

LAUNCH DAYTON

STARTUP WEEK

PRESENTED BY FIFTH THIRD BANK

Sept. 13-15, 2022 | The Arcade + The Hub



Launch Dayton Startup Week is back for year 7, and we're excited to welcome everyone in-person to the Arcade to celebrate, inspire and equip our region's business owners and startup founders.

Launch Dayton Startup Week organizers are committed to building an equitable entrepreneurial community. We strive to make Launch Dayton Startup Week the largest, most diverse event in the community.

Pulling off that goal takes the support, skills, and drive of an entire community: entrepreneurs, investors, community leaders, business pioneers, and more. The generous support of our sponsors helps us keep this event FREE for any entrepreneur who wants to better themselves and their community.

WHO ATTENDS:

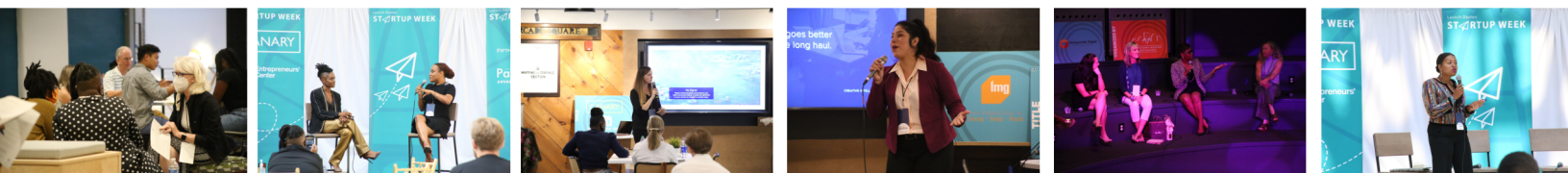
At Startup Week our attendees are a pretty equal split of aspiring entrepreneurs, people who have just started their businesses, and those who have been in business for five or more years. You'll also find a good mix of people in high-tech businesses, those looking to scale, and those who want to serve their community.

WHO PRESENTS:

On stage, you'll find entrepreneurs and business experts in their field that share their stories and advice with the existing and aspiring entrepreneurs building the companies that drive our local economy. And our commitment to our attendees is that the speakers on stage are not only qualified, but will be representative of our community — 50% women and 50% minority.

AS A STARTUP WEEK SPONSOR, YOU WILL REACH:

- 1,000+ attendees at the event
- 3,600 on our email list
 - 31% weekly open rate vs 22% national average
- 47,000 impressions on social media in 2021
- 3,000 unique visitors to the Startup Week webpage (sponsor logos remain up year-round)



Platinum \$5,000

- Named in all press releases
- Top-billed logo on event materials + website
- Opportunity to send email blast to all attendees*
- 90-seconds to address attendees at Kickoff
- Exhibitor space in the Rotunda Basecamp for Startup Week + Closing Party
- Second-billed logo on Closing Party materials
- Materials inclusion in SWAG bag
- Thank you at all sessions
- Shout out on social media

Limit of ~~5~~ sponsors at this level
2 remaining!

*Content will be sent to the entire Startup Week distribution list and content must align with the spirit of Startup Week.

Gold \$2,500

- Exhibitor Space in Rotunda Basecamp for Startup Week
- Third-billed logo on event signage + website
- Materials inclusion in SWAG bag
- Thank you at keynote sessions
- Shout out on social media

Limit of ~~10~~ sponsors at this level
9 remaining!

Silver \$1,000

- Logo at Rotunda Basecamp for Startup Week
- Fourth-billed-logo on event signage + website
- Thank you at kickoff

No limit of sponsors at this level

ADDITIONAL SPONSORSHIP OPPORTUNITIES

\$5,000

Presenting Sponsor

- Can only be added on to the Platinum level sponsorship
- Launch Dayton Startup Week presented by [Your Company Name] on all materials*
- Incorporation of "presented by [Your Company Name or logo]" into the stage graphics and title slides
- Your logo listed first in the Platinum level sponsors
- Additional exhibitor space near the main stage.

Arts/Food/Tech Fest Closing Party

- Top billed logo on Closing Party materials
 - Event will be open to the general public and promoted within and outside of Startup Week attendees
- Exhibitor space in Rotunda for Closing Party
- Named in press releases for/mentioning Closing Party
- Thank you at Kickoff

Limit of 3 sponsors at this level

Pitch Prize

- Second-billed logo on Pitch Competition + event materials
- 90-seconds to address attendees at Pitch Competition
- Exhibitor space in The Tank during pitch event
- Provide a judge for the pitch competition
- Named in press releases for/mentioning Pitch Competition
- Shoutout on social media
- Thank you at Kickoff

Limit of 2 sponsors at this level:
 Main Street and Tech

\$2,500

Pitch Competition Social

Retail Hop

Bosses Who Brew

Perks: logo billing, mention in relevant marketing/press materials, exhibitor space, social media shoutout, recognition at kickoff

101 Workshops

Speakers Lounge

MedTech Showcase