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PATHWAY
TO
PROFIT 20
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PATHWAY TO PROFIT 2026:
EXCLUSIVE WORKSHOP & EVENT SERIES

PARTNERSHIP PROPOSAL

A SPONSORSHIP OPPORTUNITY TO EMPOWER
ENTREPRENEURS & SMES ACROSS BARBADOS



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REMARKS

MESSAGE FROM CEO

At Digital IRC Consultancy Services Ltd. and Envoici, we believe every entrepreneur deserves the tools, knowledge, and networks to transform ideas into thriving, sustainable businesses.

The Pathway to Profit is more than an event it's a movement designed to empower small business owners with practical financial skills, strategic insights, and direct connections to institutions that can help them grow. Like a map guiding explorers, this journey takes participants from the fundamentals of managing expenses to unlocking profitability and long-term success.

Our vision is to build stronger businesses that, in turn, build stronger communities. By sponsoring this initiative, you are not only investing in an event you are investing in the future of entrepreneurship, the resilience of our economy, and the dreams of countless business owners.

I invite you to walk with us on this pathway, as we chart a course toward prosperity, empowerment, and impact. Together, we can ensure that entrepreneurs don't just survive they prosper.



CEO - Envoici Accounting
Digital IRC Consultancy Services Ltd.



MAKING AN IMPACT

WHY BECOME A PARTNER?

The Pathway to Profit initiative is not only about empowering entrepreneurs – it is about building a stronger, more resilient Caribbean economy. Our commitment is aligned with the United Nations Sustainable Development Goals (SDGs), ensuring that every activity contributes to long-term global priorities while creating measurable local impact.

SDG 4: QUALITY EDUCATION – FINANCIAL LITERACY AND TRAINING.

SDG 5: GENDER EQUALITY – SUPPORTING WOMEN ENTREPRENEURS.

SDG 8: DECENT WORK & GROWTH – CREATING JOBS AND STRENGTHENING THE ECONOMY.

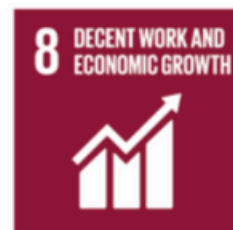
SDG 9: INNOVATION & INFRASTRUCTURE – PROMOTING DIGITAL TOOLS AND ENVOICI.

SDG 10: REDUCED INEQUALITIES – ACCESS FOR UNDERSERVED GROUPS.

SDG 11: SUSTAINABLE COMMUNITIES – EMPOWERING LOCAL ENTREPRENEURS.

SDG 17: PARTNERSHIPS – COLLABORATING TO AMPLIFY IMPACT.

Together with our sponsors, we are committed to measurable impact, turning financial education into economic empowerment, and entrepreneurship into sustainable growth.



FLAGSHIP EVENT

PATHWAY TO PROFIT



PROJECT SUMMARY

This one-day experience brings together entrepreneurs, SMEs, students, sponsors, and community leaders for an immersive journey through business finance. Designed like a treasure map, each stage highlights a critical milestone — from managing costs and tracking revenue to unlocking profitability.

DATE & LOCATION

The Pathway to Profit 2026 flagship event will be held on April 19, 2026 at the Lloyd Erskine Sandiford Centre.

WHAT TO EXPECT:

- **Interactive Workshops** – Hands-on sessions led by experts that turn complex financial concepts into practical strategies.
- **Keynote Presentations** – Insights from thought leaders and institutions shaping the future of business in the Caribbean.
- **Networking Opportunities** – Curated spaces for meaningful connections between entrepreneurs, sponsors, and partners.
- **Showcase & Exhibits** – Sponsors and partners highlighting products, services, and tools that support SME growth.
- **Community Recognition** – Celebration of entrepreneurial resilience, innovation, and impact.

OUR MISSION

Empowering entrepreneurs to turn financial insights into action leaving with clear strategies, practical tools, and confidence to build profitable, sustainable businesses.

The flagship event is the culmination of months of community pop-ups, digital activations, and sponsor-led initiatives ensuring maximum visibility and long-term engagement beyond a single day.

BUDGET FOR THE PROJECT \$40,000 - \$45,000 (COMMUNITY EVENTS & FLAGSHIP DAY)

JAN 2026 - APR 2026

COMMUNITY PROJECTS & INITIATIVES

The Pathway to Profit journey begins months before the flagship event, with a series of community-driven projects and initiatives designed to build momentum, expand reach, and create lasting impact. These activities ensure that sponsors receive continuous visibility while entrepreneurs benefit from consistent engagement.



By the time the flagship event arrives in April 2026, communities, SMEs, and sponsors will already be connected through a shared journey making the main event a powerful culmination rather than a standalone experience.

PARTNERSHIP

PACKAGES

Our sponsorship opportunities are designed to deliver maximum visibility, engagement, and impact ensuring that every partner is recognized as a champion of entrepreneurship and community growth.



VISIONARY - GOLD PARTNER

Investing \$10,000 or more

Cash / In-Kind Sponsorship

As a Gold Partner, your organisation will be positioned as major Sponsor of the Pathway to Profit 2026 flagship event and community initiatives leading up to it. This premium level of sponsorship ensures that your brand is front and center in every aspect of the journey.



PRESENTING PARTNER BRANDING

Prominent name and logo placement alongside the Pathway to Profit brand on flagship event materials and community pop-up campaigns.



PREMIUM VISIBILITY

Your logo will be featured in high-exposure areas, including stage backdrops, media walls, marketing campaigns, radio spots, and digital promotions across Barbados.



HIGH-IMPACT ENGAGEMENT

Access to a prime booth or exhibitor space at the flagship event, with the opportunity to host a partner-branded workshop, grant, or scholarship presentation, demonstrating your commitment to SME growth and financial empowerment.



NETWORKING OPPORTUNITIES

Access to attendee contact lists (with consent) for follow-up engagement and lead generation. A representative will also be invited to the CEO "Lunch & Learn" session, offering direct connections with entrepreneurs, thought leaders, and institutional partners.



IMPACT RECOGNITION

Your organization will be highlighted in the official post-event impact report, including ROI metrics, media reach, and sponsor spotlight, providing clear evidence of your partnership's value.

PARTNERSHIP

PACKAGES



TRAILBLAZER - SILVER PARTNER

Investing \$5,000 to \$9,999

Cash / In-Kind Sponsorship

As a Silver Partner, your organization will be recognized as a key supporter of the Pathway to Profit 2026 flagship event and its community initiatives. This level of sponsorship offers significant visibility, direct engagement, and meaningful recognition while remaining accessible for mid-sized institutions and organizations.



VISIBLE BRANDING

Prominent logo placement on event signage, digital campaigns, press mentions, and select community pop-up materials ensures your organization is consistently associated with entrepreneurship and financial literacy.



EVENT PARTICIPATION

Benefit from a dedicated booth space at the flagship event and opportunities to co-sponsor a workshop or breakout session, positioning your brand as a practical contributor to SME growth.



COMMUNITY ENGAGEMENT

Opportunity to distribute branded giveaways or promotional items directly to attendees, reinforcing your presence at both flagship and community-level activities.



NETWORKING ACCESS

Build valuable relationships with entrepreneurs, students, and institutional leaders through structured networking sessions at flagship and community events.



IMPACT RECOGNITION

Your organization will be included in post-event reports and thank-you announcements, ensuring your support is acknowledged across multiple platforms and stakeholder groups.

PARTNERSHIP

PACKAGES



CHAMPION - BRONZE PARTNER

Investing Up To \$1,500 - \$3,000

Cash / In-Kind Sponsorship

As a Champion Partner, your organization will be recognized as a vital contributor to the Pathway to Profit journey. This entry-level sponsorship tier is ideal for local service providers, small businesses, and community organizations that want to support entrepreneurship while gaining visibility and goodwill.



COMMUNITY BRANDING

Logo placement on selected community event signage, social media promotions, and the official sponsor recognition section of the event website.



EVENT PRESENCE

Recognition during sponsor acknowledgment segments at both the flagship and community events. Opportunity to distribute branded materials or giveaways to attendees.



GRASSROOTS ENGAGEMENT

Visibility at community-level initiatives and pop-ups, reinforcing your commitment to empowering entrepreneurs and supporting local growth.



ACKNOWLEDGMENT & RECOGNITION

Inclusion in thank-you announcements and post-event communications, ensuring your contribution is celebrated across platforms.

PARTNERSHIP

HOW WILL YOUR SUPPORT BE USED

Your sponsorship directly powers the success of Pathway to Profit 2026 and its community initiatives. From covering venue and logistics to funding marketing campaigns, expert workshops, and SME Storytelling reels, every contribution creates real impact. Support also enables small business grants, student and youth programs, and the production of post-event reports that demonstrate measurable ROI. In short, your partnership fuels both the event experience and the lasting growth of entrepreneurs and communities across Barbados.

AREA OF SUPPORT	SPONSORSHIP COVERS	IMPACT	PACKAGES
Venue & Logistics	Venue, equipment, staging, and pop-up logistics.	Professional, accessible spaces for entrepreneurs.	  
Marketing & Media Outreach	Campaigns, ads and media production	Expands visibility and reach across Barbados.	  
Workshops & Expert Facilitation	Expert fees and resource materials.	Hands-on, practical tools for business growth.	 
Entrepreneur Support Fund	Grants, prizes, and scholarships.	Empowers SMEs with financial resources.	
Community Engagement	Pop-ups, student activities, and youth initiatives.	Extends impact beyond one day into schools & communities.	  
Impact Reporting & Recognition	Post-event reports, recap videos, and sponsor highlights.	Measurable ROI and lasting brand association.	



GOLD PARTNER



SILVER PARTNER



BRONZE PARTNER

EVENT-SPECIFIC

SPONSORSHIP OPPORTUNITIES

SME STORYTELLING SERIES – SPONSORSHIP OPPORTUNITIES

The SME Storytelling Series will showcase 15 entrepreneurs across Barbados through a collection of short-form Instagram and TikTok reels. Each reel will highlight the entrepreneur's journey, lessons learned, and growth, creating an authentic and relatable digital campaign that connects directly with the community.

This initiative ensures consistent visibility for sponsors in the months leading up to the Pathway to Profit flagship event and builds a strong narrative around entrepreneurship, innovation, and resilience.

FORMAT & REACH:

15 Reels: Featuring diverse entrepreneurs across industries, released weekly leading up to April 2026.

Collaboration Reels: Shared via both the Pathway to Profit website and Envoici channels and the entrepreneurs' own pages, multiplying reach and engagement.

Sponsor Branding: Your logo will appear on sponsored reels, in campaign graphics, and in associated captions.

Series Presenting Sponsor

\$5,000 - \$8,000

Cash

Benefits

- Logo featured on all 15 reels, campaign visuals, and recap content.
- Opportunity to record a short branded outro message for the series.
- Mentions in captions and campaign shout-outs.
- Recognition across all campaign promotions and official recap report.

Supporting Sponsor

\$2,000 - \$3,000

Cash

Benefits

- Logo featured on a selection of sponsored reels (5).
- Mentions in captions and campaign shout-outs.
- Opportunity to provide sponsor-branded giveaways to featured entrepreneurs.

OUR COMMITMENT

PATHWAY TO PROFIT

At Digital IRC Consultancy Services Ltd. and Envoici, we are fully committed to the successful execution of the Pathway to Profit 2026 flagship event and all community activities leading up to it. Our team brings together expertise in financial management, digital transformation, and event execution, ensuring every detail is handled with professionalism and impact.



EXECUTION EXCELLENCE

We deliver seamless event planning, marketing, and logistics so that Pathway to Profit maintains the highest standards and provides unmatched value for participants and sponsors.



COMMUNITY IMPACT

Through workshops, pop-ups, and digital activations, we extend the reach of Pathway to Profit beyond one day. This ensures entrepreneurs, students, and community groups benefit from continuous learning and engagement.



SPONSOR VALUE

We are committed to providing clear sponsor visibility, meaningful engagement opportunities, and measurable returns on investment. From brand exposure to lead generation, sponsors will see their support translate into real impact.

Together, our commitment is to transform entrepreneurship helping small businesses move from survival to profitability while ensuring our sponsors are recognized as key partners in that journey.

OUR TEAM

CONTACT DETAILS

For sponsorship inquiries, partnership opportunities, or to learn more about Pathway to Profit 2026, please contact:

COMMUNITY & SPONSORSHIP TEAM

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