



# INVESTSW

2016-2017 SPONSOR TOOLKIT

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@InvestSW  
@VentureMadness

# Introducing **Invest Southwest**

Invest Southwest is a 501c6 non-profit dedicated to educating and mentoring the Southwest's early-stage firms and connecting them with serious investors from around the region to help fuel their growth.



Since 1992, under various incarnations, the organization has helped early-stage firms collectively raise more than \$300 million (and growing) in angel and institutional funding. Through year-round educational workshops, networking and mentorship activity, Invest Southwest has helped hundreds of organizations accelerate their growth, enlarge the regional economy, fuel new jobs and connect with influential investors and mentors that help shape their vision and give them a clearer roadmap to short- and long-term success.

## Invest Southwest's Signature Event: **Venture Madness Conference**

Venture Madness is Invest Southwest's signature event that pits 64 of the most promising startup companies against one another in a single-elimination, bracket style tournament.



The Venture Madness Champion is crowned after a month of online competition plus a live, 'do-or-die' event held in early March at an Arizona-based venue.

For more information and to sign up for offers and updates, visit [www.InvestSouthwest.org](http://www.InvestSouthwest.org).

## What's New for Venture Madness 2017

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The coming year promises to be better than ever! We've taken valuable feedback from attendees, sponsors and competitors over the past three years and architected some exciting updates for the 2017 Venture Madness Conference, including:

- **A hip, fun venue in the heart of Old Town Scottsdale**, the historic Hotel Valley Ho.
- **A condensed agenda** that fits the event into just two days plus an opening reception.
- **New speaking opportunities and high-value branding** options for sponsors.
- **New program formatting** with more discussion time between investors and startups.
- **An exciting new Keynote speaker** and educational sessions.
- **An extended application window** for early-stage firms interested in applying.
- **A whole new crop** of the Southwest's most promising start-ups.
- **\$100,000 in cash prize money!**

## What Attendees Say About Venture Madness

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**95%**

of 2016 attendees plan to attend the 2017 event.



**96%**

of 2016 attendees would recommend the event to others.

MORE THAN  
**\$300M**  
RAISED IN  
STARTUP  
FUNDING

APPROX.  
**40%**  
PRESENTING  
COMPANIES  
FUNDED

“ **I love it!**

Great value. Great venue.  
Great judges. Great companies.

**GREAT job with the caliber of companies,**  
the content and operation of the conference.

**It was worth ten times the amount I  
paid to attend. Thank you!**

”























## Join Some of the Region's Top Tier Investors

When you get involved with Venture Madness, you're in good company.

Some of the Southwest's leading angel and institutional investors support the event, help mentor early-stage firms, and give their time and resources to grow the entrepreneurial ecosystem.

It's a great way to put words into meaningful action.



# Join Other Leaders Giving Back to the Ecosystem

Our sponsors set the bar for giving back to the entrepreneurial ecosystem and actively supporting economic development.

Join this influential group of visionary organizations by getting involved and actively shaping the future of tomorrow's leaders, today.

## Our 2015-2016 Sponsors

 ARIZONA COMMERCE AUTHORITY	 AVNET®	 CBIZ   MHM Mayer Hofman McCann P.C. An Independent CPA Firm	 CONQUEST TRAINING SYSTEMS, INC.	 GREATER PHOENIX LEADERSHIP	 HOOL COURY LAW
 KEYSER relentless client champion	 MAC <sup>6</sup>	 MRTNZ	 OSBORN MALEDON A PROFESSIONAL ASSOCIATION ATTORNEYS AT LAW	 PINNACLE TRANSPLANT TECHNOLOGIES	 STARTUPAZ FOUNDATION
 VENTURE MADNESS 2017	 Alliance Bank OF ARIZONA A division of Western Alliance Bank. Member FDIC.	 alphaGraphics® increase your reach	 aps®	 ARIZONA TECHNOLOGY COUNCIL a place to connect and grow	 AZTE ARIZONA TECHNOLOGY TRANSFER
 ATI   ARIZONA TECH INVESTORS	 Bank of America Merrill Lynch	 BV Battery Ventures	 BFC BEACHFLEISCHMAN Accounting   Assurance   Consulting   Tax	 beanstalk CFO GROUP	 campuslogic
 CEI CENTER FOR ENTREPRENEURIAL INNOVATION	 City of Phoenix	 CliftonLarsonAllen	 CYPRESS GROWTH CAPITAL	 DesertAngels	 ECoNA Economic Collaborative of Northern Arizona
 EY Building a better working world	 FENNEMORE CRAIG ATTORNEYS DENVER   LAS VEGAS   NOGALES   PHOENIX   RENO   TUCSON	 Grant Thornton An instinct for growth™	 Herman Miller	 the IDEAGARDENER® Business Development & Strategy	 INDECOMM GLOBAL SERVICES Partnerships@work
 Jennings Strouss ATTORNEYS AT LAW	 MAY POTENZA BARAN & GILLESPIE	 MCGUIRE CENTER FOR ENTREPRENEURSHIP entrepreneurship.arizona.edu	 MOSS-ADAMS LLP Certified Public Accountants   Business Consultants	 parchment	 PARKWAY
 POLSINELLI	 pwc	 savills Studley	 Snell & Wilmer LAW OFFICES	 square 1 bank A MEMBER OF PACIFIC WESTERN BANK	 SNP®
 svb Silicon Valley Bank	 Tallwave BEYOND ACCELERATION	 TALLWAVE CAPITAL	 WASABI VENTURES	 WebPT®	THANK YOU TO OUR 2015-2016 SPONSORS!

## Invest Southwest Sponsorship Opportunities

Invest Southwest connects investors and service professionals with Arizona’s most promising ventures. With its signature annual event, Venture Madness, and its year-round Improving Investability Workshops, Preferred Shares Cocktail Receptions, and other networking events, Invest Southwest’s sponsorship opportunities maximize your visibility within the entrepreneurial ecosystem, online and offline, throughout the year.

- **Fueling Brand Awareness**

In one quarter last year, Invest Southwest saw more than a quarter million page views.

- **Driving Marketing and PR Exposure**

Content marketing, social media and public relations exposure offers year-round visibility.

- **Building Goodwill**

Alignment with the Invest Southwest and Venture Madness brands builds goodwill.

- **Delivering Event Perks**

Described on the following pages, based on sponsorship levels.

- **Facilitating Meaningful Networking**

Direct connection with other companies, investors and stakeholders in the entrepreneurial ecosystem.



Partner (Limit 1) \$100,000	Keynote (Limit 1) \$50,000	Presenting \$25,000	Visionary \$15,000	Inventor \$10,000	Bracket (Limit 4) \$7,500	Accelerator \$5,000	Incubator \$2,500
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\*Opportunities depend on sponsorship level and availability; they are offered on a first-come-first-served basis.

# SPONSOR BENEFITS

Partner (Limit 1) \$100,000	Keynote (Limit 1) \$50,000	Presenting \$25,000	Visionary \$15,000	Inventor \$10,000	Bracket (Limit 4) \$7,500	Accelerator \$5,000	Incubator \$2,500
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## VENTURE MADNESS CONFERENCE

Overnight rooms	6	6	5	4	3	2	1	0
All-inclusive passes	10	9	8	6	4	3	2	1
Mentorship seats	5	5	5	4	3	2	2	1
Top 16 Networking Reception passes	3	3	3	3	3	2	2	2
VIP Reception	●	●	●	●	●			
Premier partner sponsorship	●							
Keynote lunch sponsorship		●						
Onsite facilitator/speaking opportunities	MC, Host, Referee	Keynote Intro	Welcome Reception	VIP Reception	●	●		
Premium logo/branding in conjunction with event	Building, Walls, Bags, Lanyards	Walls, 120+ Room Keys	Walls, Voting Station	Walls, Valet Tickets	Reception Napkins	Bracket Signage		
Logo on website, conference program, conference signage and on screen at conference	●	●	●	●	●	●	●	●
Logo'd product in swag bag	●	●	●	●	●	●	●	●
Bracket sponsorship						●		
Ad in conference program	Full Page	Full Page	Full Page	Half Page	Half Page	Quarter Page	Quarter Page	Quarter Page

## ANNUAL MEMBERSHIP BENEFITS

Host/speak at Improving Investability Workshop (IIW) or Preferred Shares Cocktail Reception (PSCR)	2	2	1	1				
Recognition at IIW and PSCR	●	●	●	●				
Attend IIW and PSCR	●	●	●	●	●			
Local and regional public relations exposure	●	●	●	●				
New sponsor press release announcement	●	●	●	●				
Blog and social media mentions	●	●	●	●				
Recognition in email promotions	●	●	●	●	●			
Steering Committee meeting membership	●	●	●	●	●	●	●	●
Post conference and web reporting	●	●	●	●	●	●	●	●



## NEW for 2017: Add-On Sponsorship Opportunities

Set your company apart and boost your brand exposure with these additional sponsorship opportunities.\*

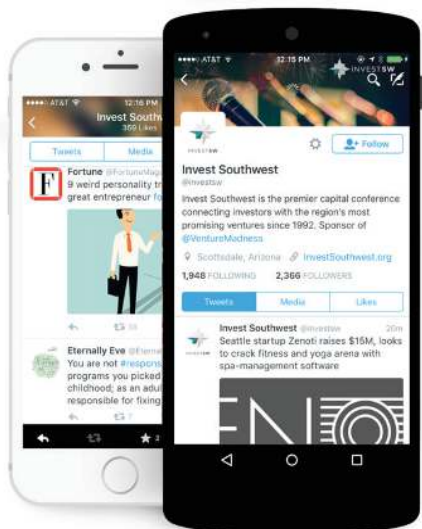


### Venture Madness Conference 2017 Event Mobile App \$6,000 (6 available)

Sponsors at the \$7,500 level and up have the option to increase the number of brand impressions during the live event with a custom mobile ad and/or splash screen in the Venture Madness Conference event mobile app. Conference attendees will use the app to view the event agenda, get details on presenting companies and follow the bracketology listings through every round.

### GoCharge Mobile Charging Station \$3,000 (2 available)

Sponsors at the \$10,000 level and up can add a custom-branded, hi-top table, mobile charging station that is sure to be a hub of activity, offering maximum brand exposure in (2) high traffic areas at the event. Each station offers 12 universal charging cords for every device type, 8 USB ports per table and spill proof bays.



### Social Media Twitter Feed \$1,500 (10 available)

Sponsors at the \$5,000 level and up can stay relevant in real-time with social media brand exposure during the Venture Madness 2017 live Twitter feed that will be on display throughout the event. Sponsors get brand and message visibility on the feed via promotional monitors during breaks, transitions and meals, and before and after sessions, the Keynote and pitch presentations.

\*Opportunities depend on sponsorship level and availability; they are offered on a first-come-first-served basis.



# 2016-2017

## Sponsorship Calendar

**Q4**  
2016

Steering Committee Meeting  
Improving Investability Workshops  
Improving Investability Get Ready Seminars  
Preferred Shares Networking Events  
Email Marketing  
Blog and Social Media Posts  
Local and Regional Public Relations Efforts  
Sponsor Logo on Website

**Q1**  
2017

Steering Committee Meeting  
Improving Investability Workshops  
Preferred Shares Networking Events  
Top 16 Networking Reception  
Email Marketing  
Blog and Social Media Posts  
Local and Regional Public Relations Efforts  
Sponsor Logo on Website

**EVENT**  
2017

Conference Program Advertisement and Logo Placement  
Conference Signage and Onscreen Logo Placement  
Premium Logo and Branding Opportunities  
Logo'd Product in Conference Swag Bags  
Conference Pass(es)  
Onsite Facilitator/Speaking Opportunities During Event

**Q2**  
2017

Steering Committee Meeting  
Improving Investability Workshops  
Preferred Shares Networking Events  
Email Marketing  
Blog and Social Media Posts  
Local and Regional Public Relations Efforts  
Sponsor Logo on Website

**Q3**  
2017

Steering Committee Meeting  
Improving Investability Workshops  
Preferred Shares Networking Events  
Email Marketing  
Blog and Social Media Posts  
Local and Regional Public Relations Efforts  
Sponsor Logo on Website

Note: see chart on page 3 for which items listed apply to the various sponsorship levels.



# Sponsorship Details

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## Overnight Rooms

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Overnight rooms at Hotel Valley Ho are included with select sponsorship levels from March 8-10, 2017. Limit two nights per overnight room. Guests are responsible for incidentals and valet parking. **Reservation information must be submitted to Karen Katzorke no later than 3 p.m. on Thursday, February 2, 2017. After this date, rooms will be released to the resort's inventory.** To redeem, complete the online sponsor form or email [karen.katzorke@investsouthwest.org](mailto:karen.katzorke@investsouthwest.org).

Additional rooms can be purchased at a discounted rate of \$279 plus tax per night, based on availability. Reserve at [www.hotelvalleyho.com](http://www.hotelvalleyho.com) with group code Invest2017.

Can't fill your room? Here are some suggestions:

- Donate your room to an out of state investor or Venture Madness participant.
- Use the room as an office or meeting space.
- Offer the room as an employee recognition award.

## All-inclusive Passes

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All inclusive Venture Madness Conference passes include access to attend the Top 16 presenting company competitions, keynote speakers, general cocktail reception, luncheons, and other networking opportunities unless noted. Sponsors are given a promotion code and must register attendees online by **January 13, 2017**.

## Mentorship Seats (Mentor Program)

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The Mentor Program is exclusively for Invest Southwest sponsors, presenting company alumni and investors. Mentorship provides an opportunity for your firm to be a part in preparing a Top 16 competitor to present at the annual Venture Madness Conference. Mentor team members are assigned a Mentor Team Captain who coordinates meetings with their team members to help polish the competitor's business plan presentation, as well as mentor the company to improve key areas for growth. Time commitments vary based on the needs of the company, but generally requires meeting no more than once every other week (2 hour max) from February through March.

## Top 16 Networking Reception

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The Top 16 Networking Reception follows the Top 16 Presenting Company Orientation. Sponsors can network and join Invest Southwest in congratulating the Top 16 companies selected to compete for the title of Venture Madness Champion.

## VIP Reception

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The VIP Reception is an invitation-only, exclusive networking reception designed for investors, the Top 16 Venture Madness Conference competitors, and annual sponsors. The VIP Reception is held in a private location and attendees must register by January 13, 2017 to have their name on the VIP list.

## Optional Onsite Facilitator Role

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The Onsite Facilitator Role provides an opportunity to gain exposure for your organization through a brief announcement at the Venture Madness Conference. The role is assigned by Invest Southwest and can be tied into, but not limited to, announcements such as the VMC winner of a competition, welcome, moderator role, keynote, etc., and varies with each sponsor level as noted in the chart on page 3.

## Logo Placement

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Throughout the Venture Madness event, sponsors of Invest Southwest will see their logos on the conference program, on-screen in presentation rooms, on signage throughout the event and in any paid advertisements, depending on sponsorship levels. Your logo will also appear on InvestSouthwest.org; users may click your logo and open a new browser window to your website.

## Conference Program Ad

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Sponsors will receive space to place their ad in the Venture Madness Conference Program. The amount of space allotted is based on the sponsorship level and noted on the chart on page 3.

# Sponsorship Details

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## Swag Bag

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As a sponsor, you are invited to contribute promotional items for the gift bags that all conference attendees will receive. Sponsors \$10,000 and up may include two promotional products. Sponsors under \$10,000 may include one. Suggested items include pens, notepads, stress balls, USB ports, ear buds and brochures.

## Venture Madness Premier Event Sponsorship

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This honor is available to only the Partner Sponsor at the \$100,000 level.

## Keynote Lunch Sponsorship

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Available only at the \$50,000 level, one exclusive keynote luncheon sponsor receives a reserved VIP table for 9, special event signage, logo next to the keynote on the website, and the ability to introduce the keynote speaker.

## Bracket Sponsorship

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Available only at the \$7,500 level, four companies' logos will appear on the official brackets on the website, outside the bracket rooms at the event, and on printable brackets that can be used to play along.

## Blog and Social Media Mentions

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Sponsors \$15,000 and up will be mentioned in blog and social media efforts to promote the Venture Madness Conference and other events throughout the year.

## Improving Investability Workshops (IIW)

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Improving Investability Workshops are educational sessions designed for entrepreneurs and/or investors. IIW's are typically held quarterly and cover topics such as sales, marketing, due diligence, early exits and valuation. They feature seasoned executives who equip participants with the right tools to take their business and investment experience to the next level. The events also include the Improving Investability Get Ready Seminars which help entrepreneurs applying for Venture Madness understand the full application, selection, participation and live event process. Limit **three** attendees per annual sponsor. Cost is \$50 per person.

## Preferred Shares Cocktail Reception (PSCR)

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Preferred Shares Cocktail Receptions are invitation-only events designated for accredited investors and annual sponsors. PSCR's are held quarterly and provide an informal opportunity for investors to network with invited emerging growth companies and startups in Arizona. Limit **three** attendees per annual sponsor.

## Public Relations Exposure

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Sponsors \$15,000 and up will be mentioned in conjunction with press releases and media pitching efforts for the Venture Madness Conference and other key events and news throughout the year.

## Email Promotions

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Invest Southwest has scheduled weekly and monthly emails that go to close to 7,000 contacts in the Southwest's investor, entrepreneurial and service professional ecosystem. Our partner sponsor's logo will appear on every scheduled dedicated email message, along with other sponsors, according to their sponsorship levels.

## Steering Committee Membership

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Steering Committee Meetings are held quarterly. The meetings, facilitated by the Invest Southwest Chair, provide the latest investment and entrepreneurial activity in the region, feature guest speakers including past Venture Madness Conference competitors, and include planning and execution discussions of Invest Southwest and the Venture Madness Conference. Each sponsor can designate **one** representative to join us in meeting other sponsors.

## Post Conference and Web Reporting

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At the end of the sponsorship, Invest Southwest will provide sponsors with a recap of their sponsor including post conference and web reporting statistics.



Invest Southwest is a 501c6 non-profit organization.  
Tax ID: #20-5620056



THANK YOU

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