

RENO STARTUP WEEK

SPONSORSHIP OPPORTUNITIES

2026



RENO STARTUP WEEK



ABOUT RSW

Reno Startup Week is a premier event designed to advance entrepreneurship throughout Northern Nevada. RSW is planned by the community, for the community, with support from local ecosystem builders:



As we step into 2026, our vision is to expand Reno Startup Week's impact, transforming it into a premier regional event. Through strategic partnerships, we aim to amplify our reach, enhance the attendee experience, and deliver even greater value to our community and sponsors.

From Reno Startup Week 2025:

1,445

Registered Attendees

55+

Educational sessions

111

Speakers

6

Venues

16k+

Website visits leading up to RSW

2.8k

Email subscribers to our newsletters

1.3k

LinkedIn Followers

795

Instagram Followers

283

Facebook Followers

177k+

Sponsor impressions on the Whova app

2,665

Private messages exchanged on Whova

700

Digital business cards shared

BACK BY POPULAR DEMAND:

- “Comida & Community” headline event
- Decompression Dome/Lounge (location TBD)
- Startup Fair & Pitch Competition
- Business Support & Resource Fair

NEW IN 2026:

- New venues added: Kiln Coworking & Oddie District
- Morning networking sessions
- “Ecosystem Exploration” night

Reno Startup Week aims to:



Facilitate unity among the entrepreneurial community in Northern Nevada.



Establish connections between Reno and its surrounding areas with a global network of entrepreneurs and businesses who share similar goals and values.



Offer unparalleled access to educational sessions through workshops, panels, and keynote speakers led by industry leaders and entrepreneurs, all at no cost to attendees.



Celebrate the significant contributions of innovative companies, groundbreaking ideas, and influential individuals to the entrepreneurial landscape.

RSW Newsletter

The RSW Newsletter has seen remarkable growth, with over 1,000 subscribers added over the last year. With exceptional open and click-through rates, this newsletter is a key communication channel for keeping the entrepreneurial community informed and engaged.

For sponsors, this means unparalleled visibility and direct access to Northern Nevada's thriving ecosystem of entrepreneurs, innovators, and business leaders. Distributed to past attendees, participants, and partner organizations, this newsletter offers a unique opportunity to connect your brand with a dynamic and engaged audience.

Reno Startup Week



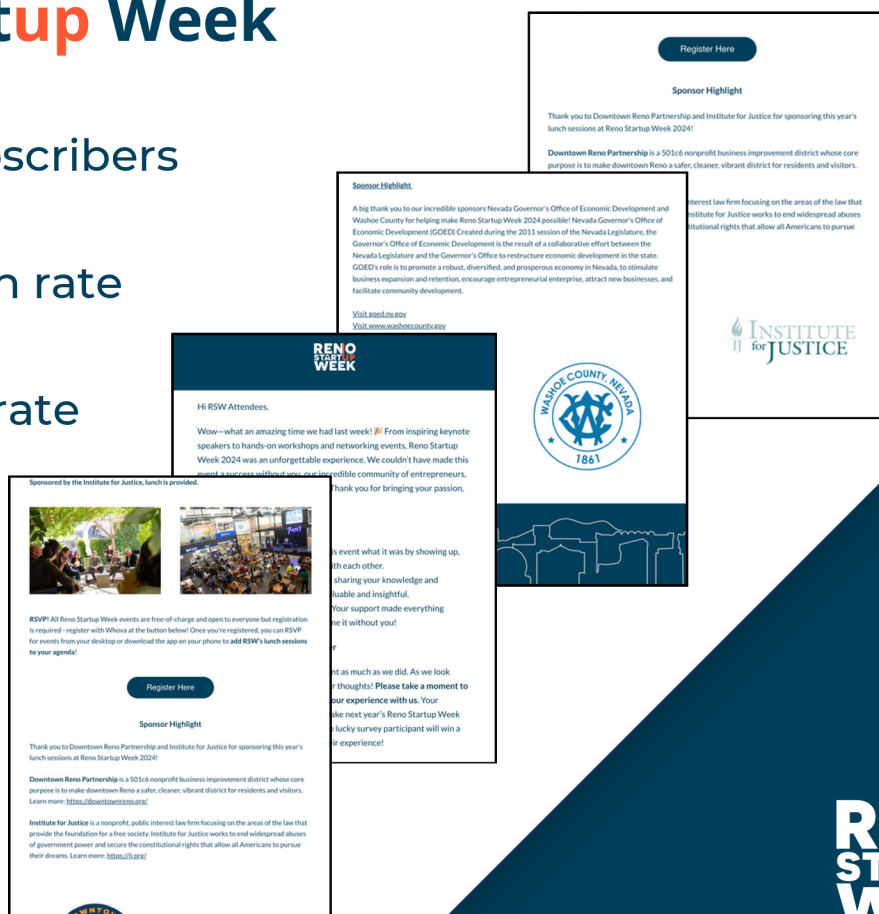
2,791 Subscribers



47% Open rate



8% Click rate



**RENO
STARTUP
WEEK**

SOCIAL MEDIA

Reno Startup Week's social media platforms are a great way to engage with our entrepreneurial community. Our strongest presence is on LinkedIn, where we boast exceptional engagement among a professional audience of entrepreneurs, business leaders, and innovators. In addition, we launched our Facebook en Espanol page in 2025, which received immediate traction, and our Instagram and Facebook (English) communities continue to see significant growth.

All sponsors are announced on social media, offering a powerful opportunity to connect with a highly engaged audience, amplify brand visibility, and align with the region's vibrant entrepreneurial ecosystem. By partnering with us, your brand can gain exposure to thousands of followers who are actively shaping the future of Northern Nevada's business landscape.



LinkedIn	Monthly
Impressions	33k
Reactions	432
Comments	21
Reposts	18

**RENO
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WHY SUPPORT **RENO STARTUP WEEK**

At the heart of our ethos is the principle of inclusivity, ensuring that Reno Startup Week remains accessible to everyone, free of charge. We warmly welcome a diverse array of participants, from micro-enterprises and small business owners to startup founders and investors, facilitating an environment ripe for networking, learning, and growth.

The role of entrepreneurship in bolstering the regional economy is crucial. Young enterprises are pivotal in driving net new job growth, creating future employment opportunities, enhancing community wealth, and diversifying our economic base. Reno Startup Week is designed as a catalyst for these transformative elements, aiming to foster connections, provide valuable insights, and support the entrepreneurial journey in a professional and inclusive setting.

We invite you to join us in supporting this enriching week, dedicated to empowering participants to thrive in an ever-changing business environment.

Together, let's tap into the dynamic spirit of Northern Nevada's entrepreneurial community, promoting innovation and collaboration at every turn.



SPONSORSHIP LEVELS

Entrepreneurship Enthusiast - \$20,000

This sponsor is deeply committed to building Reno's culture of entrepreneurship and innovation. At the forefront of Reno Startup Week, this exclusive sponsor is recognized during all aspects of the week and beyond.

Startup Supporter - \$10,000 - \$15,000

There are 4 headline events throughout the week with roughly 150-200 attendees at each. As the headline sponsor, you have the opportunity to give a welcome message, as well as table at the event to promote your company.

Sponsors can choose their preferred day/event:

- Monday: Keynote Luncheon - \$10K
- Tuesday: "Comida & Community" at Reno Public Market - \$10K
- Wednesday: Pitch Competition - \$10K
- Thursday: Closing Party - \$15K

Activation Advocate - \$5,000

This level of sponsorship allows you to step into the role of industry expert with the opportunity to host 1 session on a topic of your choosing.

Alternatively, there are also two opportunities to sponsor fairs within this level:

- Business Resource Fair
- Startup Fair (immediately prior to Pitch Competition)

Business Believer - \$1,000 - 3,000

This sponsorship level supports a diverse range of needs throughout the week and receives the benefit of brand recognition throughout the event. Your sponsor dollars support our marketing efforts, volunteer trainings, signage, snacks and so much more!



In-Kind Sponsorship Opportunities

Reno Startup Week relies on both monetary and in-kind sponsorships to make this event happen and keep it free for all attendees. If you provide any of the services below (or you'd like to present us with an idea), we'd love to discuss in-kind opportunities:



Audio/Visual



Graphic Design



Web Design



Social Media
Management



Photography



Printing



Videography



Swag



Venue Space

Have a unique idea that doesn't quite fit into any of these categories? Talk to us! At Reno Startup Week, we love thinking outside the box and are open to creating custom sponsorship packages/levels that benefit our community of entrepreneurs and your company. Reach out to Candi Block, Head of Sponsorships, at sponsorship@renostartupweek.com.



Press

Entrepreneurship Enthusiast - 20K

Startup Supporter - 10-15K

Activation Advocate - 5K

Business Believer - 1-3K

In - Kind

Exclusive press release announcing sponsorship	✓				
Inclusion in media advisories for headline events	✓	✓			

Email Marketing

Logo in footer of RSW email newsletter	✓	✓			
One marketing message included in an RSW newsletter	✓	✓	✓	✓	✓
List of opted-in registrant names and email addresses shared with the sponsor	✓	✓			



Logo Placement & Brand Recognition

Entrepreneurship Enthusiast - 20K

Startup Supporter - 10-15K

Activation Advocate - 5K

Business Believer - 1-3K

In - Kind

Logo placement on event banners and print signage	✓				
Logo placement on headline event signage		✓			
Logo placement on screens between presentations	✓	✓	✓	✓	✓
Logo on volunteer t-shirts	✓				
"Reno Startup Week is presented by [sponsor]" on website, schedule, and relevant communications	✓				
"[Event/session] is presented by [sponsor] on website, schedule, and relevant communications		✓	✓		
Sponsor profile in Whova event app	✓	✓	✓	✓	✓



Logo Placement & Brand Recognition

Entrepreneurship Enthusiast - 20K

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In - Kind

Ability to connect with attendees in Whova event app	✓	✓	✓	✓	✓
Rotating banners within the Whova event app	✓	✓	✓	✓	✓
Banner on your session page in Whova		✓	✓		
Logo position on RSW website and sponsor slideshow	1st	2nd	3rd	4th	5th



Social Media Exposure

Entrepreneurship Enthusiast - 20K

Startup Supporter - 10-15K

Activation Advocate - 5K

Business Believer - 1-3K

In - Kind

Mention/tag in all social media posts	✓				
Mention/tag in all relevant posts for headline events		✓			
Mention/tag in relevant content highlights (fairs, sponsored sessions, etc.)			✓		
Sponsor highlight post	✓	✓	✓	✓	✓



Event Engagement

Entrepreneurship Enthusiast - 20K

Startup Supporter - 10-15K

Activation Advocate - 5K

Business Believer - 1-3K

In - Kind

Optional table set-up at headline events	✓	✓			
Emcee recognition at all events/sessions	✓				
Emcee recognition at headline event		✓			
Emcee recognition at sponsored session			✓		
Opportunity for live welcome message from sponsor	✓	✓			
Invitation to an exclusive sponsor reception	✓	✓	✓	✓	✓
Right of first refusal for future sponsorships at this level	✓	✓			
Access to photo gallery from event	✓	✓	✓	✓	✓





Thank you!

sponsorship@renostartupweek.com

renostartupweek.com