



SPONSORSHIP PACKAGE

October 16-17, 2019

Southern Exchange Ballroom
200 Peachtree, Atlanta, GA



Where Tech Innovation and Capital Connect

Help us celebrate by sponsoring the premier investor showcase in the South.

The logo for Venture Atlanta, featuring a large, stylized 'V' with a small star inside the negative space, and the words 'VENTURE ATLANTA' in a bold, sans-serif font below it.

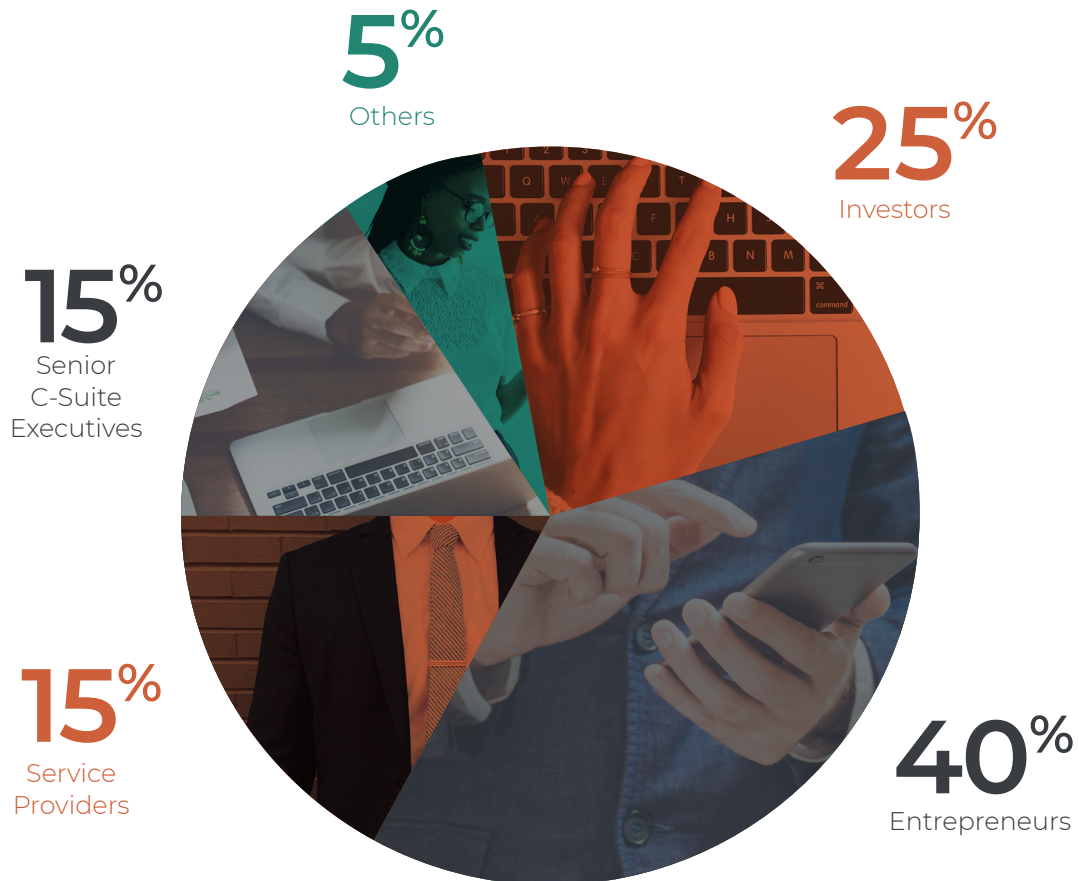
Impact of **Venture Atlanta's** 11 year history:

\$2.8 Billion
raised by our
Presenting
Companies

Over \$13B
in Exits

Venture Atlanta Attendee Profile

Venture Atlanta continues to be the premier venture conference in the South. Last year's event highlighted 70 of the fastest growing technology companies from Texas to D.C. and cemented Venture Atlanta's reputation as a must attend event.



“

The quality of companies presenting continues to go up, and there has been an echo effect of other meetings taking place outside the conference. Thanks for putting together a rockin' show –good job!

”

- Venture Atlanta Attendee

Partial List of Past Speakers

2018 Featured Speakers



Frank Bisignano

Chairman & CEO
First Data

Image via Youtube



Dave DeWalt

CEO, NightDragon Security
Former CEO,
FireEye, McAfee



Ross Mason

Founder & VP of Product
Strategy, MuleSoft

Image via Atlanta Magazine



Zach Nelson

Former CEO
NetSuite Inc.

Image via GIGAOM

Past Venture Atlanta Speakers



John Balen

General Partner
Canaan Partners



Steve Case

Chairman
The Case Foundation



Mark Cuban

ABC's Shark Tank
Owner, Dallas Mavericks



Alan Dabbieri

Chairman
AirWatch



Scott Dorsey

Managing Partner, High Alpha
Former Chairman, CEO,
Co-Founder ExactTarget



Brad Feld

Co-Founder
Foundry Group



Ernie Garcia

President & CEO
Carvana



Lori Greiner

The Warm
Blooded Shark™



Peter Knight

Vice Chairman
FiServ



Dick Kramlich

Co-Founder
NEA



Bernie Marcus

Chairman
The Marcus Foundation



Arun Mathew

Partner
Accel



**Holly Maloney
McConnell**

Managing Director
General Catalyst



Phyllis Newhouse

CEO
Xtreme Solutions



Thomas E. Noonan

TechOperators,
Energy Wise Solutions,
Cisco Systems



Kathryn Petralia

President & Co-Founder
Kabbage, Inc.



Jay Simons

President
Atlassian



Niraj Shah

CEO
Wayfair.com



Jeff Sprecher

Chairman, New York
Stock Exchange



Wendi Sturgis

CEO
Vext Europe

Venture Atlanta Alumni

Since 2002, Venture Atlanta has attracted the top early stage and growth stage companies from across the technology spectrum looking for investments to fuel their businesses. Meet some of the recent companies that chose Venture Atlanta to step onto the stage and pitch their innovative technology.

Achievelt	Florence Healthcare	Map Large, Inc.	Roadie
Alii Healthcare	FotoIN Mobile Corpora-	Menguin, Inc.	RootsRated
Ally Commerce	tion	mLevel	SaaSOptics
Attentive.ly	FSLogix	Monsieur	Salesfusion
AVOXI	G11	MyLumper	Sequir
Azalea Health	Gimme Vending, LLC	MySnapCam	Servosity
BlueLeap	GPA LEARN	N2N Services, Inc.	SherpaDesk
BuzzBoard, Inc.	GreenPrint, LLC	NexDefense, Inc.	Sifted
CAR360	Gro Solutions	Niche Video Media LLC	SIGNiX
CentralBOS	Groundfloor Finance Inc.	nuVizz	Smart Gladiator LLC
Checkd.in	Haste	Overgroup Consulting, LLC	Social123, Inc.
ChronicCare IQ	Hirewire	Oversight Systems	Springbot
Clean Hands Safe Hands	HM Wallace	PlayOn! Sports	Storj Labs
Clockwise MD	Hux	Pointivo, Inc.	StrataCloud, Inc.
CloudTags	Illuminate360	Predikto Analytics	Terminus
Cognosos	Inked	PureWRX	TITIN
Convey Services	Insightpool	QASymphony	Unicore Health, Inc.
Crescerance, Inc.	Kanga	Quest Renewables	UserIQ
Cypress.io	Knapsack	RacelQ	Voxa
DDM Systems	LASSO	rented.com	Wellview Health
Deep Fiber Solutions	Logfire	REscour	Zentila
eCommHub	Lucena Research, Inc.	RightPatient	
ENGAGE.cx	Lumense, Inc.	Rigor	
FINSYNC	MacStadium, Inc.	Rivalry	

Partial List of Past Sponsors

Venture Atlanta has become a must attend technology event with strong local, regional and national attendance in large part due to support of our sponsors. More than 85% of Venture Atlanta supporters have been involved since the inception of the conference. We thank you for your continued support and hope we can count on you again in the future.



With more sponsorship options than ever, Venture Atlanta offers packages for every budget and strategy. If you are in the business of working with investors, tech leaders and entrepreneurs, contact Allyson Eman at aeman@ventureatlanta.org today to discuss a package that is right for your brand.





Our Founding Partners



The Atlanta CEO Council is an exclusive organization for C-Level and senior business executives and entrepreneurs that facilitates professional networking, promotes entrepreneurship and encourages community activism. In today's business environment, knowing the right people is critical in developing valuable partnerships, joint ventures and relationships necessary for your business. Attending the Atlanta CEO Council events will put you where you need to be - in good company. Visit AtlantaCEO.org to learn more.



The Metro Atlanta Chamber (MAC) serves as a catalyst for a more prosperous and vibrant region. To advance economic growth and improve metro Atlanta's quality of place, MAC is focused on starting, growing and recruiting companies to the 29-county metro Atlanta region. The Chamber is also focused on growing the region's innovation economy by promoting and strengthening connections to drive Atlanta's innovation and entrepreneurial culture. MAC is committed to being an active voice for the business community, serving as an advocate for a competitive business climate and telling Atlanta's story. For more information, visit www.metroatlantachamber.com.



The Technology Association of Georgia (TAG) is the leading technology industry association in the state, serving more than 30,000 members and hosting over 200 events each year. TAG serves as an umbrella organization for 34 industry societies, each of which provides rich content for TAG constituents. TAG's mission is to educate, promote, influence and unite Georgia's technology community to foster an innovative and connected marketplace that stimulates and enhances a tech-based economy. The association provides members with access to networking and educational programs; recognizes and promotes Georgia's technology leaders and companies; and advocates for legislative action that enhances the state's economic climate for technology. For more information, visit TAGonline.org.

The banner features a dark teal background with a faint city skyline. On the left, the 'VENTURE ATLANTA' logo is visible. On the right, there are logos for 'TECH SQUARE LABS', 'Cherry Bekaert LLP', and 'NELSON MULLINS'.

2019 Sponsorship Opportunities

Venture Atlanta is an annual conference that creates opportunities for top tier investors to connect with and fund the region's most promising technology companies. If you work with or support technology companies and want your brand front and center at one of largest venture conferences in the country, then you need to be a Venture Atlanta 2019 Sponsor! Now in its 12th year, we once again are excited to bring you additional sponsorship opportunities. With sold out crowds in 2018 and a record demand for sponsorships, we know our sponsorships will sell out quickly. Last year, we had to turn away many sponsors and attendees who signed up too late. Don't let that be you this year! If you don't see exactly what you want in terms of sponsorship (package type, budget, etc.), we are happy to discuss a custom opportunity for you.



If you plan on sponsoring Venture Atlanta, please act quickly and contact Allyson Eman at aeman@ventureatlanta.org or **770-298-4202** for more information.

NEW This Year!!

- Video Booth/Recap Video - \$15K, Platinum Level
- Networking Area - \$15K, Platinum Level
- Photography Sponsor - \$12K, Gold Level
- Wednesday Morning Entrepreneur Breakfasts - \$12K, Gold Level
- Wi-Fi Sponsor - \$12K, Gold Level
- Conference Bag Sponsor - \$12K, Gold Level
- Alumni Events Sponsor - \$12K, Gold Level

- Premier Sponsorship - \$35K, Industry Exclusive
- Headline Sponsorship - \$25K, Industry Exclusive
- Lanyard - \$18K
- Showcase Sponsorship - \$18K
- Platinum Sponsorship - \$15K, (own an event or opportunity)
- Gold Sponsorship- \$12K, (own an opportunity)
- Recruiting and Screening Committee Sponsorship- \$8.5K
- Investor Sponsorship - \$5K (only open to accredited investors)
- Silver Sponsorship - \$4K (and Silver Plus)
- VA Alumni Sponsorship - \$1,500K (and Silver Plus)

2019 Sponsorship Opportunities



Premier Sponsor - \$35,000

Own the top sponsorship of the event! Top billing and the most prominent visibility and premium branding throughout the Venture Atlanta Conference.

Benefits:

- Industry Exclusive
- Most prominent logo placement in all media
- Inside back cover ad placement in conference book
- Logo inclusion on all email blasts (week in review, conference announcements, etc.)
- Logo placement on podium and staging at the conference and other prominent locations including outside Marquee facing Peachtree Street, wrapped columns in the presentation room and networking room and MORE!
- 10x10 Exhibit Booth
- Stage time both days
- 10 tickets to the conference
- 2 tickets to Investor Dinner and Alumni Dinner
- Multiple presenting company engagement opportunities – spot on the recruiting/screening committee, voting and coaching committee and attendance to Presenting Companies Reception.
- Exclusive logo on VA conference t-shirts
- Ability to write multiple pieces for the VA blog
- Ability to place an item on everyone's seats at the event
- First right of refusal for VA2020

Headline Sponsorship - \$25,000

Prominent visibility and premium branding throughout the Venture Atlanta Conference

Benefits:

- Industry Exclusive
- Prominent logo placement on all media
- Logo placement on podium and staging at the conference and outside Marquee facing Peachtree Street, wrapped columns in the presentation room and MORE!
- Full page ad with prominent placement in conference book
- Stage time introducing Presenting Companies
- 10 tickets to entire conference
- 2 tickets to Investor Dinner
- 2 tickets to VIP Breakfast
- Concierge for 1:1 meetings
- Multiple presenting company engagement opportunities – spot on the recruiting/screening committee, voting and coaching committee and attendance to Presenting Companies Reception.
- 10x10 Exhibit Booth
- Option to host a coaching session at your office
- First right of refusal for VA 2020

2019 Sponsorship Opportunities



Lanyard Sponsorship - \$18,000

Everyone at this year's event will be showcasing your logo around their necks! With a newly designed nametag, all attendees will need to wear a Lanyard! This is a highly visible sponsorship.

Benefits:

- 8 tickets to entire two day event
- Lanyard with your company branding for all Venture Atlanta attendees to wear with their name tags.
- 1 slot on the Venture Atlanta Recruiting/Screening Committee (you can have more than 1 person participate in a tag-team type format)
- Full page color ad in the conference book
- 1 Invitation to the presenting company reception - event is a meet and greet for companies chosen to present at Venture Atlanta.
- Lanyard sponsor listing on all conference materials, print, web, mobile app, conference sponsor loop Power Point and tri-fold brochure
- Exhibit booth

Startup Showcase Sponsorship - \$18,000 (1 available)

The Startup Showcase featured 35 emerging technology companies during our cocktail party at Venture Atlanta 2018. We will continue to recruit more great young companies giving them additional visibility before, during and after the event.

Benefits:

- 8 tickets to entire two day event
- 1 slot on the Venture Atlanta Recruiting/Screening Committee (you can have more than 1 person participate in a tag-team type format)
- Full page color ad that would be put directly in front of the paragraph write-ups about each company selected
- Press announcing the Startup Showcase companies. Sponsor would be quoted in this and boilerplate can be added. It will be cross promoted on our social media channels, sent out on the Business Wire and posted on our website.
- 1 Invitation to the presenting company reception - event is a meet and greet for companies chosen to present at Venture Atlanta.
- Startup Showcase sponsor listing on all conference materials, print, web, mobile app, conference sponsor loop Power Point and tri-fold brochure
- Exhibit booth
- Access to information on all the companies selected in our back end database.
- Additional tickets can be purchased to the event at a sponsor discounted rate

2019 Sponsorship Opportunities



Platinum Sponsorships - \$15,000

Prominent visibility and key branding opportunities. The Platinum level sponsorships give your firm the ability to OWN something at Venture Atlanta. All Platinum sponsors receive the basic benefits outlined below PLUS additional benefits for each event opportunity.

Benefits:

- Prominent logo placement on all conference media
- Full page ad with premier placement
- 6 tickets to the conference
- Presenting Companies Engagement Opportunities - seat on the Recruiting/Screening Committee
- Ticket to the Presenting Companies Reception
- VIP Sponsor room access - drinks, snacks, bring your customers - remove
- Exhibit Space at the Conference - 6 foot skirted table, set up the entire duration of the event
- Additional tickets can be purchased at a sponsor discounted rate - remove in all sponsorships here and below, can keep in higher levels.

Event Opportunities:

Investor Dinner (held Wednesday, October 16 at Ponce City Market) - 3 of 5 available, industry exclusive -

Attended by more than 300 investors and entrepreneurs. You will have the exclusive ability to network with this esteemed group. Event to be held on the rooftop of Ponce City Market overlooking the entire skyline of Atlanta. This group of sponsors will be able to send out invitations to all investors with their branding on them, there will be additional branding at the event. You will receive 6 tickets for your team to attend this dinner.

Alumni Dinner (held Tuesday, October 15, Terminus 330 on Marietta Street) - 1 of 3 available, industry exclusive -

Venture Atlanta Alumni companies continue to grow. It's great to reconnect with companies that have grown significantly since presenting on stage. You will have the exclusive ability to network with this group. This year this event will be held immediately after Techstar's DEMO DAY. This sponsorship includes 3 tickets to the dinner and the ability to send out invitations to the group with the sponsors logos.

Mobile App - 1 available -

Venture Atlanta's mobile app is downloaded by more than 70% of our attendees, this exceeds the industry average for all conferences. All meetings are set up through the app. You will have your logo on the main splash page (what opens when you download the app) and every email that goes out with communications about downloading the app has your logo on it. This is amazing branding! Multiple emails go out before the conference with your logo.

Cocktail Party - 1 available -

THE Networking event at Venture Atlanta! Think great food, entertainment, maybe some giveaways. The event will be earlier this year and everyone will be there! We will also host the start-up showcase during the cocktail party. Your logo will be on the cocktail napkins, perhaps we have a great mixologist making signature drinks. Own this awesome event.



Platinum Sponsorships - \$15,000 **Event Opportunities, continued:**

Benefits:

- Prominent logo placement on all conference media
- Full page ad with premier placement
- 6 tickets to the conference
- Presenting Companies Engagement Opportunities - seat on the Recruiting/Screening Committee
- Ticket to the Presenting Companies Reception
- VIP Sponsor room access - drinks, snacks, bring your customers - remove
- Exhibit Space at the Conference - 6 foot skirted table, set up the entire duration of the event
- Additional tickets can be purchased at a sponsor discounted rate - remove in all sponsorships here and below, can keep in higher levels.

Networking Area - *NEW THIS YEAR! 1 available -*

This year the entire upstairs of our 200 Peachtree venue will be open to all of our attendees. The Grant Loft room will be set up as a networking area. Picture perhaps a Virtual Reality driving experience, couches and tables and chairs for all attendees to utilize for meetings. The possibilities are endless. We can showcase some of the amazing technology that we are bringing to this year's conference. This area will also be stocked with snacks, cold water and our gourmet coffee bar. Sponsor this and you will have exclusive branding in this area (you can make it your own think branded pillows on the couches, or anything you'd like).

Video Sponsor -

We will once again be setting up a Venture Atlanta video booth to capture stories from our attendees to utilize in our promotions throughout the year. The backdrop will be fully branded for your sponsorship. You could set up your own interview with perhaps an entrepreneur, or investor or someone you would like footage with to use for your marketing initiatives. Finally, every year we capture footage for a recap or sizzle reel, this will also have your branding on the opening and closing and can even feature a snippet from your conversation!

2019 Sponsorship Opportunities



Gold Sponsorships - \$12,000

Prominent visibility and key branding opportunities. The Gold level sponsorships give your firm the ability to OWN something at Venture Atlanta. All Gold sponsors receive the basic benefits outlined below PLUS additional benefits for each event opportunity.

Benefits:

- Prominent logo placement on all conference media
- Full page ad with premier placement
- Presenting Companies Engagement Opportunities
 - seat on the Recruiting/Screening Committee
- 4 tickets to the conference
- Ticket to the Presenting Companies Reception
- Additional tickets can be purchased at a sponsor discounted rate

Event Opportunities:

Back Cover of Conference Book -

Premier Ad on the back cover of our VA Conference Book. Our attendees keep these books year over year. Great visibility for your company.

Presenting Companies Reception - 1 available -

Own the event where our committee and selected companies meet. These is a small event with very exclusive networking. Event is marketed throughout the selection process to all participating companies.

Water Bottle Sponsor - 1 available -

Everyone drinks water the entire conference. Why shouldn't they walk around holding your brand? We will handle ordering the water for the sponsor!

Charging Stations - 1 available -

One of the most sought after sponsorships at the event. Custom designed branding on charging stations will be placed in multiple locations at the event. While everyone stands around charging their phone, let them think of your company.

Gourmet Coffee Bar - 1 available -

We will have a gourmet coffee bar set up in multiple locations. You will have branded coffee cups that everyone will be walking around with. We know everyone needs their coffee!

Wednesday Morning Breakfasts - 1 available - (2 breakfasts for double branding)

We are excited to offer a new opportunity this year for any attending entrepreneurs to walk away from Venture Atlanta with some hands on education. We will bring in speakers who will provide true value and insight. We are planning to offer 2 breakfasts limited to 100 attendees each.

Photography Sponsor - 1 available -

We want our attendees sharing pictures on all of their social media platforms. We will have 1 or 2 photographers taking pictures throughout the event and your branding in the form of a background watermark will be on every picture. We will have pictures scrolling on screens throughout the conference and we will create albums to send out and share on social channels after the conference concludes.

Wi-Fi Sponsor - 1 available - NEW this year!

The log-in screen will be uniquely branded for you! As we know everyone gets on the local WiFi so why not have them see your logo when they connect!

Conference Bag Sponsor - 1 available - NEW this year!

Great branding! Everyone will be walking around with your branding.

Alumni Events Sponsor - 1 available - NEW this year! (guarantee of 2 dinners and 2 lunches)

Sponsor hosts each of the lunches. Limit to 8-10 CEOs, roundtable format, invite a guest as a speaker (CEO) and then lead to a formal discussion. CEO Only Dinners – Members of the VA board would attend to facilitate the discussion (and the sponsor). Dinner locations chosen by sponsor.

2019 Sponsorship Opportunities



Recruiting/Screening Committee - \$8,500

High level of company engagement! Terrific interaction with others who support the tech community. Members of this committee will recruit companies to participate at Venture Atlanta. You will have access to our proprietary database and back end system which gives you access to all company information.

Benefits:

- 3 tickets to the conference
- Significant logo exposure on all conference media
- One company representative on the VA Recruiting/Screening Committee - You can tag-team in that multiple folks from your company can be involved, but only one should attend the meetings and give feedback on the companies.
- Ability to place collateral or promo items on a shared sponsor table
- Half page ad in conference book
- Invitation to presenting companies reception

Investor - \$5,000

Only offered to accredited investors, angel firms, venture funds and private equity funds

Show your support of our technology community!

Benefits:

- 2 tickets to the conference
- Logo exposure on all conference media
- One company representative on the VA Investor/Voting Committee
- Tickets to the Investor dinner - per attending investor, space is limited and RSVP is required
- Tickets to the Alumni dinner - space is limited and requires an RSVP
- Tickets to VIP Breakfast
- Half page ad in conference book
- Invitation to Presenting Companies Reception
- Access to set up 1:1 meetings with all presenting companies and private meeting space

2019 Sponsorship Opportunities



Silver Sponsorships - \$4,000

Silver Plus with additional add-on's available

A great way to support the community and gain visibility at Venture Atlanta!

Benefits:

- 2 tickets to the conference
- Logo exposure on all conference media
- Company listing in the conference book (name, email, website and phone number)
- Ability to place collateral or promo items on a shared sponsor table

Silver Plus Add-Ons!

- Exhibit Space - \$1,500 (space is limited and available on a first come, first served basis, act quickly) - If you want an exhibit table set up during the entire conference, upgrade your sponsorship and add on a booth. Additional benefits above still included.
- Ad - \$350 - Put a half page ad in our conference book rather than just the company listing.
- If you want the exhibitor space and a half page ad, total price is \$5500 (that's a \$350 discount)

VA Alumni - \$1,500

Only offered to past presenters

A great way to show your support to Venture Atlanta and the community.

Benefits:

- 2 tickets to entire event
- Logo exposure on all conference media
- Invite to Alumni Dinner on 10/15 and VIP Breakfast on 10/17
- Ability to set up meetings with all attending investors through our mobile app

Alumni Plus Add-Ons!

- Exhibit Space - \$1,500 - (space is limited and available on a first come, first served basis, act quickly) If you want an exhibit table set up the entire conference, upgrade your sponsorship and add on a booth. Additional benefits above still included.
- Ad - \$350 - Put a half page ad in our conference book rather than just the company listing.
- If you want the exhibitor space and a half page ad, total price is \$3200 (that's a \$150 discount)



Lock in your package NOW!

Credit Card Payments - All payments can be processed through Square. There will be a 5% surcharge for all credit card payments.

Sponsor Information - Venture Atlanta is a 501c-6 non-profit. We will send you an invoice and expect payment within 60 days. All payments MUST be made prior to the event. Please be sure Allyson Eman has a contact at your firm to coordinate all deadlines with. Payments should be sent to:

Venture Atlanta

Allyson Eman
3605 Sandy Plains Road, Suite 240-107
Marietta, GA 30066

Logos – All new sponsors should send logos in .eps format to Allyson Eman at aeman@ventureatlanta.org. If your firm's logo changes, it is your responsibility to send Venture Atlanta an updated file.

We are flexible! If you don't see exactly what you want, please allow us to customize a package for you!

