

STL Startup Week Sponsorship Opportunities

NOVEMBER 8 - 12, 2021



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@STLStartupWeek



STL Startup Week

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November 8-12, 2021

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STL Startup Week is back for the 3rd year to highlight the region's **resources to support and celebrate** the area's startups, entrepreneurs and small business owners.

3

This volunteer-lead event looks to **increase awareness** in the region of St. Louis' startup community and connect new audiences to the wealth of resources available to people launching businesses.

4

The startup community makes our region a more **vibrant and creative place**, more attractive for students and workers, and a stronger and more diverse economy.

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STL Startup Week Sponsorships do not support every event during STL Startup Week. Existing events need your continued financial support and attendance (For example: Startup Connection, One Million Cups, Venture Café's Thursday Gathering, WISER, and more.)



STL STARTUP WEEK

Sponsorship Benefits

	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Company logo included on website* (Average of 440 visitors/month)	✓	✓	✓	✓
Company logo included on daily registrant emails (Approximately 1,500 Attendees)	✓	✓	✓	
Company name included on social media (Twitter: 248 followers Facebook: 453 followers)	✓	✓	✓	
Company name included in press release	✓	✓		
Company name included in session announcements	✓	✓		
Exclusive track sponsor	✓			

Custom sponsorship packages available upon request

*Event website is live year-round

PACKAGE OPPORTUNITIES

\$12,500 OPTION:

RESOURCE FAIR

(In Person Event)

Platinum Sponsor and Exclusive sponsor of the Resource Fair with 300 attendees
Recognition as Entrepreneur Resource Fair Sponsor on all printed materials.
Acknowledgement on the registration site.
Table at the Resource Fair
Expecting 40-50 Entrepreneur Support Organizations and 200-250 attendees

\$7,500 OPTIONS:

DAILY ESPRESSO

(Online, 5 days)

Gold Sponsor and Recognition during the week's 30 minute session (5 days of recognition)
Opportunity to have representative participate in a session

VENTURE SHOWCASE

(Online)

Gold Sponsor and Exclusive sponsor of the Company Showcase platform

\$6,000 OPTIONS:

CLOSING PARTY

(In Person Event)

Gold Sponsor + Exclusive sponsor of the Closing Party

INTERVIEW ON SOCIAL MEDIA

Gold Sponsor + 10 minute interview hosted on social media

OFFICE HOURS

Gold Sponsor + 1 industry exclusive day of office hours
(up to 5 industries for the week)

\$3,000 OPTIONS:

SPOT ON SOCIAL MEDIA

Silver Sponsor + 30 second video shared through social media

SPECIAL PROGRAM OPTIONS:

Silver Sponsor and:

*Venture Showcase Award

*Headshots

EVENT DESCRIPTIONS

RESOURCE FAIR - IN PERSON (\$12,500)

Wednesday - 4-7pm

This year Startup Connection will split into two pieces: the Venture Showcase and the Resource Fair. The Resource Fair will showcase the region's entrepreneur support organizations at an In Person event.

DAILY ESPRESSO - VIRTUAL (\$7,500)

Daily - 9am

An opportunity for Startup Week participants to get acquainted with each day's schedule. Daily Espresso launches each day's events, Monday through Friday. Hear what's going on each day as well as news and announcements.

VENTURE SHOWCASE - VIRTUAL (\$7,500)

The second piece to Startup Connection is the Venture Showcase, spotlighting the region's early-stage ventures. This piece will be held online for 2021. Company Showcase Awards are also available to sponsor.

CLOSING PARTY - IN PERSON (\$5,000)

Friday - 4-6:30pm

Sponsor a special edition of Bourbon Friday, the weekly social gathering celebrating the St. Louis startup scene.

OFFICE HOURS - VIRTUAL OR IN PERSON (\$5,000)

Can be hosted virtually or in person, depending on the sponsor's preference.

Hosted by a marketing, accounting, banking/finance, legal, or consulting firm. These office hours are a minimum of a 2 hour time frame for participants to have 15-30 minute meetings. There are up to 5 industry-exclusive days.



CORE EVENTS CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Daily Espresso 9am	Daily Espresso 9am	Daily Espresso 9am	Daily Espresso 9am	Daily Espresso 9am
Office Hours	Office Hours	Office Hours	Office Hours	Office Hours
		Resource Fair 4-7pm		Closing Party Bourbon Friday 4-6:30pm

Each day will highlight approximately 10 live and virtual events, including these key activities.

How can you get involved?

SPONSOR

We can build a sponsorship packet that works for you!

VOLUNTEER

Our event is 100% volunteer lead! Corporate and organizational volunteer teams are welcome to join us!

PRESENT

Are you an expert in your field? Are you a business owner with wisdom to share? Help others succeed by presenting!

SHARE

Share your stories with us on business triumph and failure! Attend, learn, and share Startup Week with your network to encourage people to attend! We are stronger together!

PARTNER

Your organization can partner on one of our special programs.

HOST

If you have event space available, donate space for Startup Week events.