

RENO STARTUP WEEK

SPONSORSHIP OPPORTUNITIES

2025



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 2025, 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 2024:

1,029

Registered Attendees

70+

Educational sessions

125

Speakers

8+

Different Venues

7k+

Website visits during the event

1.5k+

Email subscribers to our newsletters

900+

LinkedIn Followers

450+

Instagram Followers

600+

Active users on Whova event app

750+

Private messages exchanged on Whova

4k+

Whova networking interactions

Coming Up in 2025

Reno Startup Week has once again joined forces with Pegasus Tech Ventures to host a 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.

Also, back by popular demand, Reno Startup Week will host a Business Support & Resource Fair. See sponsor options below for how to support this event.

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 70+ 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 subscribers more than doubling since last year's event. 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



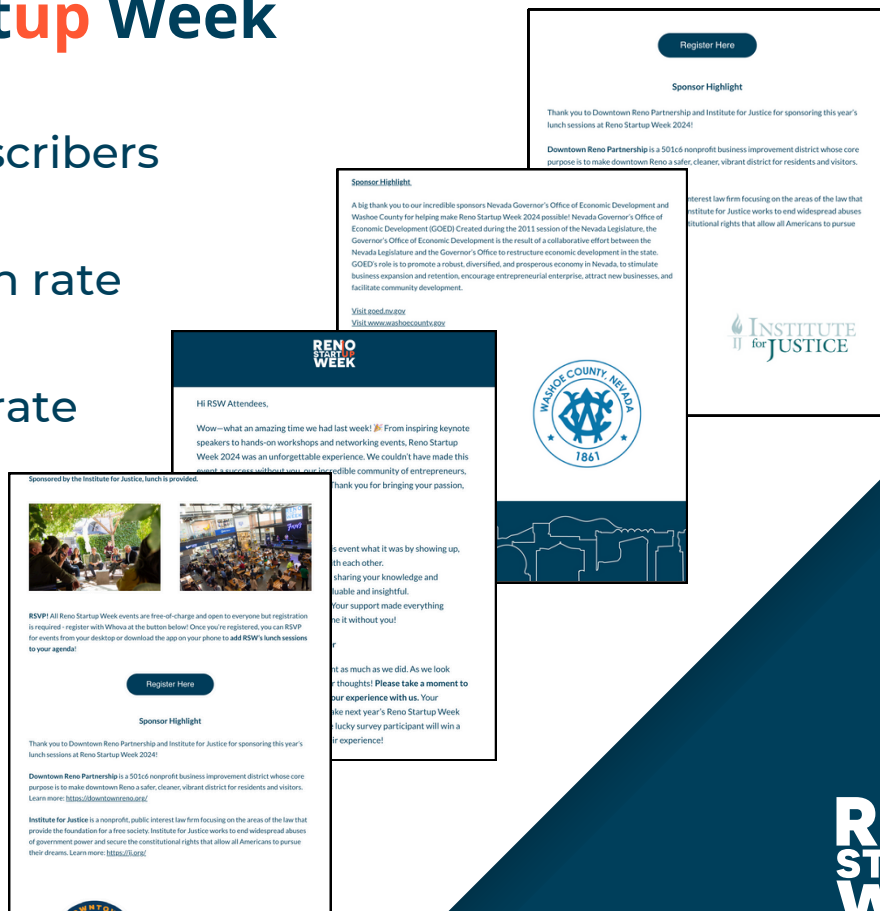
1617 Subscribers



54% Open rate



7% 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, our Instagram and Facebook communities have seen significant growth following last year's event, further expanding our reach.

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.



900+
Followers



450+
Followers

LinkedIn	Monthly
Impressions	43k
Reactions	832
Comments	63
Reposts	42

RENO
STARTUP
WEEK



renostartupweek.com



sponsorship@renostartupweek.com

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.



**RENO
STARTUP
WEEK**



renostartupweek.com



sponsorship@renostartupweek.com

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.

Startup Supporter - \$7,500 - \$15,000 (5 available)

There are 5 headline events open to all participants to wrap up each day of the week. As the headline sponsor, you have the opportunity to speak to all attendees at the event, as well as have an exclusive table at the event to promote your product/services.

Sponsors can choose their preferred day/event:

- Monday: Kickoff Party (\$15K)
- Tuesday: "Sip and Stroll" - Reno Startup Week's unique blend of a dine around and bar crawl focused on local food and beverage (\$10K)
- Wednesday: Startup World Cup regional pitch competition (in partnership with Pegasus Tech Ventures) (\$7.5K)
- Thursday: Keynote and OffBeat Music Festival Crossover Event (\$10K)
- Friday: "Unconference" afternoon social (\$7.5K)



Activation Advocate - \$5,000 (unlimited available)

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, and new in 2025, you'll have a vendor table to promote your products or services at RSW's Business Support & Resource Fair.



Business Believer - \$1,000 - 3,000 (unlimited available)

This sponsorship level supports a diverse range of needs throughout the week and receives the benefit of brand recognition. Your sponsor dollars provide coffee to attendees all day, every day, snacks throughout the week, and helps us keep this a free event for all entrepreneurs.

There are two unique sessions to sponsor within this level:

- Business Support & Resource Fair (\$3K)
- Startup Fair (\$3K)

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 - 7.5-15K

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 - 7.5-15k

Activation Advocate - 5k

Business Believer - 1-3k

In - Kind

Logo placement on event banners and signage	✓				
Logo placement on headline event signage		✓			
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 and "virtual booth" in Whova event app	✓	✓	✓	✓	✓



Logo Placement & Brand Recognition

Entrepreneurship Enthusiast - 20K

Startup Supporter - 7.5-15K

Activation Advocate - 5K

Business Believer - 1-3K

In - Kind

Ability to collect leads from virtual booth in Whova event app	✓	✓	✓	✓	✓
Banner on the Whova event app main pages	✓				
Banner in the Whova event app session pages		✓	✓		
Send up to 5 direct messages to all attendees in Whova event app	✓				
Send 1 direct message to all attendees in Whova event app inviting them to your session		✓	✓		
Logo position on RSW website and sponsor slideshow	1st	2nd	3rd	4th	5th



Social Media Exposure

Entrepreneurship Enthusiast - 20K

Startup Supporter - 7.5-15K

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		✓			
Exclusive session content highlight			✓		
Inclusion in posts about the resource or startup fair				✓	



Event Engagement

Entrepreneurship Enthusiast - 20K

Startup Supporter - 7.5-15K

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 at select in-person events	✓	✓	✓	✓	
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