



## 2021 SPONSORSHIP LEVELS + PERKS

EntreFEST is a two-day conference, celebrating the spirit of entrepreneurship and innovation where professionals at every level and from every background can come together, share ideas, and own their success. Whether you're looking for brand placement, audience engagement or product integration, our sponsorship packages offer a bit of something for everyone. However, becoming a sponsor of EntreFEST is more than a marketing opportunity, it's about being a part of the community and an experience that will resonate with you for long after the event. We invite you to join us as a sponsor to ignite your brand, engage your mind, and power the future of entrepreneurship and innovation in Iowa and the Midwest.

### TARGET AUDIENCE

- Small business owners
- High-growth startup founders and their teams
- Executives and employees leading innovation inside existing organizations
- Economic and community development professionals and grassroots startup community organizers focused on building a stronger entrepreneurial ecosystem in their area
- First-time entrepreneurs and people looking to start a business
- Side Hustlers
- Freelance entrepreneurs
- Investors
- Software developers, designers and IT professionals
- Students

### EVENT STRUCTURE

- Conference + Celebration
- The goal for the 2021 event is to host a hybrid experience with virtual and in-person ticket options. Event staff will monitor the COVID 19 situation and determine if a fully virtual event is necessary in late winter/early spring.
- 50+ speakers, workshops, networking and important ecosystem meetings

### NEW FOR 2021

In the fall of 2019, our staff created the EntreFEST Diversity & Inclusion Team to focus on increasing the accessibility of our event and the diversity of speakers and attendees involved. We are proud of the work this group started for our 2020 event and they have returned to make large strides in 2021. Now, each EntreFEST sponsor has the opportunity to offer scholarships in their company name to attendees who might not otherwise be able to attend the event. Add on \$1,000 to your event sponsorship and 8 scholarships will be provided in your company name. Sponsors may add on additional scholarships in increments of \$1,000.

# SPONSORSHIP LEVELS + PERKS

## ALL SPONSORSHIPS INCLUDE:

- Logo on EntreFEST.com
- Listing in printed materials
- Listing on EntreFEST mobile app and web event platform
- Social media acknowledgement on Twitter & Facebook (in relation to your sponsorship)
- Marketing collateral included in the EntreKIT welcome packet
- Your brand is front and center for hundreds of EntreFEST influencers to promote on a national scale
- Complimentary tickets to the event (number based on sponsorship level)

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## HEADQUARTERS SPONSOR

\$20,000

As our headquarters' sponsor, you will receive the highest visibility possible. You will be the first group of people our in-person attendees interact with. With a speaking opportunity (and video promotion) at a headlining event and seamless advertising exposure for your brand, you will be marketed at every turn as our top promotional partner. Whether you're interested in a more traditional sponsorship package or a customized plan to fit your brand and reach your target audience, the EntreFEST team is committed to delivering a top-notch experience for you and your team. We look forward to brainstorming additional sponsor activation opportunities with your team in addition to the benefits listed below.

- Speaking opportunity at one of our keynote sessions
- Opportunity to show company promotional video
- Branding in both our in-person and virtual headquarters
- Virtual Booth Space
- Highlighted logo placement in virtual event platform and app
- Branding on opening and closing keynote session screens
- Opportunity to create an interactive game for participants to play online or to be included in the EntreKIT mailed to our virtual ticket holders
- Opportunity to include note or light-weight item in the EntreKIT to be sent to all virtual ticket holders and given to in-person attendees
- Opportunity to offer ticket scholarships (see New For 2021 above)
- Includes (15) complimentary conference passes (valued at up to \$5,250)
- 25% discount on all additional passes

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## CELEBRATION SPONSOR

\$10,000

As a Celebration Sponsor, you will be associated with the parties and fun elements of the event, and all EntreFEST attendees are invited! You'll have the opportunity to create a branded experience and come together with attendees for an unforgettable evening. Our past sponsors have done things like virtual reality demos, photo booths, art in the alleyway, chair massages and ice cream/beer floats. No other event offers the intimate exposure you'll get at EntreFEST—access to both the next generation, senior executives and leaders throughout the entrepreneurial ecosystem. Get excited to connect with captivated EntreFEST attendees with this custom celebration sponsorship. We look forward to brainstorming additional sponsor activation opportunities with your team in addition to the benefits listed below. Cheers!

- Highlighted logo placement in virtual event platform and app
- Opportunity to host both an in-person and virtual party (happy hour, themed meetup, dance party, etc)
- Branding on opening and closing screens associated with your sponsor activation moments and in venue
- Opportunity to include note or light-weight item in the EntreKIT to be sent to all virtual ticket holders and given to in-person attendees
- Opportunity to offer ticket scholarships (see New For 2021 above)
- Includes (10) complimentary conference passes (valued at up to \$3,500)
- 25% discount on all additional passes
- We will cover up to \$500 CAD towards your engagement idea

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## TRACK SPONSOR

\$7,500 (entrepreneurship & software development tracks still available)

Put your brand at the forefront of a specific selection of the EntreFEST audience with our Track Sponsorship. Choose between our Entrepreneur, Innovator and Developer tracks and we'll focus your sponsor activation around those content areas and audiences. We look forward to brainstorming additional sponsor activation opportunities with your team in addition to the benefits listed below.

- Opportunity to showcase company material (i.e. video or other collateral) to share at the start of track specific sessions
- Company logo on screen at the beginning and conclusion of each track specific session
- Mention by room host at the beginning of each track specific session
- Opportunity to include note or light-weight item in the EntreKIT to be sent to all virtual ticket holders and given to in-person attendees
- Opportunity to offer ticket scholarships (see New For 2021 above)
- Includes (5) complimentary conference passes (valued at up to \$1,750)
- 25% discount on all additional passes

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## VENUE SPONSOR

\$5000

A venue sponsor allows you the perfect opportunity to showcase new products and services, generate leads and expand brand awareness. With a purposefully low attendee-to-speaker ratio it will be easy to pick the brain of attendees, speakers and make one-on-one connections in your selected event space (first come, first served). Your brand will be the center of attention within your designated venue (includes verbal recognition before each session and an opportunity to address the audience and promote your brand). Don't miss out on the chance to serve as the exclusive sponsor of one of our in-person venues in addition to a virtual room.

- Opportunity to showcase company material in your venue and virtual room.
- Company logo on screen at the beginning and conclusion of each session in your venue and virtual room
- Opportunity to have staff representatives serve as the room host for your venue or company mentioned by event staff at the beginning of each track specific session
- Opportunity to welcome participants at sessions corresponding to the selected venue
- Opportunity to had out collateral or an item in your venue or include virtual coupon to room attendees
- Opportunity to offer ticket scholarships (see New For 2021 above)
- Includes (3) complimentary conference passes (valued at up to \$1125)
- 25% discount on all additional passes

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## WAYFINDING SPONSOR

\$2500 (no longer available)

Our wayfinding sponsorship allows you the perfect opportunity to showcase your brand throughout the general EntreFEST venue. As attendees walk from venue to venue and throughout the neighborhood, your brand will be the center of attention and help our attendees find their way. Don't miss out on the chance to be one of the exclusive sponsors of one of Cedar Rapids' premier events.

- Branding on all EntreFEST in-person and virtual wayfinding
- Opportunity to offer ticket scholarships (see New For 2021 above)
- Includes (2) complimentary conference passes (valued at up to \$750)
- 25% discount on all additional passes

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## SURPRISE SPONSOR

\$2500

EntreFEST attendees will come *alive* when the surprises start to *arrive*. No boring networking events here! Becoming a Surprise Sponsor is the sure way to make face-to-face contact with EntreFEST attendees. Whether you're interested in sponsoring an afternoon snack, a DJ or band or a local comedy act, this sponsorship level is designed to surprise and delight. During the surprise of your choice (first come, first served), your brand will be front and center. It should come as no surprise that you'll be amid all the action. This means more awareness, more dialogue and more fun! We look forward to brainstorming additional sponsor activation opportunities with your team in addition to the benefits listed below.

- Special sponsor activation moment for all attendees to enjoy
- Branding at and during surprise and delight moment
- Opportunity to offer ticket scholarships (see New For 2021 above)
- Includes (2) complimentary conference passes (valued at up to \$750)
- 25% discount on all additional passes