



## DSW 2021: Registration Social Media Kit for Sponsors

*Tracks: Designer, Developer, Founder, Growth, Maker, People, Product, Spotlight*

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We are so excited to partner with you for Denver Startup Week 2021! We wanted to make it easy for you to get the word out about your session, so we put together this Social Media Kit for you. Feel free to copy and paste from here, or create your own unique posts to share your excitement about your session.

### Sample Tweets:

**General #1:** \*SPONSOR NAME\* is proud to sponsor @DenverStartupWeek – the largest FREE entrepreneurial event in the world. Every year, thousands of innovators from around the world gather for this week-long event to develop & celebrate our culture of innovation. Register at [denverstartupweek.org](http://denverstartupweek.org). #DENStartupWeek

**General #2:** \*SPONSOR NAME\* is a proud partner of [@DENStartupWeek](https://denverstartupweek.org) 2021, sponsored by [@Amazon](#), [@CapitalOne](#), and [@DowntownDenver](#). Registration is live for the largest free entrepreneurial event in North America. Grab your seat here: [denverstartupweek.org](http://denverstartupweek.org).

### Sample Facebook / LinkedIn Post:

[Facebook.com/DenverStartupWeek](https://www.facebook.com/DenverStartupWeek) or  
<https://www.linkedin.com/company/denver-startup-week/>

\*SPONSOR NAME\* is proud to sponsor Denver Startup Week - the largest FREE entrepreneurial event in the world. Every year, thousands of innovators gather from around the world to develop our thriving culture of innovation. Become a part of this year's virtual one-of-a-kind programming by registering at [denverstartupweek.org](http://denverstartupweek.org). #DENStartupWeek



**Instagram:** [@DENStartupWeek](#)

Denver Startup Week is a place for innovators to learn, network, and share their expertise with the world. **\*SPONSOR NAME\*** is excited to sponsor [@DENStartupWeek](#) 2021 - the largest FREE entrepreneurial event in the world. Register for this virtual one-of-a-kind event today to secure your live seat 'in the room' to ask questions. Link in [@DENStartupWeek](#)'s bio.

**Celebrate 10 Years of DSW with “How it Started, How it’s Going”:**

Denver Startup Week is celebrating its 10 year anniversary! A lot has changed in 10 years, and we are sure your company has as well! Share on social media about the differences you’ve seen in 10 years by using our [templates](#). You can showcase the 10 year difference between:

- Your Founder or team members (share headshots or selfies!)
- Your company’s logo and branding
- Your company’s team size or growth
- And more!

**Graphics:**

Feel free to get creative with imagery promoting your session! [Click here](#) to access DSW brand assets.

[Access Sponsor Graphic Assets here](#). You can personalize your graphic with a logo by utilizing [Canva](#), a FREE online tool:

1. Download the Sponsor Graphic Asset of your choice
2. Create an account and/or login to [www.canva.com](http://www.canva.com).
3. Click “Create a Design”
  - a. Select “Instagram Post” for the square images
  - b. Or, select “LinkedIn Sponsored Content” for LinkedIn/Facebook image
4. Click “Uploads” in the left-hand column, and then “Upload Media”
5. Upload your chosen Sponsor Graphic Asset
6. Upload your company logo
7. Drag the Sponsor Graphic asset onto your blank template and resize to fit the space
8. Drag your company logo on top of the graphic
9. Select “Download” in the top right corner

