



DENVER

STARTUP WEEK

SEPTEMBER 18-22, 2023

SPONSORSHIP OPPORTUNITIES



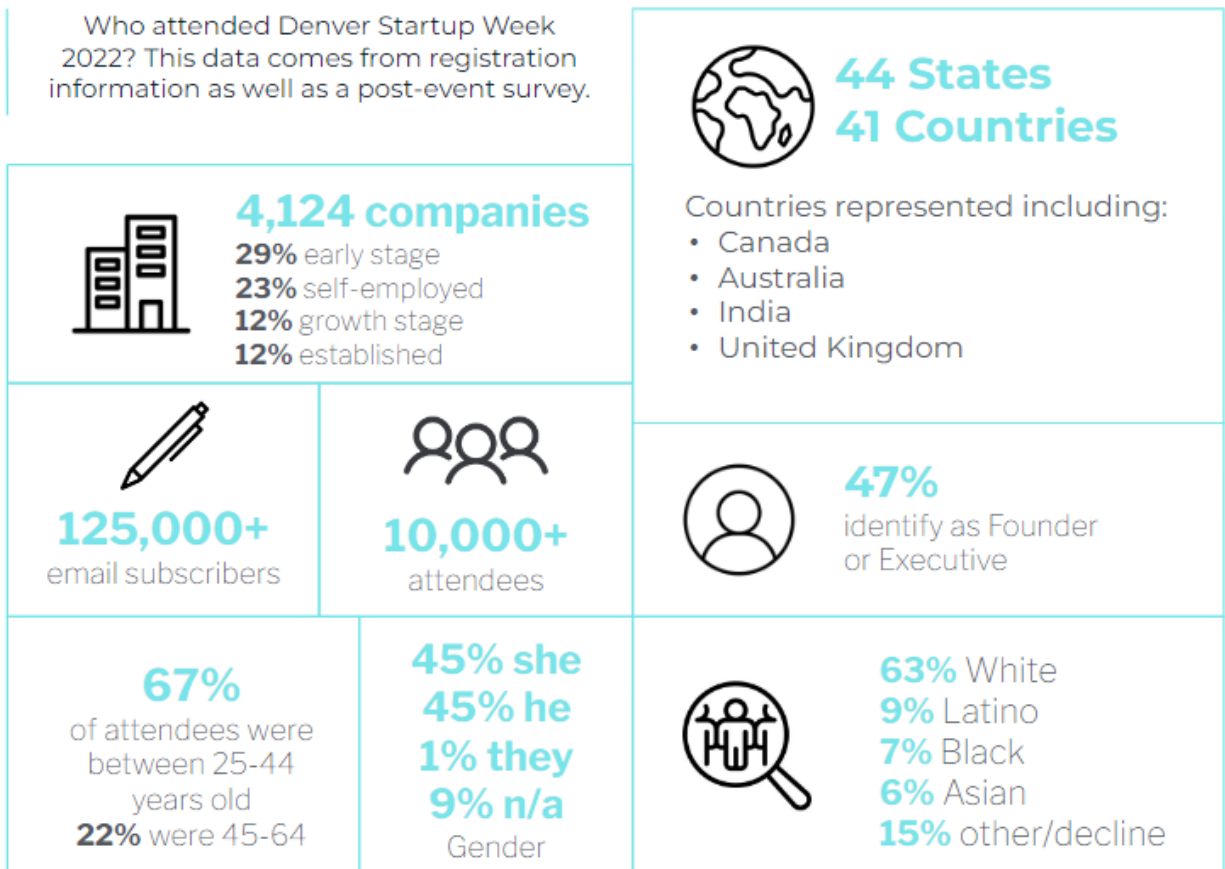
ABOUT DENVER STARTUP WEEK

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 2022 EVENT: BACK IN PERSON!





SPONSORSHIP BENEFITS

	PRESENTING	TITLE	TRACK	HEADLINE	PROGRAM	PARTNER	MEMBER
BRAND EXPOSURE							
Mention in all Denver Startup Week media coverage	●	●					
Logo placement on 16th St. Mall banners and other Denver promotional efforts	●	●					
Logo included in email footer	●	●	●				
"[] is presented by [Sponsor]" on relevant signage and communications			●	●	●		
Opportunity to provide blog content regarding your service or brand	●	●	●	●	●	●	●
Logo position on Denver Startup Week website and sponsor slideshow	1	2	3	4	5	6	7
EXCLUSIVE ACCESS							
List of opted-in registrant names and email addresses shared with sponsor	●	●					
Industry exclusivity at sponsor level	●	●					
One company marketing message included in a DSW newsletter	●	●	●	\$20k only			
Right of first refusal for future sponsorships at this level	●	●	●	●	●		
EVENT ENGAGEMENT & RECOGNITION							
Optional table setup at the major Headline Events	●	●					
Emcee recognition before the Denver Startup Week Kickoff Keynote	●	●	●				
Emcee recognition at the beginning of HQ, Track, and/or Headline events	●	●	●	●			
Opportunity for live welcome message from sponsor at select in-person events	●	●	●	●			
Recognition of your company at the beginning of all events	Name + Logo	Name + Logo	Name+ Logo	Logo*	Logo	Logo	Text Only
Reserved tickets (All-Access Passes) to Headline Events & Sponsor Reception	20	10	8	6	6	4	2
Table location at the Denver Startup Week Job Fair and Showcase	Premier	Premier	Priority	Priority	Central	Central	Central

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



SPONSORSHIP LEVELS - *availability as of 2.1.2023*

Presenting Sponsor – CUSTOM – SOLD

Title Sponsor - \$40,000 (6 total – 3 remaining!)

Track Sponsor (8 total)

- 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 (14 total)

- Kick-Off Keynote – \$15,000
- Headline Keynote Event - \$10,000 (4 total – 3 remaining!)
- Opening Party - \$15,000
- Denver Founders Network – \$8,000
- Job Fair & Showcase - \$20,000
- Equity Pitch Challenge - \$12,000
- **NEW!** Nonprofit Pitch Challenge - \$12,000
- Denver Startup Week Pitch Challenge (Main) – \$12,000
- Physical Product Showcase - \$10,000
- Closing Bash - \$15,000
- Daily Happy Hour - \$7,500 (3 total – 2 remaining!)
- Stronger Toget(her) – Celebrating Women in Entrepreneurship – \$8,000

Programs & Initiatives

- Accessibility Sponsor – \$15,000
- Venue, Food & Beverage Sponsors – In-Kind
- **NEW!!** Popup Social Event Sponsors - \$1,500

Partner Sponsor - \$8,000 (10 total – 7 remaining!)

Member Sponsor - \$4,000 (15 total – 7 remaining!)

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 (6 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)
- Opportunity to provide blog content regarding your service or brand
- Logo in second position on Denver Startup Week website, 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 HQ and 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
- 10 reserved tickets (All-Access Passes) to Kickoff Breakfast, Opening Party, Closing Bash, and Sponsor Reception
- Premier table location at the Denver Startup Week Job Fair and Showcase

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



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)
- Opportunity to provide blog content regarding your service or brand
- Logo in third position on Denver Startup Week website, 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

- Optional table setup at Track venue (table staff and materials to be provided by sponsor)
- 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
- 8 reserved tickets (All-Access Passes) to Kickoff Breakfast, Opening Party, Closing Bash, and Sponsor Reception
- Priority table location at the Denver Startup Week Job Fair and Showcase



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



HEADLINE EVENT SPONSORSHIP - \$8,000 – 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.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Kickoff Keynote				
Keynote 1	Keynote 2	Keynote 3	Keynote 4	Physical Product Showcase
Opening Party	Happy Hour	Happy Hour	Pitch Competition	<i>Happy Hour</i>
	Denver Founders Network Reception	Job Fair & Showcase	Closing Bash	

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 - \$8,000
- Job Fair & Showcase - \$20,000
- Equity Pitch Challenge - \$12,000
- **NEW!** Nonprofit Pitch Challenge - \$12,000
- Denver Startup Week Pitch Challenge (Main) – \$10,000
- Physical Product Showcase - \$10,000
- Closing Bash - \$15,000
- Daily Happy Hour - \$7,500 (3 available)
- Stronger Toget(her) – Celebrating Women in Entrepreneurship - \$7,500

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



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
- Opportunity to provide blog content regarding your service or brand
- Logo in fourth position on Denver Startup Week website, 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
- Optional table setup at sponsored event (table staff and materials to be provided by sponsor)
- 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
- 6 reserved tickets (All-Access Passes) to Sponsor Reception, Kickoff Breakfast, Opening Party, and Closing Bash
- 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

EVENT ENGAGEMENT & RECOGNITION

- Name and logo recognition of your company at the beginning of all 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

VENUE, FOOD & BEVERAGE SPONSORS – In-Kind (Full or Partial Donation)

Denver Startup Week offers excellent exposure to local venues and F&B businesses. DSW is committed to working with startups and local businesses for hospitality needs during the Week.

- “[Venue/Food/Beverage] is hosted by [your company]” on all pertinent signage and communications
- Emcee recognition at relevant event
- Logo placed on Denver Startup Week website
- Opportunity to provide blog content regarding your service or brand

POPUP SOCIAL EVENT SPONSORS – \$1,500

As we approach DSW, our community puts together a wide variety of smaller scale networking and social events. If you are interested in aligning your brand with an off-site social event, this level will offer unique and audience-specific opportunities, to be determined as the week approaches.

- “[Event] is hosted by [your company]” on schedule and all pertinent signage and communications
- 4 reserved tickets to specific event
- Logo placed on Denver Startup Week website
- Opportunity to provide blog content regarding your service or brand

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



PARTNER SPONSOR BENEFITS - \$8,000 (10 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 in sixth position on Denver Startup Week website, slideshow and sponsor loop
- Opportunity to provide blog content regarding your service or brand

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 Sponsor Reception, Kickoff Breakfast, Opening Party, and Closing Bash
- Central table location at the Denver Startup Week Job Fair and Showcase

MEMBER SPONSOR BENEFITS - \$4,000 (15 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 in seventh position on Denver Startup Week website, slideshow and sponsor loop
- Opportunity to provide blog content regarding your service or brand

EVENT ENGAGEMENT & RECOGNITION

- Logo recognition of your company at the beginning of all Denver Startup Week sessions
- 2 reserved tickets (All-Access Passes) to Sponsor Reception, Kickoff Breakfast, Opening Party, and Closing Bash
- 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 Equity, Nonprofit and Main Pitch Competition prize packages – 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(s) accordingly.

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