



Denver Startup Week 2020

September 14<sup>th</sup> – 18<sup>th</sup>

# SPONSORSHIP OPPORTUNITIES



## DENVER STARTUP WEEK

Denver Startup Week is the largest free entrepreneurial event of its kind. In 2019, over 20,500 people came together to celebrate Denver's thriving entrepreneurial ecosystem, learn from the best and brightest, and build our city's culture of innovation. This year we are going digital. We look forward to greater engagement as we turn up the content in this digital format.

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 2019, BY THE NUMBERS

- 359 free sessions, events, and celebrations
- 20,500 registered attendees
- 81 venues around central Denver
- 48 U.S. states and over 15 countries represented
- Over 159 companies and 3,500 job seekers at the annual Job Fair & Showcase
- 80,000+ newsletter email list





## SPONSORSHIP LEVELS

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

### Track Sponsor

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

### Headline Sponsor

- Kick-Off Keynote + Coffee – \$15,000
- Headline Keynote Event - \$10,000 (4 available)
- Job Fair & Showcase - \$10,000 - SOLD
- Closing Bash - \$15,000
- Denver Startup Week Pitch Challenge – \$5,000
- Denver Founders Network - \$5,000
- Daily Happy Hour - \$5,000 – SOLD
- *In Real Life* – Physical Products Showcase - \$5,000
- Stronger Toget(her) – Celebrating Women in Entrepreneurship - \$5,000

### Programs & Initiatives

- Accessibility Partner (2 Available) – \$10,000
- DSW TV - \$5,000
- Sponsor a Speaker - \$5,000 or \$1,000 (4 available)

**Partner Sponsor** - \$7,500

**Member Sponsor** - \$3,000

Questions? Want to learn more? Please reach out to Kate Barton – [kbarton@downtowndenver.com](mailto:kbarton@downtowndenver.com).



## **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
- 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 marketing email – Sponsor Spotlight – sent to Denver Startup Week attendees in a DSW newsletter (content approved by Denver Startup Week).

### **ENGAGEMENT + CONTENT**

- Recorded welcome message from company to be shared throughout Denver Startup Week
- Fifteen (15) reserved tickets to Kickoff Keynote and VIP access to other Headline Events
- Exclusive access to all recorded DSW content to be shared by sponsor company with approval by DSW
- Opportunity to virtually showcase the company brand in front of thousands of attendees at the major Headline Events: Kickoff Keynote, Headline Keynote Events, and DSW Bash
- Opportunity to host a curated, intimate digital event to be shared with key DSW leadership and sponsor leadership
- Premier table location at the virtual Denver Startup Week Job Fair and Showcase
- Invitations for company executives and employees to attend exclusive Denver Startup Week events with other key leadership (virtual engagement)
- 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. In this virtual environment, content will be aligned with the Tracks further elevating your brand in front of a broad DSW audience.

### 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
- Opportunity for pre-recorded or live welcome message from sponsor at all sponsored Track events
- Logo featured prominently on the screen during all Track event slideshows
- Logo featured at all Headline Events
- One company marketing email – Sponsor Spotlight – sent to Denver Startup Week attendees in a DSW newsletter (content approved by Denver Startup Week).

### ENGAGEMENT + CONTENT

- Exclusive access to all recorded Track content (in your sponsored Track) to be shared by sponsor company for their use with approval by DSW
- Ten (10) reserved tickets to Kickoff Keynote and VIP access to other Headline Events
- Opportunity to virtually showcase the company brand in front of thousands of attendees
- Opportunity to host a curated, intimate digital event to be shared with key DSW leadership and sponsor leadership
- Premier table location at the virtual Denver Startup Week Job Fair and Showcase
- Invitations for company executives and employees to attend exclusive Denver Startup Week events with other key leadership (virtual engagement)
- 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, \$10,000 or \$5,000

Throughout Denver Startup Week, an array of Headline Events and programs elevate and embody the spirit of Denver's entrepreneurial ecosystem. In this new, virtual format, Headline Events will bring forward our premier content to be shared with a broad DSW audience. 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
- 2<sup>nd</sup> logo position at sponsored Headline Event(s)
- Emcee recognition before and after the sponsored Headline Event
- Logo featured prominently on the screen during Headline Event
- Opportunity to welcome audience (either pre-recorded or live) during Headline Event
- Additional benefits may vary, based upon the event or program

### ENGAGEMENT + CONTENT

- Exclusive access to all recorded Headline Event content (content recorded during sponsored event) to be shared by sponsor company for their use with approval by DSW
- Ten (10) reserved tickets to Kickoff Keynote and VIP access to other Headline Events
- Opportunity to virtually showcase the company brand in front of thousands of attendees
- Premier table location at the virtual Denver Startup Week Job Fair and Showcase
- Invitations for company executives and employees to attend exclusive Denver Startup Week events with other key leadership (virtual engagement)
- Opportunity to provide blog content regarding your service or brand
- Right of first refusal for future sponsorships at this level

### HEADLINE EVENT OPPORTUNITIES

- Kick-Off Keynote + Coffee – \$15,000
- Headline Keynote Event - \$10,000 (4 available)
- Job Fair & Showcase - \$10,000
- Closing Bash - \$15,000
- Denver Startup Week Pitch Challenge – \$5,000
- Denver Founders Network - \$5,000
- Daily Happy Hour - \$5,000
- In Real Life – Physical Products Showcase - \$5,000
- Stronger Together – Celebrating Women in Entrepreneurship - \$5,000





## PROGRAMS & INITIATIVES

### Accessibility Partner – \$10,000

Our Accessibility Partners allow Denver Startup Week to be an inclusive and accommodating event. As Denver Startup Week continues to grow, we strive to ensure that we are providing key accommodations, such as interpreters, unique signage, training, and much more – all with the goal of enabling every person to participate in and thrive during Denver Startup Week.

### MARKETING

- Company listed as Denver Startup Week's Accessibility Partner on Denver Startup Week website and all pertinent Denver Startup Week signage
- Company listed on all accessibility-specific signage, materials, platforms, and marketing communications
- Company logo in 3<sup>rd</sup> tier position on the Denver Startup Week website
- Logo featured at all Track & Headline events throughout the week
- Company logo featured during all Track event slideshows
- Company logo featured at all Headline Events
- One company "Sponsor Spotlight" marketing email sent to Denver Startup Week attendees in the DSW Newsletter (content approved by Denver Startup Week)

### HOSPITALITY

- Eight (8) reserved tickets to Kickoff Keynote 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



### **Sponsor a Speaker – \$5,000 or \$1,000**

By Sponsoring a Speaker, you ensure that as Denver Startup Week continues to expand our reach, we are able to attract top-tier speaking talent. We believe it is important to provide compensation for Featured Keynote Speakers, ensuring that Denver Startup Week is an increasingly conscientious, diverse, and inclusive event.

#### **MARKETING**

- Company listed on all Keynote-specific materials, platforms, and marketing communications
- Company logo in 3<sup>rd</sup> tier position on the Denver Startup Week website
- Opportunity to welcome audience (either pre-recorded or live) before Keynote event
- Company logo featured during all Keynote slideshows
- Emcee Recognition before Keynote

#### **HOSPITALITY**

- Eight (8) reserved tickets to Kickoff Keynote 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

#### **SPONSOR A SPEAKER OPPORTUNITIES**

- Kick-Off Keynote + Coffee – \$5,000
- Featured Keynote Events - \$1,000 (4 available)

***\*Other Programs & Initiatives To-Be-Announced!***





## **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 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 to be shown throughout the event
- 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 Keynote 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**

- 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