

# RENO STARTUP WEEK

Innovation starts here!

SEPTEMBER 16-20, 2024

## SPONSORSHIP OPPORTUNITIES



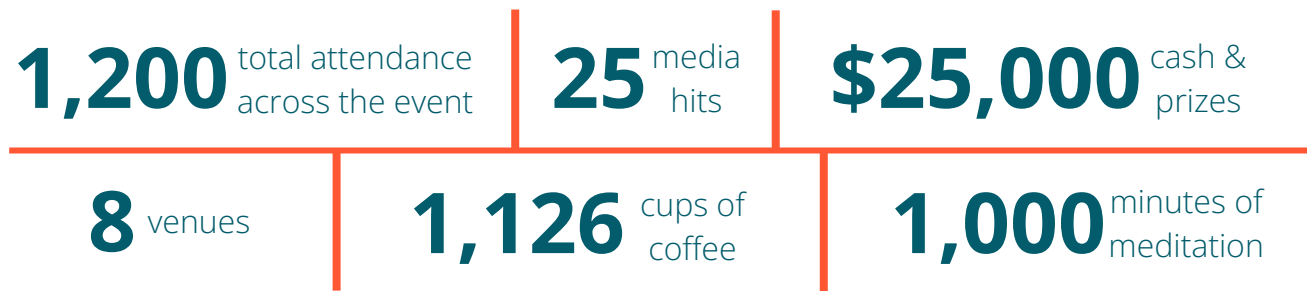
Questions? Reach out to Doug Erwin, [erwin@edawn.org](mailto:erwin@edawn.org)



## ABOUT RENO STARTUP WEEK

Organized by the Economic Development Authority of Western Nevada (EDAWN) and supported by key local ecosystem builders, Reno Startup Week is a premier event designed to advance entrepreneurship throughout Northern Nevada.

From our inaugural event in 2023:



As we progress into 2024, our vision is to elevate the event to a regional audience, underscored by strategic partnerships that amplify our reach and enhance our offerings.

This year marks a significant evolution for Reno Startup Week, as we join forces with the Entrepreneurs' Organization, a prestigious global network of over 15,000 accomplished business owners. This partnership is set to significantly enrich our program, introducing elite content and speakers from across the globe.

Additionally, in collaboration with Pegasus Tech Ventures, we are hosting the Regional Startup World Cup pitch competition. This initiative not only positions our event on a national platform but also provides ambitious entrepreneurs with the opportunity to compete for an impressive \$1 million prize at the Startup World Cup Championship in San Francisco.

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 55+ 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.



## 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.



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## SPONSORSHIP LEVELS

### **Entrepreneurship Enthusiast - \$20,000 (1 available)**

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.

### **Track Takeover - \$10,000**

Programming throughout the week is grouped into tracks to assist attendees in finding the most relevant content for their business. We are still planning this year's programming, but possible tracks could include:

- Startup founder
- Small business owner
- Finances
- Growth & Scaling
- Self-Exploration & Wellness

This sponsorship level also allows you to host a 1-hour presentation, panel, or workshop within your designated track. This is your chance to connect directly with attendees and share your expertise. Sponsors will work closely with the planning committee to coordinate presentation content to ensure relevancy for their intended audience and to avoid duplication among presenters. Content must provide a direct benefit to the attendees, and we kindly ask there are no sales pitches.

### **Startup Supporter - \$7,500 (5 available)**

There are 5 headline events open to all participants to wrap up each day of the week. Sponsors can choose their preferred event:

- Monday: Opening Reception
- Tuesday: Social networking (event details TBD)
- Wednesday: Startup World Cup pitch competition
- Thursday: Social networking (event details TBD)
- Friday: Closing Luncheon & Keynote



## SPONSORSHIP LEVELS

### **Activation Advocate - \$5,000**

Sponsors at this level engage in the best of Reno Startup Week – including brand recognition and access to headline events.

### **Business Believer - \$3,000**

This sponsorship level supports a diverse range of needs throughout the week and receives the benefit of brand recognition and access to headline events.

### **Coffee Kickstarter - \$500/day (5 available)**

Keep attendees caffeinated by sponsoring coffee for a day.

### **Friend to Founders – \$1+**

Donations to this fund will be collected and given to pitch competitors to travel to the Startup World Cup Championship in San Francisco in October.

### **In-Kind Donations**

Reno Startup Week offers excellent exposure to local businesses. RSW is committed to working with startups and local businesses for hospitality needs during the Week.

- “[Venue/Food/Beverage] is hosted by [your company]” on all pertinent signage and communications
- Emcee recognition at relevant events
- Other sponsorship benefits will be evaluated based on estimated value of donation

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# SPONSORSHIP BENEFITS

Entrepreneurship Enthusiast - \$20,000  
 Track Takeover - \$10,000  
 Startup Supporter - \$7,500  
 Activation Advocate - \$5,000  
 Business Believer - \$3,000  
 Coffee Kickstarter - \$500/day

## BRAND EXPOSURE

|  | Entrepreneurship Enthusiast - \$20,000 | Track Takeover - \$10,000 | Startup Supporter - \$7,500 | Activation Advocate - \$5,000 | Business Believer - \$3,000 | Coffee Kickstarter - \$500/day |
|--|--|---------------------------|-----------------------------|-------------------------------|-----------------------------|--------------------------------|
| Exclusive press release announcing sponsorship   | ✓                                      |                           |                             |                               |                             |                                |
| Introduction at the RSW news conference  | ✓                                      | ✓                         | ✓                           |                               |                             |                                |
| Logo placement on banners, or event signage  | ✓                                      | ✓                         | ✓                           |                               |                             | ✓                              |
| Logo placement on one signature swag item  | ✓                                      | ✓                         | ✓                           |                               |                             |                                |
| Ability to put branded item in attendee swag bag   | ✓                                      | ✓                         | ✓                           | ✓                             | ✓                           | ✓                              |
| "Reno Startup Week is presented by [sponsor]" on relevant signage and communications           | ✓                                      |                           |                             |                               |                             |                                |
| "[event/track content] is presented by [sponsor]" on relevant event signage and communications |  | ✓                         | ✓                           |                               |                             |                                |
| One company marketing message included in a RSW newsletter                                     | ✓                                      | ✓                         | ✓                           | ✓                             | ✓                           |                                |
| Opportunity to provide owned media content regarding your service or brand                     | ✓                                      | ✓                         | ✓                           |                               |                             |                                |
| Logo position on RSW website and sponsor slideshow   | 1st                                    | 2nd                       | 3rd                         | 4th                           | 5th                         | 6th                            |
| List of opted-in registrant names and email addresses shared with the sponsor                  | ✓                                      | ✓                         | ✓                           |                               |                             |                                |
| Right of first refusal for future sponsorships at this level                                   | ✓                                      | ✓                         |                             |                               |                             |                                |
| Additional media opportunities   | ✓                                      | ✓                         | ✓                           |                               |                             |                                |
| <b>EVENT ENGAGEMENT &amp; RECOGNITION</b>  |  |                           |                             |                               |                             |                                |
| Optional table setup at all major headline events  | ✓                                      | ✓                         | ✓                           |                               |                             |                                |
| Emcee recognition at the beginning of all RSW events   | ✓                                      |                           |                             |                               |                             |                                |
| Emcee recognition at the beginning of appropriate headline event                               | ✓                                      |                           | ✓                           |                               |                             |                                |
| Emcee recognition at the beginning of relevant panels, workshops, speakers, etc.               | ✓                                      | ✓                         |                             |                               |                             |                                |
| Opportunity for a live welcome message from sponsor at select in-person events                 | ✓                                      | ✓                         | ✓                           |                               |                             |                                |
| Reserved tickets to headline events and sponsor reception                                      | ✓                                      | ✓                         | ✓                           | ✓                             | ✓                           | ✓                              |

