SPONSORSHIP OPPORTUNITIES
ABOUT DENVER STARTUP WEEK

Denver Startup Week is by the community, for the community. As the largest free entrepreneurial event of its kind, Denver Startup Week hustles to:

- Unite the Denver entrepreneurial community
- Connect Denver to a global network of like-minded entrepreneurs and businesses
- Learn from one another, and industry leaders, completely and always free
- Celebrate the impact of great companies, innovation, ideas, and people

At Denver Startup Week we strive to create a space where attendees can connect, learn, and grow — regardless of gender identity, gender expression, race, ability, sexual orientation, and the combination of those identities.

OUR 2021 HYBRID EVENT

The hybrid format of DSW once again created a more accessible event. We enabled participants to watch from anywhere, network in-person, and engage with other like-minded people in a variety of virtual and in-person sessions and platforms. Many of the demographic trends from 2020 have continued or strengthened.

<table>
<thead>
<tr>
<th>49 States</th>
<th>41 Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countries represented including:</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td></td>
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<tr>
<td>Australia</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td></td>
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<tr>
<td>United Kingdom</td>
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</tbody>
</table>

| 10,238 Registrations | 3,351 In-Person RSVPs | 20,148 Engagement with Digital Content |

<table>
<thead>
<tr>
<th>63% of attendees were between 25-44 years old</th>
<th>47% F</th>
<th>44% M</th>
<th>9% X/? Gender</th>
</tr>
</thead>
</table>

219 sessions across 8 tracks of content
- 25 hybrid
- 11 in-person only
- 183 virtual
# Sponsorship Benefits Overview

## Brand Exposure

<table>
<thead>
<tr>
<th>Presenting</th>
<th>Title</th>
<th>Track</th>
<th>Headline</th>
<th>Program</th>
<th>Partner</th>
<th>Member</th>
</tr>
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<tbody>
<tr>
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<td>🔄</td>
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<tr>
<td>Mention in all Denver Startup Week media coverage</td>
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<tr>
<td>Logo placement on 16th St. Mall banners and other Denver promotional efforts</td>
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<tr>
<td>Logo included in email footer</td>
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<tr>
<td>“[... is presented by [Sponsor]” on signage and communications</td>
<td>🔄</td>
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<td></td>
</tr>
<tr>
<td>Seat drop with sponsor branded handouts at select event(s)</td>
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<td></td>
</tr>
<tr>
<td>Logo placed on Denver Startup Week website</td>
<td>🔄</td>
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</tr>
<tr>
<td>Opportunity to provide blog content regarding your service or brand</td>
<td>🔄</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo position in Denver Startup Week slideshow and sponsor loop</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
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</tbody>
</table>

## Exclusive Access

<table>
<thead>
<tr>
<th>Presenting</th>
<th>Title</th>
<th>Track</th>
<th>Headline</th>
<th>Program</th>
<th>Partner</th>
<th>Member</th>
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<tbody>
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<tr>
<td>List of opted-in registrant names and email addresses shared with sponsor</td>
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</tr>
<tr>
<td>Industry exclusivity at sponsor level</td>
<td>🔄</td>
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</tr>
<tr>
<td>One company marketing message included in a DSW newsletter</td>
<td>🔄</td>
<td></td>
<td></td>
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<td></td>
<td>$20k only</td>
</tr>
<tr>
<td>Right of first refusal for future sponsorships at this level</td>
<td>🔄</td>
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</table>

## Event Engagement & Recognition

<table>
<thead>
<tr>
<th>Presenting</th>
<th>Title</th>
<th>Track</th>
<th>Headline</th>
<th>Program</th>
<th>Partner</th>
<th>Member</th>
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<tbody>
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<td>🔄</td>
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<tr>
<td>Optional table setup at the major Headline Events</td>
<td>🔄</td>
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<tr>
<td>Emcee recognition before the Denver Startup Week Kickoff Keynote</td>
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<tr>
<td>Emcee recognition at the beginning of HQ, Track, and/or Headline events</td>
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<tr>
<td>Opportunity for live welcome message from sponsor at in-person events</td>
<td>🔄</td>
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</tr>
<tr>
<td>Recognition of your company at the beginning of all sessions</td>
<td>Name + Logo</td>
<td>Name + Logo</td>
<td>Name + Logo + Description</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Reserved tickets [All-Access Passes] to major Headline Events</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>8</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Invitations to Denver Startup Week Sponsor Reception</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Table location at the Denver Startup Week Job Fair and Showcase</td>
<td>Premier</td>
<td>Premier</td>
<td>Priority</td>
<td>Priority</td>
<td>Central</td>
<td>Central</td>
</tr>
</tbody>
</table>
SPONSORSHIP LEVELS

Presenting Sponsor – CUSTOM – SOLD

Title Sponsor - $40,000 (4 available)

Track Sponsor (8 available)
- Designer Track – $20,000
- Developer Track – $20,000
- People Track - $20,000
- Founder Track - $20,000
- Product Track – $20,000
- Growth Track – $20,000
- Maker Track – $20,000
- Spotlight Events – $20,000

Headline Sponsor (12 available)
- Kick-Off Breakfast – $15,000
- Headline Keynote Event - $10,000 (4 available)
- Opening Party - $15,000
- Denver Founders Network - $7,500
- Job Fair & Showcase - $20,000
- Denver Startup Week Pitch Challenge – $10,000
- Physical Product Showcase - $10,000
- Closing Bash - $15,000
- Daily Happy Hour - $10,000
- Stronger Toget(her) – Celebrating Women in Entrepreneurship - $7,500

Programs & Initiatives
- Accessibility Sponsor – $15,000
- Food & Beverage Sponsors – In-Kind

Partner Sponsor - $7,500 (6 available)

Member Sponsor - $3,000 (10 available)

All DSW Sponsors are also invited to donate to the Pitch Competition prize package – thanks to your support, 100% of funds and services received go directly to the entrepreneur participants.

Questions? Want to learn more? Please reach out to Chantel Allbee – callbee@downtowndenver.com.
TITLE SPONSOR BENEFITS - $40,000 (4 available)

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.

BRAND EXPOSURE

- Mention in all Denver Startup Week media coverage (and the opportunity to provide quotes as needed and available)
- Logo placement on 16th St. Mall banners during Denver Startup Week, as well as other Denver promotional efforts
- Logo included in email footer in second position
- Seat drop with sponsor branded handouts (sponsor is responsible for production of the seat drops) at select event(s)
- Logo placed on Denver Startup Week website in second position
- Opportunity to provide blog content regarding your service or brand
- Logo in second position in Denver Startup Week slideshow and sponsor loop

EXCLUSIVE ACCESS

- List of opted-in registrant names and email addresses shared with sponsor after Denver Startup Week
- Industry exclusivity at Title level
- One company marketing message included in a DSW newsletter (content approved by Denver Startup Week)
- Right of first refusal for future sponsorships at this level

EVENT ENGAGEMENT & RECOGNITION

- Optional table setup at the major Headline Events: Kickoff Breakfast, Opening Night Party, and Closing Party (table staff and materials to be provided by sponsor)
- Emcee recognition before the Denver Startup Week Kickoff Keynote
- Emcee recognition at the beginning of HQ and Headline events
- Opportunity for live welcome message from sponsor at select in-person HQ and Headline events
- Name and logo recognition of your company at the beginning of all Denver Startup Week sessions
- 15 reserved tickets (All-Access Passes) to Kickoff Breakfast, Opening Party, and Closing Bash
- 10 invitations to Denver Startup Week Sponsor Reception
- Premier table location at the Denver Startup Week Job Fair and Showcase
TRACK SPONSOR BENEFITS - $20,000 (8 available)

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 present a set of content (10-30 sessions) that has been prepared by community members and vetted by the Organizing Committee. Read more about our tracks here.

BRAND EXPOSURE

- Logo included in email footer in third position
- “[Track] is presented by [your company]” on all pertinent signage and communications
- Seat drop with sponsor branded handouts (sponsor is responsible for production of the seat drops) at select event(s)
- Logo placed on Denver Startup Week website in third position
- Opportunity to provide blog content regarding your service or brand
- Logo in third position in Denver Startup Week slideshow and sponsor loop

EXCLUSIVE ACCESS

- One company marketing message included in a DSW newsletter (content approved by Denver Startup Week)
- Right of first refusal for future sponsorships at this level

EVENT ENGAGEMENT & RECOGNITION

- Emcee recognition before the Denver Startup Week Kickoff Keynote
- Emcee recognition at the beginning of live Track events
- Opportunity for live welcome message from sponsor at select Track events
- Recognition of your company at the beginning of all Track sessions
  - Track sponsors receive name, logo, and a 3-sentence description before each session
- 10 reserved tickets (All-Access Passes) to Kickoff Breakfast, Opening Party, and Closing Bash
- 8 invitations to Denver Startup Week Sponsor Reception
- Priority table location at the Denver Startup Week Job Fair and Showcase
HEADLINE EVENT SPONSORSHIP - $7,500 – 20,000

HEADLINE SCHEDULE

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 in exchange for targeted recognition.

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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</thead>
<tbody>
<tr>
<td>Kickoff Breakfast</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Keynote 1</td>
<td>Keynote 2</td>
<td>Keynote 3</td>
<td>Keynote 4</td>
<td>Physical Product Showcase</td>
</tr>
<tr>
<td>Happy Hour</td>
<td>Happy Hour</td>
<td>Happy Hour</td>
<td>Happy Hour</td>
<td>Happy Hour</td>
</tr>
<tr>
<td>Opening Party</td>
<td>Denver Founders Network Reception</td>
<td>Job Fair &amp; Showcase</td>
<td>Pitch Competition</td>
<td>Closing Bash</td>
</tr>
</tbody>
</table>

*Draft schedule is subject to change. Pandemic-related public health restrictions may alter event schedule, scale, or platform.*

HEADLINE OPPORTUNITIES

- Kick-Off Breakfast – $15,000
- Headline Keynote Event - $10,000 (4 available)
- Opening Party - $15,000
- Denver Founders Network - $7,500
- Job Fair & Showcase - $20,000
- Denver Startup Week Pitch Challenge – $10,000
- Physical Product Showcase - $10,000
- Closing Bash - $15,000
- Daily Happy Hour - $10,000
- Stronger Toget(her) – Celebrating Women in Entrepreneurship - $7,500
HEADLINE SPONSOR BENEFITS

BRAND EXPOSURE

• “[Event] is presented by [your company]” on all pertinent signage and communications
• Seat drop with sponsor branded handouts (sponsor is responsible for production of the seat drops) at sponsored event
• Logo placed on Denver Startup Week website in fourth position
• Opportunity to provide blog content regarding your service or brand
• Logo in fourth position in Denver Startup Week slideshow and sponsor loop

EXCLUSIVE ACCESS

• For $20,000 level only, one company marketing message included in a DSW newsletter (content approved by Denver Startup Week)
• Right of first refusal for future sponsorships at this level

EVENT ENGAGEMENT & RECOGNITION

• Emcee recognition at the beginning of sponsored event
• Opportunity for live welcome message from sponsor at sponsored event
• Name and logo recognition of your company at the beginning of all Denver Startup Week sessions
• 8 reserved tickets (All-Access Passes) to Kickoff Breakfast, Opening Party, and Closing Bash
• 6 invitations to Denver Startup Week Sponsor Reception
• Priority table location at the Denver Startup Week Job Fair and Showcase
PROGRAMS & INITIATIVES

ACCESSIBILITY SPONSOR – $15,000

Our Accessibility Sponsor allows 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, live captions, unique signage, training, and much more—all with the goal of enabling every person to participate in and thrive during Denver Startup Week.

BRAND EXPOSURE

- “Thank you to our Accessibility Sponsor, [your company]” on all pertinent signage and communications
- Logo placed on Denver Startup Week website in fourth position
- Opportunity to provide blog content regarding your service or brand
- Logo in fourth position in Denver Startup Week slideshow and sponsor loop

EXCLUSIVE ACCESS

- Right of first refusal for future sponsorships at this level

EVENT ENGAGEMENT & RECOGNITION

- Name and logo recognition of your company at the beginning of all Denver Startup Week sessions
- 8 reserved tickets (All-Access Passes) to Kickoff Breakfast, Opening Party, and Closing Bash
- 6 invitations to Denver Startup Week Sponsor Reception
- Priority table location at the Denver Startup Week Job Fair and Showcase

FOOD & BEVERAGE SPONSORS – In-Kind

Denver Startup Week offers excellent exposure to small food and beverage businesses. DSW is committed to working with startups and local businesses for hospitality needs during the Week.

BRAND EXPOSURE

- “[Food/Beverage] is sponsored by [your company]” on all pertinent signage and communications
- Emcee recognition at sponsored event
- Logo placed on Denver Startup Week website
- Opportunity to provide blog content regarding your service or brand
PARTNER SPONSOR BENEFITS - $7,500 (6 available)
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 sessions.

BRAND EXPOSURE
- Logo placed on Denver Startup Week website in sixth position
- Opportunity to provide blog content regarding your service or brand
- Logo in sixth position in Denver Startup Week slideshow and sponsor loop

EVENT ENGAGEMENT & RECOGNITION
- Logo only recognition of your company at the beginning of all Denver Startup Week sessions
- 4 reserved tickets (All-Access Passes) to Kickoff Breakfast, Opening Party, and Closing Bash
- 4 invitations to Denver Startup Week Sponsor Reception
- Central table location at the Denver Startup Week Job Fair and Showcase

MEMBER SPONSOR BENEFITS - $3,000 (10 available)
Denver Startup Week exists for the community, by the community. Member Sponsors are key partners in creating the thriving community that makes Denver Startup Week the premier event of its kind.

BRAND EXPOSURE
- Logo placed on Denver Startup Week website in seventh position
- Opportunity to provide blog content regarding your service or brand
- Logo in seventh position in Denver Startup Week slideshow and sponsor loop

EVENT ENGAGEMENT & RECOGNITION
- Logo recognition of your company at the beginning of all Denver Startup Week sessions
- 2 reserved tickets (All-Access Passes) to Kickoff Breakfast, Opening Party, and Closing Bash
- 2 invitations to Denver Startup Week Sponsor Reception
- Central table location at the Denver Startup Week Job Fair and Showcase

PITCH COMPETITION DONATIONS
All DSW Sponsors are also invited to donate to the Pitch Competition prize package – thanks to your support, 100% of funds and services received go directly to the entrepreneur participants.

Please fill out the line on your contract if you are interested in adding a donation to the Pitch Competition winner. Your company will be recognized at the Pitch Competition event accordingly.

Questions? Want to learn more? Please reach out to Chantel Allbee – callbee@downtowndenver.com.