



**BOISE
STARTUPWEEK**

SPONSORSHIP PACKET 2017

**Tuesday, October 3 to
Friday, October 6
2017**

Introduction

Boise Startup Week is the **largest community-driven, entrepreneur-focused event in Idaho**. Last year, thousands of people came together to learn, support, and celebrate Idaho's growing entrepreneurial ecosystem, and to help advance our culture of innovation.

Making Boise Startup Week happen requires the support, skills, and drive of our whole community: entrepreneurs, investors, civic leaders, educators, business pioneers, and more.

In order to engage the entire community, we offer several tiers of sponsorship opportunities, allowing sponsors to contribute in an array of capacities, from leveraging individual resources to enterprise-scale offerings.

Whether sponsors contribute to a specific event, to one of our themed 'tracks' (Founder, Tech, Talent, or Social Impact), or generally to the entirety of Boise Startup Week, **all sponsorships are directly invested into the hard costs of putting on this city-wide event**.

Sponsor generosity allows our volunteer-only planning & execution committee to put on a world-class celebration of Idaho entrepreneurs – and to offer free tickets to all attendees.

Thank you for your consideration. We appreciate your support.



2016 Recap

By the Numbers

Over 50 Events
Over 70 Participating Organizations
Over 4,500 Total Attendees
Over 100 Computer Science Students traveled to Boise from
across the state

Featured Participants

City of Boise	Boise State University
Idaho National Laboratory	Idaho State University
Trailhead	University of Idaho Boise
Adrian + Sabine	BYU Idaho
Perkins Coie	CFO Idaho
Wells Fargo	USPTO
IGEM	Happy Baby
MWI Animal Health	Idaho Business Review
Hawley Troxell	Epic Ventures
Unity	Bee Partners
Vynyl	
Albertsons	
Zions Bank	
KTVB 7	
Idaho Technology Council	
Boise Valley Economic Partnership	



Sponsorship Levels

Boise Startup Week Title Sponsor - \$15,000

Track Sponsor

Founder Track - \$7,500

Talent Track - \$7,500

Tech Track - \$7,500

Social Impact Track - \$7,500

VR Bash Sponsor

Platinum - Event Sponsorship - \$10,000

Gold - Keynote Speaker Sponsorship - \$5,000

Silver Sponsorship - \$2,500

VIP Area Sponsorship - \$1,500

Immerse-a-thon Sponsorship - \$500

Headline Event Sponsor

VIP Appreciation Party - \$3,000

Startup Crawl - \$3,000

Job Fair - \$3,000

Pitch Competition - \$3,000

Block Party - \$3,000

BSU Watch Party - \$3,000

Social Event Host - \$1,500

Partner Sponsor - \$1,000

Member Sponsor - \$500

In-kind, Volunteer and Space Sponsorships also available



Title Sponsor Benefits

Title Sponsors are deeply committed to contributing to Boise's Startup culture. Title Sponsors are always at the forefront of Boise Startup Week, receiving recognition in all aspects of the event.

MARKETING

- Mention in all BSW media coverage
- Moderator recognition at the beginning and end of BSW events
- One company specific marketing email sent to BSW attendees (content approved by BSW)
- Placement of any company swag in 500 BSW swag bags
- Opportunity to provide blog content regarding your brand

Logo Placement

- Logo placed under the BSW logo in all media that designates that Boise Startup Week is "presented by [your company]"
- 1st logo position on all BSW materials
- 1st logo position on the BSW website
- 1st logo position on Headline Events signage and slideshows
- 1st logo position on ~200 promotional posters
- Logo placement on outside of 500 swag bags

HOSPITALITY

- 25 VIP Tickets (approx. \$3,750.00 value)
- Access to attendee list (excluding any students who don't opt-in) 30 days after completion of the event
- Right of first refusal for future sponsorships at this level
- Opportunity to set up Company booth at BSW Home Base/Expo Hall in the Boise Centre on the Grove
- Opportunity to pitch company to students at Job Fair





Track Sponsor Benefits

MARKETING

- “[Track] is presented by [your company]” on BSW website and all pertinent signage
- One company specific marketing email sent to BSW attendees (content approved by BSW)
- Moderator recognition at sponsored Track events
- Placement of company swag in approx. 500 BSW swag bags
- Opportunity to provide blog content regarding your brand

Logo Placement

- 2nd logo position on BSW website
- 2nd logo position at sponsored Track events
- Logo featured during all Track event slideshows
- Logo featured at all Headline Events
- 2nd logo position on ~200 promotional posters

HOSPITALITY

- 15 VIP Tickets (approx. \$2,250 value)
- Opportunity to set up booth at BSW Home Base/Expo Hall in the Boise Centre on the Grove
- Right of first refusal for future sponsorships at this level
- Opportunity to pitch company to students at Job Fair

Headline Event Sponsor Benefits

MARKETING

- “[Event] is presented by [your company]” on BSW website and all pertinent signage
- Moderator recognition at sponsored Headline events
- Placement of company swag in approx. 500 BSW swag bags
- Opportunity to provide blog content regarding your brand

Logo Placement

- 2nd logo position at sponsored Headline Events
- Company logo in 3rd position on BSW website
- Logo featured during Headline Event slideshows

HOSPITALITY

- 10 VIP Tickets (approx. \$1,500.00 value)
- Right of first refusal for future sponsorships at this level
- Opportunity to set up booth at BSW Home Base/Expo Hall in the Boise Centre on the Grove
- Opportunity to pitch company to students at Job Fair





VR Bash Sponsor Levels & Benefits

Platinum - Event Sponsorship - \$10,000.00 (total of 1)

- All benefits listed in the BSW "Headline Event Sponsor" benefits list
- Premier logo placement on all VR Bash marketing materials
- Three company mentions during the VR Bash
- Premier logo placement on signage at the VR Bash
- Premier logo placement on VR Bash Event Page and digital ticketing portal
- Premier mention in marketing emails sent to all registered Bash attendees
- Premier logo placement on event promotional posters (~200)
- Inclusion in social media marketing

Gold - Keynote Speaker Sponsorship - \$5,000.00 (total of 1)

- Opportunity to introduce keynote speaker Robert Scoble
- 2nd position branding on all event promotional materials including posters (~200)
- One company mention during the VR Bash
- 2nd position Company Logo placement on signage at the VR Bash
- 2nd position Company Logo placement on VR Bash Event Page and digital ticketing portal
- Inclusion in social media marketing

Silver Sponsorship Level - \$2500.00 each (total of 4)

- Company logo on all event promotional materials including posters (~200)
- Level 3 position Company Logo placement on signage at the VR Bash
- Level 3 position Company Logo placement on VR Bash Event Page and digital ticketing portal
- Inclusion in social media marketing

VIP Area Sponsorship - \$1,500.00 (total of 4)

- All the benefits listed in the BSW "Member Sponsor" benefits list
- Branded signage outside and inside of the VIP area
- 2 Passes to VIP Area
- Exclusive introduction to speaker Robert Scoble
- Inclusion in social media marketing

Immerse-a-thon Sponsor - \$500.00 (total of 4)

- All the benefits listed in the BSW "Partner Sponsor" benefits list
- Company logo on all event signage
- Company logo on all event promotional materials including t-shirts
- Inclusion in social media marketing
- Stage presence for winner announcement at VR Bash
- Company logo placement on Event Page and digital ticketing portal
- Company mention in marketing emails sent to all registered participants





Partner Sponsor Benefits

MARKETING

- Company logo in priority position on BSW website
- 3rd logo position on Headline Events signage
- Moderator recognition at VIP Appreciation Event
- Placement of company swag in approx. 500 BSW swag bags
- Opportunity to provide blog content regarding your brand

HOSPITALITY

- 5 VIP Tickets (approx. \$750.00 value)
 - Right of first refusal for future sponsorships at this level
 - Opportunity to set up booth at BSW Home Base/Expo Hall in the Boise Centre on the Grove
 - Opportunity to pitch company to students at Job Fair
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Member Sponsor Benefits

MARKETING

- Listing on the BSW website
- Placement of company swag in approx. 500 BSW swag bags
- Opportunity to provide blog content regarding your brand

HOSPITALITY

- 3 VIP Tickets (approx. \$450.00 value)
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Social Host, In-Kind & Volunteer Sponsor Benefits

MARKETING

- Listing on the BSW website
 - Placement of company swag in approx. 500 BSW swag bags
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VIP Ticket Benefits

- Tuesday Evening Sponsor Appreciation / VIP Party Access
- Early entry to VR Bash
- Lunch provided at Thursday and Friday keynote events
- Beverage tickets and VIP area at block party
- Swag Bag
- VIP area at BSU game watch party





**Your
Sponsor
Level**

- Title Sponsor (\$15,000)
- Track Sponsor
 - Founder Track Sponsor (\$7,500)
 - Talent Track Sponsor (\$7,500)
 - Tech Track Sponsor (\$7,500)
 - Social Impact Track Sponsor (\$7,500)
- VR Bash Sponsor
 - Platinum (\$10,000)
 - Gold (\$5,000)
 - Silver (\$2,500)
 - VIP Area (\$1,500)
 - Immerse-a-thon (\$500)
- Headline Event Sponsor
 - VIP Appreciation Part Sponsor (\$3,000)
 - Startup Crawl (\$3,000)
 - Job Fair (\$3,000)
 - Pitch Competition (\$3,000)
 - Block Party (\$3,000)
 - BSU Watch Party (\$3,000)
- Social Event Host (\$1,500)
- Partner Sponsor (\$1,000)
- Member Sponsor (\$500)
- In-kind, Volunteer or Space Sponsorship



Invoice Information

Company: _____

Address: _____

Company Website: _____

Primary Contact Information

Name: _____

Title: _____

Phone: _____

Email: _____

**Billing Contact Information (if
different from Primary Contact)**

Name: _____

Title: _____

Phone: _____

Email: _____

Items to include with form:

- Image of logo in vector-based file type
- Company overview (approximately 100 words)

Agreement

"I agree to pay the above selected amount within 30 days of invoice in exchange for the applicable sponsorihs benfeits listed in this Boise Startup Week Sponsorship Summary. If payment is not received within 30 days, I understand that my sponsorship may be canceled or replaced by another party."

Name _____ Sign _____ Date _____

