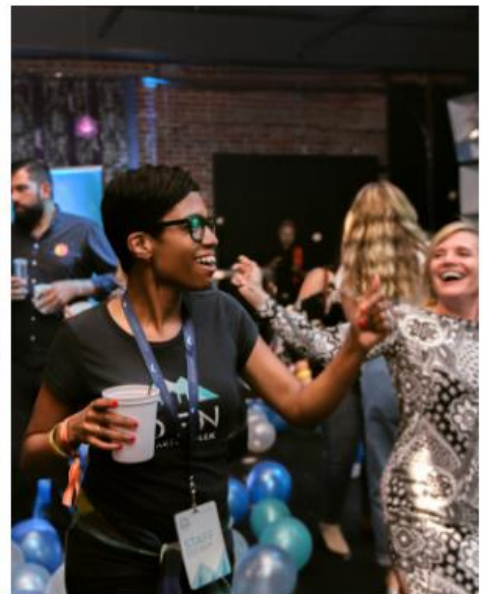




Denver Startup Week 2019

September 16th – 20th

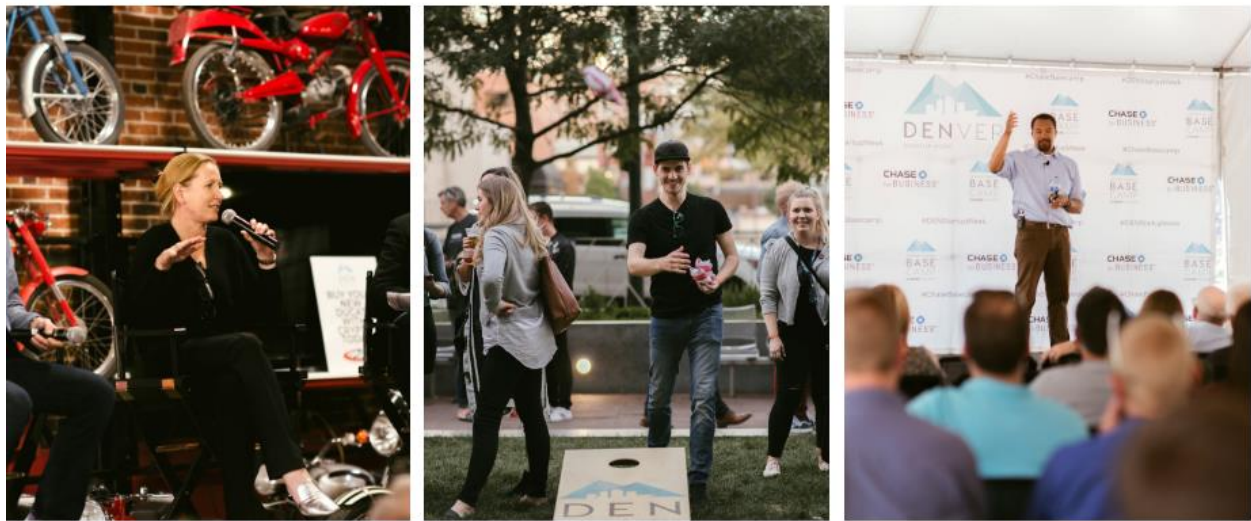
SPONSORSHIP OPPORTUNITIES



DENVER STARTUP WEEK

Denver Startup Week is the largest free entrepreneurial event of its kind. In 2018, over 16,250 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.



DENVER STARTUP WEEK 2018, BY THE NUMBERS

- 417 free sessions, events, and celebrations
- 16,358 registered attendees
- 85 venues around central Denver
- 48 U.S. states and over 10 countries represented
- 50+ million social media impressions on #DENStartupWeek
- 104,473 total session RSVPs (average of 248.2 per session)
- 5,500 total RSVPs to the Kickoff Breakfast, Opening Night Block Party and DSW Bash (Closing Party)





SPONSORSHIP LEVELS

~~Title Sponsor - \$30,000 SOLD OUT~~

Track Sponsor

- ~~Founder Track - \$15,000 SOLD OUT~~
- ~~Developer Track - \$15,000 SOLD OUT~~
- ~~Product Track - \$15,000 SOLD OUT~~
- ~~Growth Track - \$15,000 SOLD OUT~~
- Designer Track - \$15,000
- ~~Maker Track - \$15,000 SOLD OUT~~
- Spotlight Events - \$15,000

Headline Sponsor

- ~~Kick Off Breakfast - \$15,000 SOLD OUT~~
- ~~Opening Party - \$15,000 SOLD OUT~~
- ~~Closing Party - \$15,000 SOLD OUT~~
- Denver Founders Network - \$10,000
- ~~Denver Startup Week Pitch Challenge - \$10,000 SOLD OUT~~
- Job Fair & Showcase - \$15,000
- *In Real Life* - Physical Products Showcase - \$10,000

Partner Sponsor - \$7,500

Member Sponsor - \$3,000

Podcast Sponsor - \$40,000



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

- 1st logo placement on all official Denver Startup Week materials
- Prominent billing on the Denver Startup Week website
- Exclusive title sponsor 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 1st position on Headline Events signage and slideshows
- One company specific marketing email sent to Denver Startup Week attendees in the DSW Newsletter (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 the company brand in front of thousands of attendees at the major Headline Events: Kickoff Breakfast, Opening Night Party, and DSW Bash (Closing Party)
- Premier table location at the Denver Startup Week Job Fair and Showcase
- Invitations for company executives and employees to attend exclusive Denver Startup Week events, such as the VIP Kickoff Party in advance of the week
- Opportunity to provide blog content regarding your service or brand
- Industry exclusivity at the Title Sponsor level
- 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 2nd position on the Denver Startup Week website
- 2nd 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 the company brand in front of thousands of attendees at the major Headline Events: Kickoff Breakfast, Opening Night Party, and DSW Bash (Closing Party)
- Premier table location at the Denver Startup Week Job Fair and Showcase
- Invitations for company executives and employees to attend exclusive Denver Startup Week events, such as the VIP Kickoff Party in advance of the week
- Opportunity to provide blog content regarding your service or brand
- Right of first refusal for future sponsorships at this level



HEADLINE SPONSOR BENEFITS- \$15,000 or \$10,000

Throughout Denver Startup Week, an array of Headline Events and programs elevate and embody the spirit of Denver's entrepreneurial ecosystem. Sponsors of Headline Events and programs 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
- 2nd 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
- Additional benefits may vary, based upon the event or program

HOSPITALITY

- Eight (8) reserved tickets to Kickoff Breakfast and VIP access to other Headline Events
- Premier table location at the Denver Startup Week Job Fair and Showcase
- Invitations for company executives and employees to attend exclusive Denver Startup Week events, such as the VIP Kickoff Party in advance of the week
- Opportunity to provide blog content regarding your service or brand
- Right of first refusal for future sponsorships at this level

HEADLINE EVENT OPPORTUNITIES

- Opening Party - \$15,000
- Job Fair & Showcase- \$15,000
- Denver Founders Network - \$10,000
- In Real Life – Physical Products Showcase - \$10,000
- ~~Kick Off Breakfast – \$15,000 **SOLD OUT**~~
- ~~Closing Party – \$15,000 **SOLD OUT**~~
- ~~Denver Startup Week Pitch Challenge – \$10,000 **SOLD OUT**~~

For more information on specific headline events, contact Rye Finegan at rye@denverstartupweek.org



DSW PODCAST OVERVIEW - \$40,000

Mile High Hustle, the Denver Startup Week Podcast is back for season two! Mile High Hustle is a nine-part, bi-weekly Podcast that tells the story of what it means to start-up in Denver. Be a part of Denver Startup Week year-round as we dive into the behind-the-scenes stories of Denver's favorite companies and most successful entrepreneurs – all in the pursuit of understanding Denver's *hustle*.

MARKETING

- “Mile High Hustle is presented by [your company]” on Denver Startup Week website and all pertinent Denver Startup Week and Mile High Hustle signage
- Company logo in 3rd position on the Denver Startup Week website
- 3rd logo position at sponsored Track events
- Company logo placed under the Mile High Hustle branding in all media that designates that the podcast is “presented by your company”
- Emcee recognition at the beginning and end of all Denver Startup Week events
- Company logo in 3rd position on Headline Events signage and slideshows
- One company specific marketing email sent to Denver Startup Week attendees in the DSW Newsletter (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 the company brand in front of thousands of attendees at the major Headline Events: Kickoff Breakfast, Opening Night Party, and DSW Bash (Closing Party)
- Premier table location at the Denver Startup Week Job Fair and Showcase
- Invitations for company executives and employees to attend exclusive Denver Startup Week events, such as the VIP Kickoff Party in advance of the week
- Opportunity to provide blog content regarding your service or brand
- Right of first refusal for future sponsorships at this level



PARTNER SPONSOR BENEFITS- \$7,500

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 3rd position on Denver Startup Week website
- 3rd 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
- Central table location at the Denver Startup Week Job Fair and Showcase
- Invitations for company executives and employees to attend exclusive Denver Startup Week events, such as the VIP Kickoff Party in advance of the week
- Opportunity to provide blog content regarding your service or brand
- Right of first refusal for future sponsorships at this level

MEMBER SPONSOR BENEFITS - \$3,000

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
- Central table location at the Denver Startup Week Job Fair and Showcase
- Invitations for company executives and employees to attend exclusive Denver Startup Week events, such as the VIP Kickoff Party in advance of the week
- Opportunity to provide blog content regarding your service or brand
- Right of first refusal for future sponsorships at this level

For more information, contact Rye Finegan at rye@denverstartupweek.org



Sponsorship Agreement Form

Denver Startup Week 2019
September 16th – 20th

SPONSORSHIP LEVEL

Please mark sponsorship level

- ☐ Title Sponsor (\$30,000)
- ☐ Track Sponsor
 - ☐ Founder (\$15,000)
 - ☐ Growth (\$15,000)
 - ☐ Developer (\$15,000)
 - ☐ Product (\$15,000)
 - ☐ Designer (\$15,000)
 - ☐ Maker (\$15,000)
 - ☐ Spotlight Events (\$15,000)
- ☐ Headline Sponsor
 - ☐ Kick-off Breakfast (\$15,000)
 - ☐ Opening Party (\$15,000)
 - ☐ Job Fair and Showcase (\$15,000)
 - ☐ Denver Startup Week Bash (\$15,000)
 - ☐ Denver Founders Network (\$10,000)
 - ☐ Denver Startup Week Pitch Challenge (\$10,000)
 - ☐ Physical Products Showcase (\$10,000)
- ☐ Partner Sponsor (\$7,500)
- ☐ Member Sponsor (\$3,000)
- ☐ Podcast Sponsor (\$40,000)



INVOICE INFORMATION

Company: _____

Address: _____

Company Website: _____

PRIMARY CONTACT INFORMATION

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 90 days of invoice in exchange for the applicable sponsorship benefits listed in the Denver Startup Week Sponsorship Packet. If payment is not received within 90 days, I understand that a late fee of 1.5% interest, per month. Sponsorship term begins once this agreement is signed by both parties. The sponsorship term ends on December 31st, 2019.

COMPANY

DENVER STARTUP WEEK

Name: _____

Name: _____ Rye Finegan _____

Sign: _____

Sign: _____

Date: _____

Date: _____