

RENO STARTUP WEEK

SPONSORSHIP OPPORTUNITIES

2026



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 World Cup Pitch Competition
- Business Support & Resource Fair

NEW IN 2026:

- New venues added: Kiln Coworking, Oddie District & Aha Projects
- 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.

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 |



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

Our exclusive title sponsor plays a leading role in powering Reno Startup Week. As the Entrepreneur Enthusiast, your organization receives premier visibility throughout the entire week including across events, marketing, and programming, demonstrating your commitment to supporting innovation, founders, and the growth of Northern Nevada's startup ecosystem.

Startup Supporter - \$10,000

Startup Supporters power RSW's headline events and connect directly with hundreds of attendees. As a headline event sponsor, your organization will have the opportunity to welcome attendees and showcase your commitment to entrepreneurship and innovation in our community.

Sponsors can choose their preferred day/event:

- Monday: Keynote Luncheon
- Tuesday: "Comida & Community" at Reno Public Market
- Wednesday: SWC Pitch Competition
- Thursday: "Celebration of Innovation" - Thank you Bank of America!

Community Catalyst - \$5,000

Community Catalysts help bring valuable learning experiences to life. This sponsorship includes the opportunity to host a breakout session, positioning your organization as a thought leader while engaging directly with attendees. Alternatively, there is also an opportunity to sponsor the "Build Better Expo" within this level.

Business Believer - \$3,000

Business Believers help make RSW accessible to the entire community. Your sponsorship supports key elements that power the week, from logistics and marketing to volunteer coordination, while providing brand recognition throughout the event.



Founder Friend - \$1,000

Founder Friends are champions of Reno's entrepreneurial community. This entry-level sponsorship is a great way to show your support for local founders and innovators while receiving recognition in the event app and sponsor communications. All companies purchasing a booth at the "Build Better Expo" will receive recognition as Founder Friends.

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 - Thank you Lumina Media!



Printing



Videography - Thank you Studio Condor!



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 - 10K

Community Catalyst - 5K

Business Believer - 3K

Founder Friend - 1K

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 - 10K

Community Catalyst - 5K

Business Believer - 3K

Founder Friend - 1K

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 (continued)

Entrepreneurship Enthusiast - 20K

Startup Supporter - 10K

Community Catalyst - 5K

Business Believer - 3K

Founder Friend - 1K

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 | 6th |



Social Media Exposure

Entrepreneurship Enthusiast - 20K

Startup Supporter - 10K

Community Catalyst - 5K

Business Believer - 3K

Founder Friend - 1K

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 - 10K

Community Catalyst - 5K

Business Believer - 3K

Founder Friend - 1K

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