



# SPONSORSHIP PACKAGE

OCTOBER 21 – 22, 2020 SOUTHERN EXCHANGE @ 200 PEACHTREE

#VA2020



Venture Atlanta brings innovative companies, disruptive technologies, and top-tier investors together for the best venture capital conference in the US.

# WHERE IT BEGAN

Venture Atlanta began 12 years ago with one mission: to connect companies to capital. Today, this mission has expanded beyond monetary capital to connect businesses with the resources, network, clients, partnerships, and talent they need to grow. Venture Atlanta has played an essential role in the tech ecosystem of the South and is proud to be a part of so many success stories throughout the community.

Starting in 2007 with a couple of hundred attendees and only 20 funds, Venture Atlanta now welcomes more than 1,000 annual attendees and 160 funds, many of which come from out of state. The conference's network and events have led to \$4 billion in funding raised and \$14 billion in successful exits.

Beyond the opportunity to raise money, Venture Atlanta offers a way for entrepreneurs, investors, sponsors, and service providers from across the region to make other meaningful connections that could prove valuable to their business. Past attendees have met people who went on to become partners, customers, mentors, employees, and more. Venture Atlanta serves as a connection point for all who attend, and that connection may be just the thing a company needs to take it to the next level.

# COMMUNITY IMPACT OF VENTURE ATLANTA'S 13 YEAR HISTORY:

- **450+** Technology
- Companies on Stage
- **\$4.4 Billion** raised
- by our Presenting
- Companies
- Over \$14B in Exits

# HOW IT'S MAKING AN IMPACT

For years, there was a misconception that the only emerging tech companies worth paying attention to were the ones coming out of the Valley. This no longer rings true; as the companies in the Southeast have changed the tech industry as we know it. Venture Atlanta is the catalyst and the connection point for so many of these businesses. It has fueled a powerful ecosystem that introduces companies to capital, but also talent, mentors, partners, and customers. Two days a year, hundreds of investors from across the nation travel to Atlanta to see the best in the region in the event that truly changes the course of these companies forever.

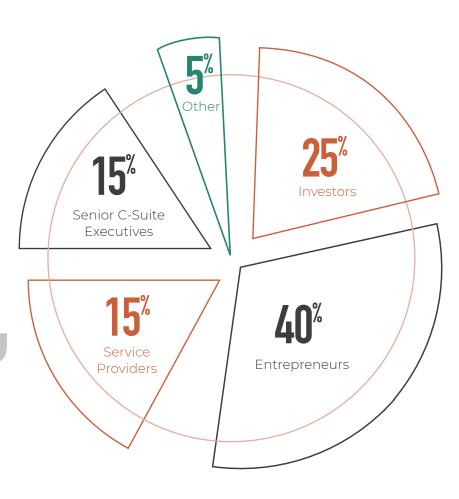
# VENTURE ATLANTA ATTENDEE PROFILE

2019 saw huge growth for Venture Atlanta. 20% growth across the board in attendees, investment funds and sponsorship dollars raised.

2019 SAW HUGE GROWTH FOR VENTURE ATLANTA. 20% GROWTH ACROSS THE BOARD IN ATTENDEES. INVESTMENT FUNDS AND SPONSORSHIP DOLLARS RAISED.

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!



# **SPEAKERS** PAST VENTURE ATLANTA SPEAKERS



Champ Bailey
Pro Football
Hall of Fame



Jyoti Bansal
Co-Founder & Partner
Unusual Ventures



Marc Brown
Corporate Vice President
Microsoft



Steve Case
Chairman
The Case Foundation



**Scott Chacon**CoFounder of Github, Co-Founder & CEO, Chatterbug



Murphy Clark
Exec. Vice President
Red Ventures



Stephanie Cohen
Chief Strategy Officer
Goldman Sachs



Nicki Collen Head Coach Atlanta Dream



Mark Cuban ABC's Shark Tank Owner, Dallas Mavericks



**Alan Dabbiere**Chairman
AirWatch



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



**Ernie Garcia**President & CEO
Carvana



**Lori Greiner**The Warm
Blooded Shark<sup>TM</sup>



Chris Hecht
Head of Corporate
Development



Philip Kirk
Senior Director, Corporate
Development, Cisco



**Levon Kirkland**Former NFL Player
Football Coach



**Aaron Levie** CEO, Co-Founder & Chairman, Box



**James Loftus**Global Corporate
Development, Square



**Lisa Marchese** Head of Corp. Dev. American Expresss



**Bernie Marcus**Chairman
The Marcus Foundation



**Dikembe Mutombo**Pro Basketball
Hall of Fame



Phyllis Newhouse
CEO
Xtreme Solutions



**Kathryn Petralia**President & Co-Founder
Kabbage, Inc.



Matt Schweickert
Officer
The Home Depot



**Niraj Shah** CEO Wayfair.com



**Jay Simons**President
Atlassian



**Jeff Sprecher** Chairman, New York Stock Exchange



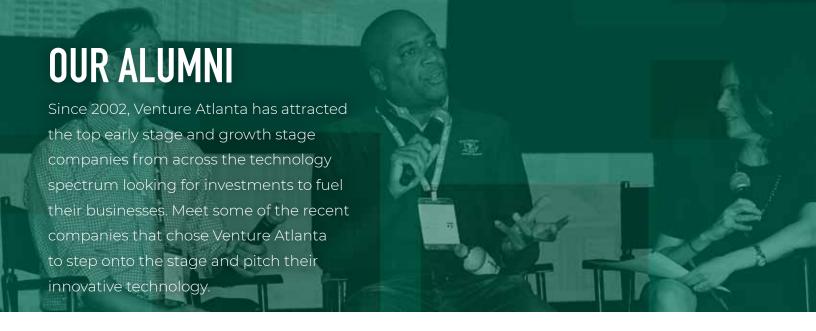
**Seksom Suriyapa**VP, Corp. Dev. & Strategy
Twitter



Sheryl Swoopes
Pro Basketball
Hall of Fame



**John Vironis** CoFounder & Partner Unusual Ventures



Achievelt

Acivilate Inc

Admiral

Alii Healthcare

Allstacks, Inc.

Ally Commerce

Attentive.ly

**AVOXI** 

Azalea Health

Banyan Hills Technologies

BearTax

BlueLeap

BluePenguin Payments, Inc.

Boatsetter

BuzzBoard, Inc.

Capital Slack

CapWay, Inc

CAR360

Case Status, Inc.

**CCM Navigator** 

CentralBOS

Ceterus

Checkd.in

311331131111

ChronicCare IQ

Citibot

Citiri, Inc.

Civic Dinners

Clean Hands Safe Hands

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CloudTags

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Countalytics

cove.tool

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Curricula

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Florence Healthcare

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FotoIN Mobile Corporation

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Get Spiffy, Inc.

Gimme Vending, LLC

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Hirewire

**HM Wallace** 

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N2N Services, Inc. NexDefense, Inc.

Niche Video Media LLC

NuGen Systems, Inc

nuVizz Octerra

OncoLens

Overgroup Consulting, LLC

Oversight Systems

Parmonic Partnr

Paw.com

Phonism

PlayOn! Sports

Pointivo, Inc.

Predikto Analytics
Presence

ProcessMaker

ProcessMiner Inc

PureWRX

QASymphony

Quest Renewables

RacelQ

Rent Ready

RentCheck

rented.com

REscour

RightPatient

Rigor Rivalry

Roadie

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Springbot

Storj Labs

StrataCloud, Inc.

StreetMetrics

SweatPack

Syfer

TaxConnex, LLC

Terminus

Ternio

tevixMD

TITIN

Tomahawk Robotics

Toucan Al

Transitiv, Inc.

Tranzhalo, Inc.

Trellis, Inc.

Undergrid Networks

Unicore Health, Inc.

UserlQ

Virsys12

Voxa

Voxie

Wellview Health

Winshaw Global Enterprises

WorldWatch Plus

Worthix

Xendoo.com

Yesflow

Zaloni

Zentila



# 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.





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.



# 2020 SPONSORSHIP OPPORTUNITIES Accel Sunfaces Cherry Bedgert Vist Mullins Cherry Bedgert Vist Mullins

Venture Atlanta is an annual conference that creates opportunities for top tier investors to connect with and fund the Southeast'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 2020 Sponsor! Now in its 13th year, we once again are excited to bring you additional sponsorship opportunities. With sold out crowds in 2019 and a record number of sponsors, 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 \$17K, Platinum Level
- Photography Sponsor \$14K, Gold Level
- Snack Sponsor \$14K, Gold Level
- Polling Sponsor (Audience Choice Winner) \$14K, Gold Level
- Investor Premium \$6K
- Alumni Premium \$2,500
- · Premier Sponsorship \$40K, Industry Exclusive
- · Headline Sponsorship \$28,500K, Industry Exclusive
- · Lanyard \$20K,
- · Showcase Sponsorship \$20K,
- · Platinum Sponsorship \$17K, (own an event or opportunity)
- · Corp Dev Panel \$15K
- · Gold Sponsorship- \$14K, (own an opportunity)
- · Recruiting and Screening Committee Sponsorship-\$9.5K,
- · Investor Sponsorship \$5K (only open to accredited investors)
- · Investor Premium Sponsorship \$6K (only open to accredited investors)
- · Silver Sponsorship \$5,500K (And Silver Plus \$6250),
- · VA Alumni Sponsorship \$1,500K
- · VA Alumni Premium \$2,500K

# PREMIER SPONSOR - \$40,000 -

Top sponsor of the event! 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 VA2021

# **HEADLINE SPONSORSHIP - \$28,500 —**

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
- · 10 tickets to entire conference
- · 2 tickets to Investor Dinner
- 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 2021

# STARTUP SHOWCASE SPONSORSHIP - \$20,000 - 1 AVAILABLE

The Startup Showcase featured 42 emerging technology companies during our cocktail party at Venture Atlanta 2019. 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.
- · 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

# PLATINUM SPONSORSHIPS - \$17,000 -

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
- 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 21 at Ponce City Market) – industry exclusive.

Attended by more than 375 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.

# PLATINUM SPONSORSHIPS - \$17,000 -

**Event Opportunities:** continued

#### **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. Last year folks had to be pushed out of the Hall of Fame, they didn't want to leave! The event this year will NOT overlap with the investor dinner so attendance will be much larger.

## **VIDEO SPONSOR – 1 AVAILABLE**

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!

# GOLD SPONSORSHIPS - \$14,000 -

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
- · 4 tickets to the conference
- Presenting Companies Engagement Opportunities seat on the Recruiting/Screening Committee
- 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 space 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. Sponsor can make this event whatever they wish and handled all arrangements and invitations.

#### WATER BOTTLE SPONSOR - 1 AVAILABLE

NEW this year! 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 - 2 AVAILABLE

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

# GOLD SPONSORSHIPS - \$14,000 -

**Event Opportunities:** continued

#### GOURMET COFFEE BAR - SOLD

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!

#### **ALUMNI EVENTS SPONSOR** - SOLD

This is an amazing opportunity to get face time with some of our VA Alumni. Your firm will participate in at least 4 events (lunches and dinners) where 10 – 20 Alumni will attend.

#### 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.

## WEDNESDAY MORNING BREAKFAST - 2 AVAILABLE

This breakfast has been a big part of VA for many years now. It's typically an Investor Panel and attended by entrepreneurs and investors. In 2019, this event was standing room only with more than 250 in attendance.

# **SNACK SPONSOR** – 1 AVAILABLE

Our attendees get hungry! This year we will have double the 1:1 meeting space and we would like to have snacks and water served throughout the event. Everyone at meetings will see your branding throughout the two day event as our snack sponsor.

## POLLING (Audience Choice Winner) - 1 AVAILABLE

With a new mobile app this year, we'd like to do audience polling multiple times throughout the event. You can be the sponsor of the polls, and present the audience winner on stage!

# RECRUITING/SCREENING COMMITTEE - \$9,500 —

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

# INVESTOR PREMIUM - \$6,000 -

#### **Benefits:**

All the benefits of the above PLUS

- · 2 additional tickets (4 total)
- One Meeting Table branded for your company to utilize the entire conference. So you will not be assigned a random table while setting up meetings with entrepreneurs. All your meetings would be held at your own table. This table will also be in the room with more space between tables (more privacy), snacks, etc.

# SILVER - \$5,500 -

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 — \$1.000 —

(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 \$6250 (that's a \$600 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 10/20
- · Ability to set up meetings with all attending investors through our mobile app

# VA ALUMNI PREMIUM (NEW) - \$2,500 —

Benefits: All the benefits of a VA Alumni PLUS:

- · Half Page Ad
- · 1 additional ticket (3 total)
- One Meeting Table branded for your company to utilize the entire conference. So you will not be assigned a random table while setting up meetings with entrepreneurs. All your meetings would be held at your own table. This table will also be in the room with more space between tables (more privacy), snacks, etc.



# **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!