



**Denver Startup Week 2017**

September 25<sup>th</sup> – 29<sup>th</sup>

# SPONSORSHIP PACKET



# By the Numbers: DSW 2016

**13,000+** people registered to attend

**306**  
programs  
over five  
days



**6,000**  
visitors at  
Chase  
Basecamp

**47 Million** twitter impressions on  
#DENStartupWeek

Headline Events drew  
**8,000+** people

**5,000+** Businesses  
Represented





## INTRODUCTION

Denver Startup Week is the largest free entrepreneurial event in North America. Last year, over 13,000 people came together to celebrate Denver's thriving entrepreneurial ecosystem, learn from the best and brightest, and build our city's culture of innovation.

Bringing Denver Startup Week to life takes the support, skills, and drive of an entire community: entrepreneurs, investors, civic leaders, educators, business pioneers, and more. Denver Startup Week will always remain free because accessibility is critical to cultivate a thriving community. The generous support of our partners and sponsors enable this world-class event and Denver's entrepreneurial ecosystem – making it available to all.

In order to engage the entire community, we offer an array of sponsorship opportunities that leverage individual resources and capacities – ultimately ensuring that Denver Startup Week exists for the community, by the community.





## **SPONSORSHIP LEVELS**

**Title Sponsor** - \$30,000

### **Track Sponsor**

- Founder Track - \$15,000
- Developer Track – \$15,000
- Product Track – \$15,000
- Growth Track – \$15,000
- Designer Track – \$15,000
- Maker Track – \$15,000

### **Headline Event Sponsor**

- Kick-Off Breakfast – \$10,000
- Opening Party - \$10,000
- Denver Founders Network - \$10,000
- Job Fair - \$10,000
- Denver's Food Scene Mashup - \$10,000
- Innovation Challenge - \$10,000
- Startup Crawl - \$10,000
- Closing Party - \$10,000

**Partner Sponsor** - \$6,000

**Member Sponsor** - \$2,000

**Social Event Host** - \$1,500

**In-Kind, Volunteer and Space Sponsorships available!**





## **TITLE SPONSOR BENEFITS- \$30,000**

Title Sponsors are deeply committed to building Denver’s culture of entrepreneurship and innovation. At the forefront of Denver Startup Week, Title Sponsors are recognized during all aspects of the week and beyond – including at all events, on all materials, and throughout the year.

### **MARKETING**

- 1<sup>st</sup> logo placement on all official Denver Startup Week materials
- Prominent billing on the Denver Startup Week website
- Exclusive company logo placement on 32 double-sided banners (64 impressions) along 16th St. Mall during Denver Startup Week
- Company logo placed under the Denver Startup Week logo in all media that designates that Denver Startup Week is “presented by [your company]”
- Emcee recognition at the beginning and end of all Denver Startup Week events
- Mention in all Denver Startup Week media coverage
- Company logo in 1<sup>st</sup> position on Headline Events signage and slideshows
- One company specific marketing email sent to Denver Startup Week attendees (content approved by Denver Startup Week)

### **HOSPITALITY**

- Fifteen (15) reserved tickets to Opening Breakfast and VIP access to other Headline Events
- Table set-up to showcase your brand in front of thousands of attendees at each Headline Event
- Opportunity to provide blog content regarding your service or brand
- Access to attendee list 30 days after the completion of the event
- Right of first refusal for future sponsorships at this level



### **TRACK SPONSOR BENEFITS- \$15,000**

Track Sponsors support the belief that innovation is everywhere and that bringing it to life takes the skills and drive of an entire team: founders, developers, product managers, designers, marketers, sales teams, and makers. Track Sponsors help create an environment where every member of a team can come to learn, grow, and prepare for their next challenge.

#### **MARKETING**

- “[Track] is presented by [your company]” on Denver Startup Week website and all pertinent Denver Startup Week signage
- Company logo in 2<sup>nd</sup> position on the Denver Startup Week website
- 2<sup>nd</sup> logo position at sponsored Track events
- Emcee recognition at sponsored Track events
- Logo featured during all Track event slideshows
- Logo featured at all Headline Events
- One company specific marketing email sent to Denver Startup Week attendees (content approved by Denver Startup Week)

#### **HOSPITALITY**

- Ten (10) reserved tickets to Kickoff Breakfast and VIP access to other Headline Events
- Table set-up to showcase your brand in front of thousands of attendees at each Headline Event
- Opportunity to provide blog content regarding your service or brand
- Right of first refusal for future sponsorships at this level

### **HEADLINE EVENT SPONSOR BENEFITS- \$10,000**

Throughout Denver Startup Week, an array of Headline Events elevate and embody the spirit of Denver’s entrepreneurial ecosystem. Sponsors of Headline Events support the pillars of Denver Startup Week’s energy and excitement.

#### **MARKETING**

- “[Event] is presented by [your company]” on Denver Startup Week website and all pertinent event signage
- Priority listing on the Denver Startup Week website
- 2<sup>nd</sup> logo position at sponsored Headline Event(s)
- Emcee recognition before and after the sponsored Headline Event
- Logo featured during Headline Event slideshow
- Seat drop with sponsor branded handouts (sponsor is responsible for production of the seat drops) at sponsored Headline Event

#### **HOSPITALITY**

- Eight (8) reserved tickets to Kickoff Breakfast and VIP access to other Headline Events
- Table set-up to showcase your brand in front of thousands of attendees at your sponsored Headline Event
- Opportunity to provide blog content regarding your service or brand
- Right of first refusal for future sponsorships at this level



### **PARTNER SPONSOR BENEFITS- \$6,000**

Partner Sponsors engage in the best of Denver Startup Week – including VIP access to Headline Events, reserved tickets to the Kickoff Breakfast and brand recognition at all of the week’s 300+ sessions.

#### **MARKETING**

- Company logo in 3<sup>rd</sup> position on Denver Startup Week website
- 3<sup>rd</sup> logo position on Headline Events signage
- Name recognition on Track Event signage
- Emcee recognition before the Denver Startup Week Kickoff Breakfast
- Opportunity to provide blog content regarding your service or brand

#### **HOSPITALITY**

- Four (4) reserved tickets to Kickoff Breakfast and VIP access to other Headline Events
- Opportunity to provide blog content regarding your service or brand
- Right of first refusal for future sponsorships at this level

### **MEMBER SPONSOR BENEFITS- \$2,000**

Denver Startup Week exists for the community, by the community. Member Sponsors are key partners towards creating the thriving community that makes Denver Startup Week the premier event of its kind.

#### **MARKETING**

- Third priority listing on Denver Startup Week website

#### **HOSPITALITY**

- Two (2) reserved tickets to Kickoff Breakfast

### **IN-KIND SPONSORSHIP**

Denver Startup Week relies on the time and talent of a diverse array of innovators from across the community. Whether you brew coffee or beer, run a silent disco, or print awesome t-shirts, we are looking for partners like you!

#### **MARKETING**

- Listing as an in-kind sponsor on Denver Startup Week website
- Mention at Denver Startup Week Kickoff Breakfast

#### **HOSPITALITY**

- Two (2) reserved tickets to Kickoff Breakfast

### **VOLUNTEER AND SPACE SPONSORSHIP**

Do you have a space that holds over 100 people and can be booked throughout the week of September 25<sup>th</sup>? Are you looking for a meaningful way to get your team involved? Contact Rye Finegan ([rye@denverstartupweek.org](mailto:rye@denverstartupweek.org)) to learn more about opportunities to get engaged.

#### **MARKETING**

- Listing as Volunteer and/or Space Sponsor on Denver Startup Week website
- Opportunity to further engage, depending on the sponsorship type



### **SOCIAL EVENT HOST - \$1,500**

Hosting a party during Denver Startup Week? Make it the social event of the year by tapping into the incredible network of Denver Startup Week attendees, speakers, volunteers, followers, sponsors, and more! All social events that use the Denver Startup Week name or brand should be officially registered. Please reach out to Rye Finegan (rye@denverstartupweek.org) for more information.

### **MARKETING**

- Event listed as an official Denver Startup Week Social Event on all programming materials





## Sponsorship Form

Denver Startup Week 2017  
September 25<sup>th</sup> – 29<sup>th</sup>

### Sponsorship Level

*Please mark desired sponsorship level*

☐ Premier Sponsor (\$60,000)

☐ Title Sponsor (\$30,000)

☐ Track Sponsor

☐ Founder (\$15,000)

☐ Growth (\$15,000)

☐ Developer (\$15,000)

☐ Product (\$15,000)

☐ Designer (\$15,000)

☐ Maker (\$15,000)

☐ Headline Sponsor

☐ Kick-off Breakfast (\$10,000)

☐ Opening Party (\$10,000)

☐ Denver Founders Network (\$10,000)

☐ Job Fair (\$10,000)

☐ Innovation Challenge (\$10,000)

☐ Denver's Food Scene Mashup (\$10,000)

☐ Startup Crawl (\$10,000)

☐ Closing Party (\$10,000)

☐ Partner Sponsor (\$6,000)

☐ Member Sponsor (\$2,000)

☐ Social Event Host (\$2,500)



### Invoice Information

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

### Primary Contact Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Billing Contact Information (if different than Primary Contact)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Items to include with form

- Vector version of your logo
- Company overview (100 words or so)

### Agreement

*"I agree to pay the above selected amount within 30 days of invoice in exchange for the applicable sponsorship benefits listed in the Denver Startup Week Sponsorship Summary. If payment is not received in 30 days, I understand that my sponsorship spot might be given to someone else."*

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Sign)

\_\_\_\_\_  
(Date)