

# 2021 Partner Toolkit

# 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 funding.



INVEST SW

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

Venture Madness, presented by Invest Southwest in partnership with the Arizona Commerce Authority, brings many leading sources of investment capital to the region's most promising startup and emerging growth companies.

The conference attracts the most prominent venture capitalists, angel investors, institutional investors, leading firms, CEOs, entrepreneurs and service professionals from the region.



Venture Madness pairs the most promising startup and emerging growth companies in a competitive, pitch format. For more information, visit [www.InvestSouthwest.org](http://www.InvestSouthwest.org).

### What Attendees Say About Venture Madness



**96%**

of attendees would recommend the event to others.

**MORE THAN  
\$300M**

RAISED IN STARTUP  
FUNDING

**APPROX.  
40%**

PRESENTING COMPANIES  
RAISED FUNDING



**95%**

of attendees plan to attend the next conference.

“ I love it!

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

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

I am already looking  
forward to next year. ”

[www.investsouthwest.org](http://www.investsouthwest.org)

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@InvestSW  
@VentureMadness

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## Invest Southwest Partner Opportunities

Invest Southwest (ISW) connects our partners with the region's most promising ventures, maximizing your visibility within the entrepreneurial ecosystem throughout the year. An Invest Southwest partnership helps fuel brand awareness, drive marketing and PR exposure, build goodwill, and facilitate meaningful networking with key stakeholders in the entrepreneurial ecosystem. [Commitments](#) are due by Friday, June 11, 2021.

<b>PARTNER OPPORTUNITIES</b>	<b>Premier Partner (Limit 1) \$100,000</b>	<b>Education Partner (Limit 1) \$40,000</b>	<b>Track Partner (Limit 6) \$15,000</b>	<b>Event Partner (Limit 6) \$10,000</b>	<b>Accelerator Partner \$5,000</b>
Partner Recognition on ISW Event Registration	●	●	●		
Event Partner Recognition (select 1): Registration & Continental Breakfast, Conference Luncheon, Keynote Speaker, Valet/Parking Sponsor, Networking Reception				●	
Logo on ISW Event Signage and/or on Screen	●	●	●	●	
Get Ready Seminar Partner	●	●	●		
Presenting Company Orientation Partner	●	●	●		
Presenting Company Networking Reception Partner	●	●	●		
Presenting Company Networking Reception Passes	8	7	6	3	2
Venture Madness Conference General Admission Pass	10	9	8	4	2
Venture Madness Conference Mentorship Seats	6	6	6	3	2
VIP Event Passes	●	●	●	●	
Premium Logo/Branding in Conjunction with Venture Madness Conference	●	●	●		
Local and Regional Public Relations Exposure	●	●	●		
Ad in Venture Madness Conference Program	Front/Back Cover	2 Full Pages	2 Full Pages	Quarter Page	Quarter Page
Logo on Venture Madness Conference Program, Conference Signage and on Screen at Conference	●	●	●	●	●
Logo'd Product in Venture Madness Conference Swag Bag	●	●	●	●	●
Logo on ISW Website	●	●	●	●	●