



# September 12th – September 16th

## DENVER STARTUP WEEK 2016 EVENT SPONSORSHIP SUMMARY

### WHAT

A week of events showcasing Denver's entrepreneur community in tech, design, business, and social entrepreneurship

### WHY

Highlight Denver's potential as an entrepreneurial center and continue to build the sense of community amongst the current entrepreneurs

### WHEN

Monday, September 12<sup>th</sup> to Friday, September 16<sup>th</sup>, 2016

### WHERE

Downtown Denver

### WHO

DSW is organized by a committee of local entrepreneurs in conjunction with the Downtown Denver Partnership and other leading organizations in Denver

### MORE

Visit <http://www.denverstartupweek.org/>

# SPONSORSHIP LEVELS

## Title Sponsor (\$30,000)

Be a brand that presents Denver Startup Week. Premiere exposure to Denver's best and brightest entrepreneurs at every event during the week.

- Prominent billing on Denver Startup Week website
- Premier Logo placement on all official Denver Startup Week materials
- Title Logo Signage at Headline Events
- Mention before and after each Headline Event
- Logo featured during any Headline Event slideshow
- Your logo placed under Denver Startup Week logo in all media designating that Denver Startup Week is "presented by [your company]"
- Logo featured in iPhone/Android application
- Mention at the start of all Denver Startup Week events
- Mention in all Denver Startup Week media coverage
- Twenty (20) reserved tickets to Opening Breakfast and VIP access to other Headline Events
- Table set-up at each Headline Event
- Access to attendee list 30 days after the completion of the event
- Right of first refusal for future sponsorships at this level

## Track Sponsor (\$15,000)

Denver Startup Week events will be organized into six "tracks." A "track" is a defined group of events with a common theme.

### FOUNDER

Whether attendees are just dreaming about starting a business, on their first, or are seasoned entrepreneurs, the founder track will provide them with the skills and knowledge they need to found a company. Initial product development, go-to-market strategies, finding funding, and building a team are just some of the topics that are covered in this track.

### DEVELOPER

Frontend, backend, full stack, big data, APIs, architecture, methodologies, junior, senior, we have it all. Attendees will learn new technologies, refine their skills, or just check out something completely different.

### PRODUCT

Product management, development, and marketing, all different sides of the same coin that bridge the gap between building the product and delivering it to the market. Product skills are in huge demand but there aren't very many places where you can go to acquire them. This track will help attendees improve their product skills.

## GROWTH

No matter how good it is, no product sells itself. A team that markets, sells, and supports the product well is a huge advantage for any startup. Every aspect of digital marketing, inbound and outbound sales, and customer experience will be covered in our Growth track.

## DESIGNER

Seeing things others do not see is an art and our design track is packed with creative outlets to expand your thinking and ability to design. From fashion to architecture to breakout digital design and artwork - the design track is focused on the critical elements of design. Attendees will learn new skills, hear from those responsible for some of the best projects in Colorado, and let their creative juices flow.

## MAKER

From craft skis to craft beer, robots to 3D printing - the experience of 'making' physical products is totally unique. Through the lens of physical goods across multiple industries, this track will tell the stories behind breakout brands, allow attendees to learn about new technologies in manufacturing, and dig into the micro-production concepts needed to get started.

Reach the right crowd for your business by sponsoring one of our tracks, each with its own series of event during the week.

- “[Track] is presented by [your company]” on Denver Startup Week website
- “[Track] is presented by [your company]” on official Denver Startup Week signage
- Priority Listing on Denver Startup Week website
- Top Logo Signage at Track Events, Logo Signage at Headline Events
- Mention before and after each Track Event
- Logo featured during any Track Event slideshow
- Ten (10) reserved tickets to Kickoff Breakfast and VIP access to other Headline Events
- Table set-up at each Headline Event
- One company specific marketing email sent within six (6) months of Denver Startup Week conclusion (content approved by Denver StartupWeek) to Denver Startup Week attendees
- Right of first refusal for future sponsorships at this level

\*Our track sponsorships sell out fast. If you are interested in this level of sponsorship, but we are sold out of tracks, please contact Kate Barton ([kbarton@downtowndenver.com](mailto:kbarton@downtowndenver.com)) for alternative sponsorship configurations at this level. We are happy to work with you in customizing opportunities.

## Headline Event Sponsors (\$5,000, \$7,500 or \$10,000)

Denver Startup Week has several key headline events that can be sponsored. These events are:

- Monday Morning - The Kick-Off Breakfast on Monday, September 12<sup>th</sup> (\$10,000)
- Monday Night - Opening night party (\$10,000)
- Wednesday Night - Denver Founders Network (\$5,000)

- Wednesday Night - Job Fair (\$7,500)
- Thursday Night - Startup Crawl (\$7,500)
- Friday Night - Closing party(\$10,000)

Event sponsors receive the following benefits:

- “[Event] is presented by [your company]” on Denver Startup Week website
- “[Event] is presented by [your company]” on official Denver Startup Week signage at each event
- Priority Listing on Denver Startup Week website
- Top Logo Signage at Headline Events
- Mention before and after the sponsored Headline Event
- Logo featured during Headline Event slideshow
- Ten (10) reserved tickets to the sponsored Headline Event
- Table set-up at sponsored Headline Event
- Right of first refusal for future sponsorships at this level
- Seat drop with sponsor branded handouts (sponsor is responsible for production of the seat drops) Seat drop is only available for Kick-Off Breakfast, Denver Founders, Insight

## **Partner Sponsor (\$5,500)**

Associate your brand with Denver’s premier week of startup and entrepreneurship events by being a Denver Startup Week Partner Sponsor and have exposure at every event.

- Second Priority Listing on Denver Startup Week website
- Logo signage at Headline Events, Name signage at Track Events
- Mention at Denver Startup Week Kickoff Breakfast
- Five (5) reserved tickets to Kickoff Breakfast and VIP access to other Headline Events
- Right of first refusal for future sponsorships at this level
- One company specific marketing email sent within six (6) months of Denver Startup Week conclusion (content approved by Denver StartupWeek) to Denver Startup Week attendees

## **Member Sponsor (\$1,750)**

Become a Member Sponsor for Denver Startup Week and have your brand associated with Denver Startup Week and our great Headline Events.

- Third Priority Listing on Denver Startup Week website
- Name signage at Headline Events
- Two (2) reserved tickets to Kickoff Breakfast and VIP access to other Headline Events

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Video Interview (\$2,500)

Get a personalized interview up to 30 Minutes where you can highlight your product, offerings, or customer success stories. These video interviews will be published on YouTube and highlighted during Denver Startup Week in our email communications and website. All videos will be licensed under Creative Commons and filmed and produced by Denver Startup Week or a vendor of our choice.

In-Kind (Contact for information)

We will likely need numerous in-kind sponsors this year to supply the following items:

- Swag/giveaways
- Venues - Complimentary usage, rental and amenities
- Printing - Opportunity to supply printed materials, etc.
- Transportation
- Food & Beverage

If you interested in providing any of these items, please contact the Downtown Denver Partnership:

- Kate Barton ([kbarton@downtowndenver.com](mailto:kbarton@downtowndenver.com))
- Tami Door ([tdoor@downtowndenver.com](mailto:tdoor@downtowndenver.com))

For more information on sponsorship, please contact:

- Brian Pontarelli ([brian@inversoft.com](mailto:brian@inversoft.com)).