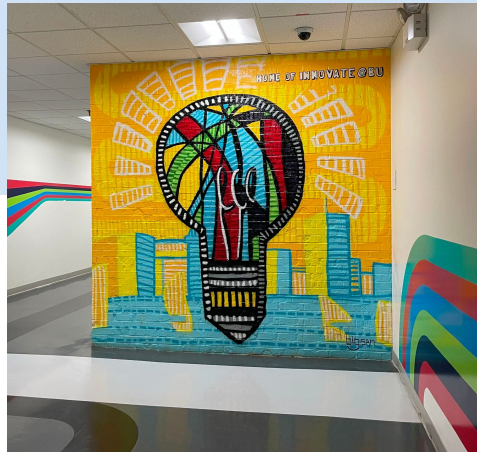


2-Day Boston Game Competition

Nov. 13 and 14, 2024 ~ Venture Valley Boston game tournament located at MIT & BU

A game event for
aspiring invent, innovate
entrepreneurial, startup
& invent students

Located at MIT & BU.
All Boston area Univ.
schools competing
together to play, learn
and win.





Gives & Gets

Welcome to Venture Valley Tournaments!

We are excited to offer sponsorship opportunities to partners who share our passion for business, financial competence, and entrepreneurship. We believe that strategic partnerships are essential in achieving these goals and making a meaningful impact on the next generation.

We Offer 3 Tiers of Sponsorship:

Tier 1-3 each with unique benefits tailored to meet the needs and objectives of our partners.



Gold Level Sponsors Overview

Gold Level sponsors receive premium visibility and exclusive benefits, positioning them as leading supporters of Venture Valley game events.



Silver Level Sponsors Overview

Silver Level sponsors play a vital role and gain valuable brand integration, exposure and networking opportunities.



Bronze Level Sponsors Overview

Bronze Level sponsors reap press and social media coverage

Sponsorship Levels



GOLD LEVEL \$50K

Presented By Logo
Lanyard with Logo
Event Highlight Video
Check Presentation
Customized Branding
In-Game Messaging
Logo on Leaderboard
Press Coverage
Priority Access to Event Data



SILVER LEVEL \$25K

Logo on All Event Materials
Customized Brand Activation
Hospitality Lounge
Speaker at Award Ceremony
Press Coverage
Digital Promotion
Social Media Campaign



BRONZE LEVEL \$10K

Press Coverage
Digital Promotion
Social Media Campaign



Brand Opportunities

VENTURE VALLEY
COLLEGIATE CUP
POWERED BY
INSERT COMPANY LOGO HERE

Play the Game. Win Cash Prizes
Time: 12PM - 5PM Date: April 14
Location: The Vaugh Center The University of Tampa

PRIZES

1 ST	\$2,000
2 ND	\$1,000
3 RD	\$500
4 TH -8 TH	\$100
40 RANDOM PEOPLE	\$50

JOIN NOW

Registration is open to anyone over the age of 16 in US or Canada.
For full contest rules, see Venture Valley game website.





Brand Opportunities

Game Opening Screen

First thing you see every time the app is opened during a tournament



Custom Logos

on in-game avatar accessories





Great Press

1 Million impressions ~ a \$300,000 Media Value

[Full list](#)





Testimonials

Listen to what students and faculty say: [Venture Valley Collegiate Cup on YouTube](#)



"What I like about Venture Valley is that I get to apply business skills that I learn in the classroom into real life scenarios. It's a lot of things that we learn in economics about maxing out revenue and maxing out profit that I get to apply in a situation that resembles real life."





What Students Say



"Venture Valley taught me a lot about how to run a business. It definitely teaches you a lot without the risk of real life because it's a video game. It's helpful in classes because it's a really great way to learn about business."

- Baruch College Student



"Through Venture Valley, I learned the importance of agility in entrepreneurship—how to quickly adapt strategies in response to market feedback. This has been a cornerstone in the development and launch strategy for Shelp, helping us to iterate rapidly and stay ahead in the competitive landscape of startups."

- Oliver German, University of AZ Student, Shelp Co-Founder/Creator

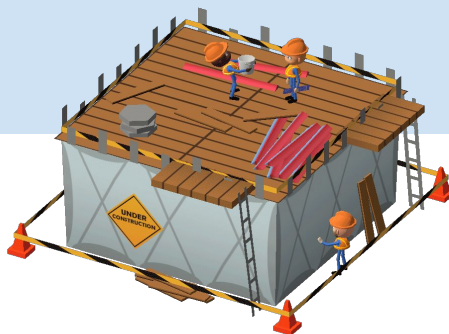
"Sometimes speaking and watching is not enough, but by playing and actually living the life of an entrepreneur through a video game so much more can be learned and retained."

- University of Tampa Student





Game Lessons Learned



- Learn basic entrepreneur and business skills to become a startup business owner or tycoon
- Begin with one new business and grow your empire
- Learn to set product prices, manage competition, parking, taxes and weather
- Compete with others. Achieve in-game goals like selling the most products or generating the highest revenue
- “Advantage” and “Adversity” cards introduce opportunities and challenges
- Learn business acumen. Learn impact of product quality and price, loans, R&D, customer traffic, customer satisfaction, product reviews, advertising, & social media
- Learn how to start up businesses, with none of the real world risk





Dubit Research

View the full Venture Valley research study [here](#):

80%

of college students think Venture Valley is an effective way teaching of business and entrepreneurship

82%

of college students said that after playing Venture Valley they can imagine themselves being successful entrepreneurs

93%

of educators feel Venture Valley is a valuable business learning tool that increases student engagement

80%

of college students said playing Venture Valley improved their understanding of cause and effect in business



Play The Game

**Venture Valley is available on 3 platforms.
Download for free on iOS, Android, or Steam:**



Download on the
App Store



GET IT ON
Google Play



AVAILABLE ON
STEAM



Contact Us

Explore this transformative partnership opportunity
and embark on a journey to empower the next generation
of business leaders and entrepreneurs!

Beth Harris

Venture Valley

(310) 614-8781

bethharris@singletonfoundation.org