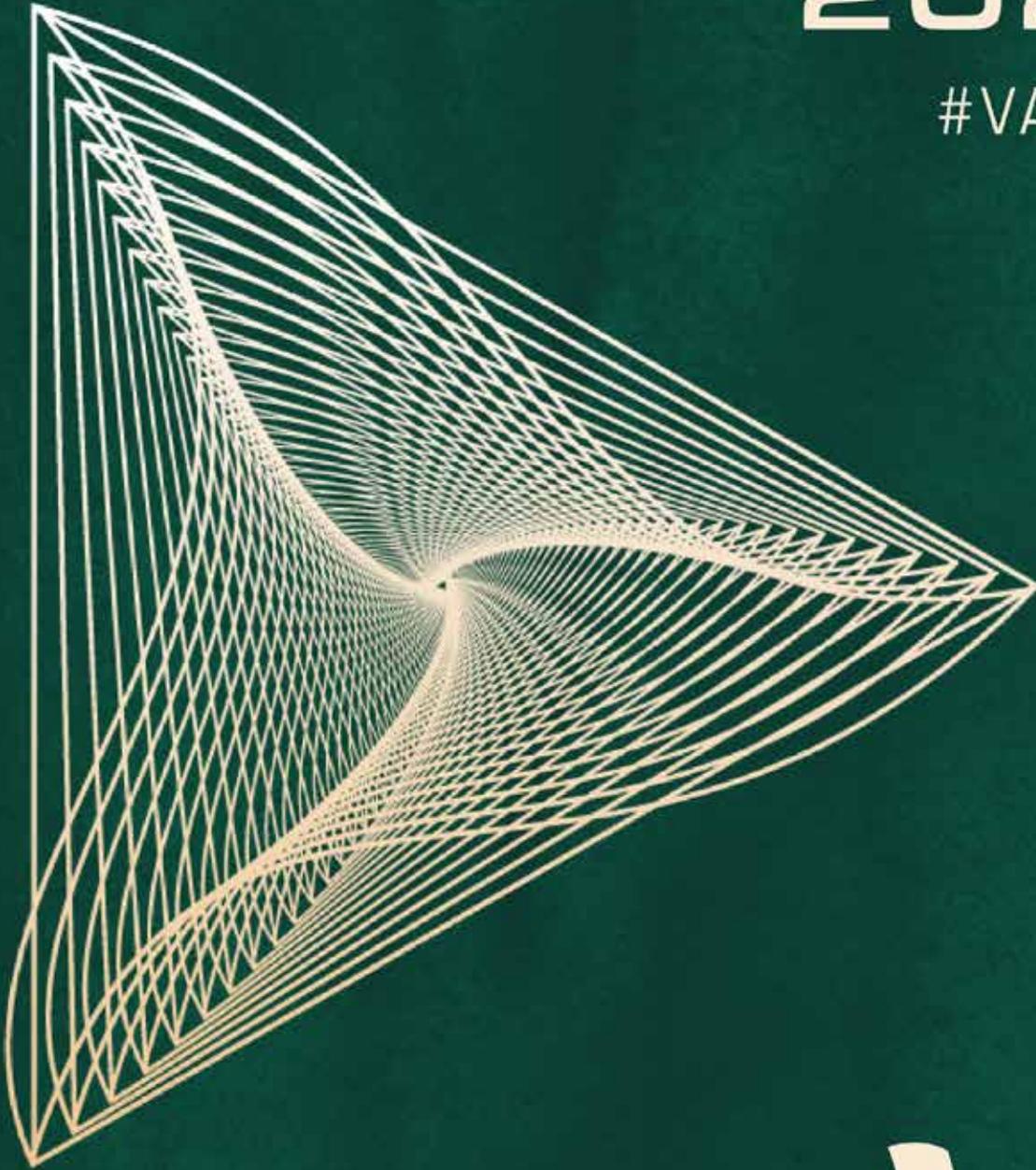


2022

#VA2022



VENTURE ATLANTA

SPONSORSHIP PACKAGE



2022

#VA2022

CHEERS TO 15 YEARS AND A NEW LOCATION FOR VENTURE ATLANTA!

October 19 – 20, The Woodruff Arts Center and
Atlanta Symphony Hall
1280 Peachtree Street, Atlanta, Georgia

This year's event will be held in beautiful Midtown, in the center of Atlanta. The new venue provides beautiful space, a campus full of art and possibilities. This year's event will have small breakout sessions for more curated content, speakers and pitches on stage at Atlanta Symphony Hall, private lounges for top sponsors and endless opportunities for networking.

Join us at this incredible new venue! For more than half a century, the Woodruff Arts Center has been a place where our community can experience the power of art.



WHERE IT BEGAN

Venture Atlanta began 15 years ago with one mission: to connect companies to capital. Today, this mission has expanded beyond monetary capital to connect businesses with resources, talent, customers and partnerships 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 region.

Starting in 2007 with a couple hundred attendees and only 20 investment funds, Venture Atlanta now welcomes more than 1000 annual attendees and well over 350 investment funds, many of which come from out of state. The conference's network and events have led to \$6.5 billion in fundings raised and over \$16 billion in successful exits including: Kabbage, Cloud Sherpas, Roadie, Joulex, Silverpop and many more.

Beyond the opportunity to raise money, Venture Atlanta offers a way for entrepreneurs, investors, sponsors and services providers from across the region to make meaningful connections that prove valuable to their business.

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

COMMUNITY IMPACT OF VENTURE ATLANTA'S 15 YEAR HISTORY:

 650+
Technology Companies
On stage

 \$6.5 Billion
Dollars raised by
Presenting Companies

 Over \$16 Billion
in Exits

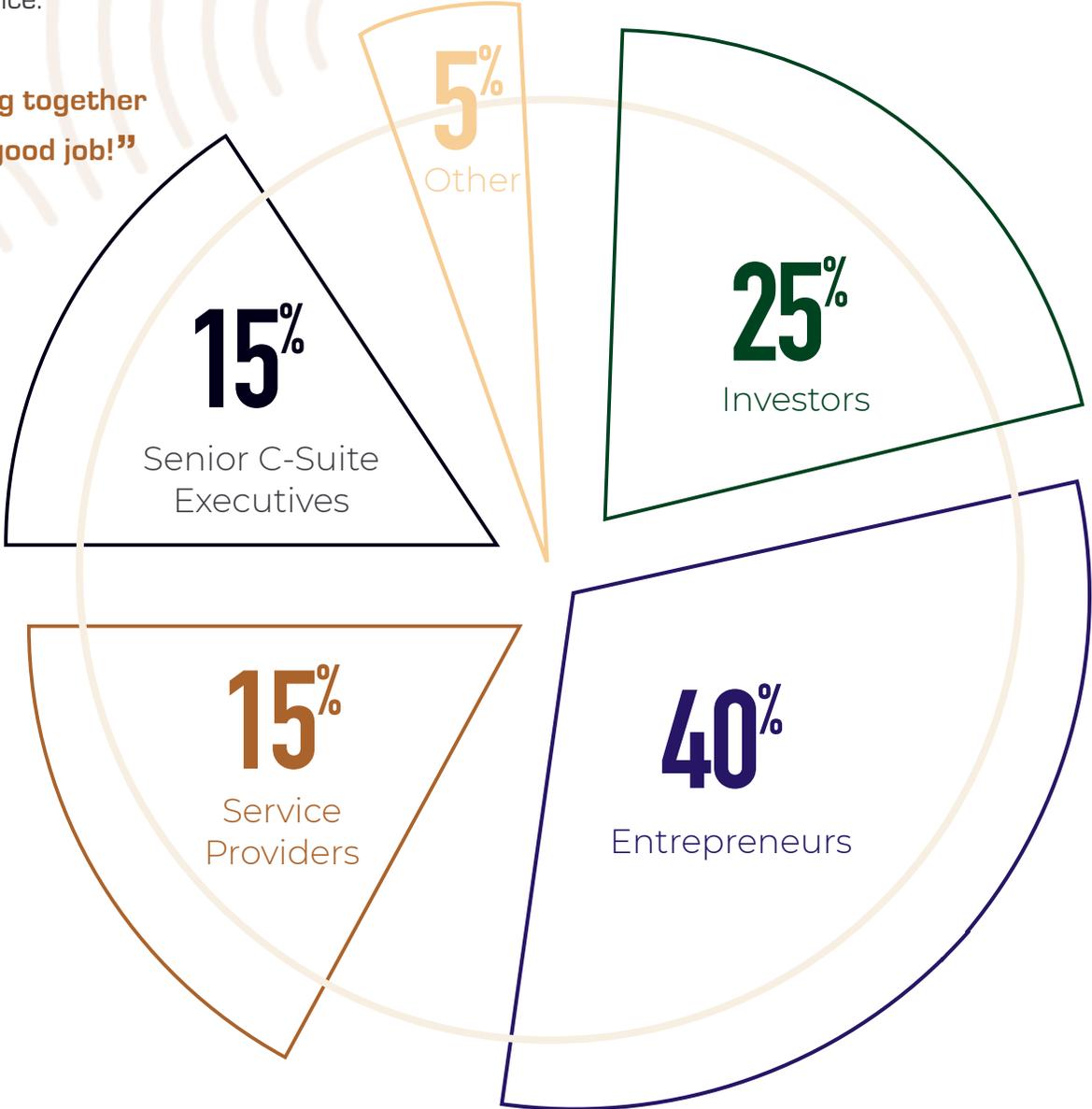




VENTURE ATLANTA ATTENDEE PROFILE

“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

Venture Atlanta has featured world class speakers in its 15 year history. Here is a sampling of the notable names who have appeared on stage (or virtually) at Venture Atlanta



Topé Awotona
Founder & CEO
Calendly



Champ Bailey
Pro Football
Hall of Fame



Jay Bailey
President & CEO
RCIE



Jyoti Bansal
Co-Founder & Partner
Unusual Ventures



Kabir Barday
President & CEO
OneTrust



Eric Boduch
Co-Founder & Advisor
Pendo



Andrew Braccia
Partner
Accel



Marc Brown
Corporate Vice President
Microsoft



Steve Case
Chairman
The Case Foundation



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



Ben Chestnut
Co-Founder & CEO
Mailchimp



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



David Cummings
Founder
Atlanta Tech Village



Alan Dabbiere
Chairman
AirWatch



Austin Dean
Co-Founder
Spinta Capital



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



Alex Estevez
Venture Partner
Accel



Karim Farris
General Partner
CV



Marty Flanagan
President & CEO
Invesco



Ernie Garcia
President & CEO
Carvana



Lori Greiner
The Warm
Blooded Shark™



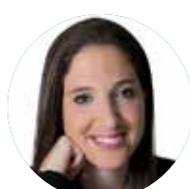
Arlan Hamilton
Founder & Managing
Partner, Backstage Capital



Jan Hammer
General Partner
Index Ventures



Chris Hecht
Head of Corp, Development
Atlassian



Rachel Holt
Co-Founder & Managing
Director, Construct Capital



Arianna Huffington
Founder & CEO
Thrive Global



Philip Kirk
Senior Director, Corporate
Development, Cisco



SPEAKERS



Levon Kirkland
Former NFL Player
Football Coach



Katie Kirkpatrick
President & CEO
Metro Atlanta Chamber



Lauren Kolodny
Founding Partner
Acrew Capital



Vanessa Larco
Partner
NEA



Aileen Lee
Founder
Cowboy Ventures



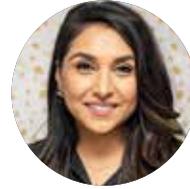
Jean-Michel Lemieux
Former CTO
Shopify



Aaron Levie
CEO, Co-Founder
& Chairman, Box



James Loftus
Global Corporate
Development, Square



Suneera Madhani
Founder & CEO
Stax



Josh Mangel
Co-Founder & Co-CEO
Pipe



Lisa Marchese
Head of Corp. Dev.
American Express



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.



Chuck Pettid
CEO
Republic



Scott Sandell
Managing General Partner
NEA



Dan Schulman
President & CEO
PayPal



Matt Schweickert
Officer
The Home Depot



Dharmesh Shah
Co-Founder & CTO
Hubspot



Niraj Shah
CEO
Wayfair.com



Tim Sheehan
Co-Founder & CEO
Greenlight



Jay Simons
President
Atlassian



Robert F. Smith
Founder, Chairman & CEO
Vista Equity Partners



Jewel Burks Solomon
Managing Partner, Collab
Capital and Head of
Google for Startups



Dug Song
Co-Founder & GM Duo
Security at Cisco



Jeff Sprecher
Chairman, New York
Stock Exchange



Seksou Suriyapa
VP, Corp. Dev. & Strategy
Twitter



Sheryl Swoopes
Pro Basketball
Hall of Fame



John Vironis
CoFounder & Partner
Unusual Ventures



OUR 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.

8base	Cognosco	G11
Achievelt	COIN Closing	GABA
Acivilate Inc	Coinledger	Get Spiffy, Inc.
Admiral	Conserv	Gimme Vending, LLC
Alii Healthcare	Convey Services	GPA LEARN
Allstacks, Inc.	CoreView	GreenPrint, LLC
Ally Commerce	Countalytics	Gro Solutions
AnswersNow	Courtroom5	Groundfloor Finance Inc.
Apptega	cove.tool	Haste
Athliance	Coworks	Haxiot
Attentive.ly	Crescerance, Inc.	Healthy Hip Hop
AVOXI	Cue Intelligence, Inc	HealthSnap
Azalea Health	Curricula	Heartbeat
Banyan Hills Technologies	CustomerX.i	Hirewire
BearTax	Cyber Clipboard	HM Wallace
biospatial	Cypress.io	Hull
BlueLeap	DataSeers	Humanitru
BluePenguin Payments, Inc.	DDM Systems	Hux
Boatsetter	Deep Fiber Solutions	Illuminate360
BOS Framework, Inc.	Drop Party	Immediate Solutions, Inc.
brrr°	eCommHub	ImpactKarma Inc
BuzzBoard, Inc.	Eletype	Impiricus
Capital Slack	ENGAGE.cx	Inclusiv
CapWay, Inc	EnrichHER	Inked
CAR360	Exstreamity	Insightpool
CareHarmony	Fanboard Inc.	Intrinio
Cariloop	Farm'd	Jonny On It
Case Status, Inc.	Fattmerchant	JTEC Energy Inc
CCM Navigator	Fenris Digital	K4 Connect, Inc.
CentralBOS	FINSYNC	Kanarys
Ceterus	FIXD	Kanga
Checkd.in	Florence	Klearly
ChronicCare IQ	Florence Healthcare	Knapsack
CHRP Tech	Flourish	Knightly
Citibot	Focal Point Procurement Solutions Inc.	Kobiton
Citiri, Inc.	FortifyData	LASSO
Civic Dinners	FotoIN Mobile Corporation	Laundris Corporation
Clean Hands Safe Hands	Freeman Capital	Lendflow
Clockwise MD	FreightWaves	LoCo+-[
Cloud Range Cyber, LLC	FSLogix	Logfire
CloudTags	Funding U	Lucena Research, Inc.



OUR ALUMNI

Lumense, Inc.
MacStadium, Inc.
MailMosh
Makeswift Inc
Managr
Map Large, Inc.
Medxoom Inc
Menguin, Inc.
mesur.io, Inc
Mile Auto, Inc.
MINWO
mLevel
mLevel
Monsieur
Motivo
Music Tech Works
MyLumper
MyPorter
MySnapCam
N2N Services, Inc.
NetOne Recruiter
NexDefense, Inc.
Niche Video Media LLC
Nickelytics
Nufabrx
NuGen Systems, Inc
nuVizz
Octerra
OncoLens
Onwards HR
Optimal Technology Corporation
Overgroup Consulting, LLC
Oversight Systems
PadSplit, Inc.
Parabeac
Parmonic
Partnr
Paw.com
Peoplelogic.ai
Phonism
Pinwheel
PlayOn! Sports
Pointivo, Inc.
Polaris Genomics
Poppy Flowers

Predikto Analytics
PreFix Inc.
Presence
ProcessMaker
ProcessMiner Inc
Procoto
PunchList USA
PureWRX
QASymphony
Quantuvos
Quest Renewables
RacelQ
RazorMetrics
Rent Ready
RentCheck
rented.com
RepVue, Inc
REscour
RightPatient
Rigor
Rivalry
Roadie
RootsRated
SaasOptics
Salesfusion
Second Nature
Secure Data Kit
Sequr
Servosity
SherpaDesk
Shotcall, Inc
Sifted
SIGNiX
Simetric
Smart Gladiator LLC
Social123, Inc.
SoHooked
Springbot
STEMuli Education
Storj Labs
StrataCloud, Inc.
StreetMetrics
Supply Wisdom Inc.
SweatPack
Syfer

SymTrain
TaxConnex, LLC
Terminus
Ternary Developments
Ternio
tevixMD
The Concinnity Company
The Diversity Movement
the *gameHERs
ThinkGenetic, Inc.
TITIN
Tomahawk Robotics
Toucan AI
TQIntelligence, Inc
Tradeblock
Transitiv, Inc.
Tranzhalo, Inc.
Trellis, Inc.
TSOLife
Tyrata, Inc.
Ubuntoo INC
Unbanked
Undergrid Networks
Unicore Health, Inc.
UserIQ
Vacmobile Corporation
vigtec, inc.
Virsys12
Visuwell
Viva Finance Inc.
Voxa
Voxie
Wellview Health
Whitebox Technologies Inc
Winshaw Global Enterprises
WorldWatch Plus
Worthix
Wripple
Xendoo Inc
Yesflow
Zaloni
Zentila
Zirtue
Zoeo
Zywie, Inc.

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.





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.



SPONSORSHIP OPPORTUNITIES

2022

#VA2022

The world has certainly been unpredictable these past two years. In 2020, we delivered an incredible fully virtual conference and presented sponsorship value through our virtual platform. In 2021, we went to a full hybrid model and in essence put on a full virtual and full in-person conference (with limited attendance in-person).

Our new venue lends itself to many new offerings for this year! We hope to have all sponsors secured very quickly this year. So please look at the extensive list and act quickly. With sold out crowds in 2021 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.

While we still can't fully predict where events are headed in the future, we are plowing forward with a full in-person event at our new venue – the Woodruff Arts Center. We do not plan on offering a virtual conference as well. On-demand content will be available to all paying attendees after the conference concludes.

Our top priority will remain to protect the health and safety of our attendees, presenting companies and sponsors. Covid guidelines will be released as needed closer to the event.

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.

SPONSORSHIP OFFERINGS

- ▶ **Title Sponsorship - \$100K, Industry Exclusive**
- ▶ **Premier Sponsorship - \$75K, Industry Exclusive**
- ▶ **Presenting (Creating Momentum) - \$50K**
- ▶ **Presenting (Closing Keynote Speaker) - \$50K**
- ▶ **Headline Sponsorship - \$30K, Industry Exclusive**
- ▶ **Platinum Sponsorship - \$20K, (own an event or opportunity)**
- ▶ **Gold Sponsorship- \$15K, (own an opportunity)**
- ▶ **Silver Sponsorship - \$12,500 (own an opportunity)**
- ▶ **Recruiting and Screening Committee Sponsorship- \$10K**
- ▶ **Bronze Sponsorship - \$6,500**
- ▶ **Investor Sponsorship - \$6K (only open to accredited investors)**
- ▶ **VA Alumni Sponsorship - \$2,500**



SPONSORSHIP OPPORTUNITIES

2022

#VA2022

TITLE SPONSOR

\$100,000

Top sponsor of the event! Prominent visibility and premium branding throughout the Venture Atlanta Conference.

BENEFITS

- Industry Exclusive
- New this year! Title Sponsor would be a part of the Venture Atlanta Logo.. Venture Atlanta presented by (Sponsor logo)
- 12 tickets to the conference
- 2 tickets to the Alumni Dinner (private event for investors and Venture Atlanta alumni) to be held October 19th at the Epicurean Hotel in downtown Atlanta
- 3 tickets to the Investor Dinner (private event for investors and 2022 participating companies selected)
- Lanyard Sponsor – all attendees will be required to use a lanyard for their nametag
- Opening Video Sponsor – high tech, professional video produced by Pullspark to open the event. Title sponsor will own the video and we will work with them to include their messaging.
- Multiple Speaking Roles – main stage
- T-shirt Sponsor for all attendees
- Delta Lounge – this is a private lounge that the sponsor will own the entire conference. The sponsor could invite their guests to enjoy lunch in there, a livestream from Atlanta Symphony Hall throughout the event and guests can re-charge in there with their private charging station, bar, refreshments, etc.
- Day 2 closing party – this sponsor will be a big part of the closing party and help sponsor this event. We want to end this year with a bang. We are exploring a chef crawl showcasing the best chefs in the Southeast or Atlanta, music, special drinks, etc.
- Prominent Branding on the LED Wall on the mainstage at Atlanta Symphony Hall
- Prominent Branding in the atrium area at the Woodruff Arts Center. Exhibit space could be set up if desired but is really not necessary with the Delta Lounge space offered previously.
- Title Sponsor would be included on ALL communications from Venture Atlanta – all conference announcements, Week in Review which go out 2x a month, on our website and social media
- Branding on our registration system and name tags
- Joint Press Release to announce the sponsor and partnership
- Full page ad in conference book with prominent location
- Branding will always be at the top in print, web and prominent at the venue
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- Full attendee list provided in advance
- Sponsored Flags outside on Peachtree Street as guests walk in to Venture Atlanta



SPONSORSHIP OPPORTUNITIES

2022

#VA2022

PREMIER SPONSOR

\$75,000

Significant branding and exposure for this sponsorship. The sponsor will own multiple items at the event including the mobile app, charging station, private meeting space, etc.

BENEFITS

- Industry Exclusive
- 12 tickets to the conference
- 2 tickets to Alumni Dinner
- 2 tickets to Investor Dinner
- Mobile App Sponsor – app will be used by all attendees to view the schedule, attendee list, sponsors and set up their 1:1 meetings
- Charging Station Sponsor – multiple stations will appear throughout the event
- Multiple Speaking Roles
- Robert Shaw Lounge – this is a private lounge that the sponsor will own the entire conference. The sponsor could invite their guests to enjoy lunch, cocktails, charging their phones, working, small meetings and more.
- Prominent branding on the LED Wall on the mainstage at Atlanta Symphony Hall
- Scholarship tickets to university students sponsored by Premier Sponsor. Venture Atlanta plans on reaching out to 200+ college students and inviting them to a growth stage career fair. All marketing will feature the Premier Sponsor giving significant exposure to local and regional universities and the next generation in tech.
- Branding on our registration system and name tags
- Full page ad in conference book with prominent location
- Branding will be towards the top in print, web and prominent at the venue
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- Full attendee list provided in advance
- Video clip can be submitted to be shown at VA (1 minute max length)
- Sponsored flags outside on Peachtree Street as guests walk in to Venture Atlanta



SPONSORSHIP OPPORTUNITIES

2022

#VA2022

PRESENTING SPONSOR Creating Momentum powered by Goodie Nation

\$50,000

This is Venture Atlanta's D&I initiative that was introduced in 2021 to great success with a goal to help under-represented founders put their best foot forward in their applications in the hopes to select a much more diverse group. We set a goal to have 50% of our founders on stage be under-represented and through our efforts 60% was achieved. Sponsor of this initiative would be involved in an ANNUAL program exposing founders to everything from fundraising to hiring through in-person and virtual events. Additional details below:

BENEFITS

- 8 tickets to the conference
- 2 tickets to the Investor Dinner
- Creating Momentum Series - own the D&I Initiative for Venture Atlanta.
- Sponsorship is year-round with multiple in-person and virtual events happening in multiple cities across the Southeast including: Dallas, Houston, Austin, Tampa, Miami, Raleigh, Nashville, D.C., Charlotte and Atlanta
- Full page ad in conference book
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- Branding (print, web and at the venue)
- Significant press and social media efforts
- Extensive marketing in each city with partners (Creating Momentum.. presented by sponsor x)
- Full attendee list provided in advance
- Video clip can be submitted to be shown at VA (1 minute max length)

CLOSING KEYNOTE SPEAKER SPONSOR

\$50,000

BENEFITS

- 8 tickets to the conference
- Introduction of our closing keynote speaker on day 2. We plan on targeting a big celebrity
- Opportunity to have lunch (if speaker agrees) with speaker and small group
- Full page ad in conf book
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- Branding (print, web and at the venue)
- Full attendee list provided in advance
- Marketing associated with all keynote speaker announcements



SPONSORSHIP OPPORTUNITIES

2022

#VA2022

HEADLINE SPONSORSHIP

\$30,000

Prominent visibility and premium branding throughout the Venture Atlanta Conference

BENEFITS

- Industry Exclusive
- 6 tickets to the conference
- 2 tickets to the Alumni Dinner
- 2 tickets to the Investor Dinner
- Prominent logo placement on all media (print, web and venue)
- Logo placement on LED Wall throughout the conference and on conference nametags
- Full page ad with prominent placement in conference book
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- NEW – Ability to host a breakout session or own company coaching. Breakout Session could include: Reverse VC Pitch, Entrepreneur Series just as examples or ideas. Room for 2 sponsors to host a breakout session for 45 minutes during lunch. Lunch would be served and time for networking and then the session would begin. The session would be heavily marketed and included on the mobile app schedule and conference registration as it would be limited to 150 guests. Sponsor would put together entire breakout session including finding all speakers.
- Exhibit Space in the main lobby area of The Woodruff Arts Center
- Video clip can be submitted to be shown at VA (1 minute max length)
- Full attendee list provided in advance



SPONSORSHIP OPPORTUNITIES

2022

#VA2022

PLATINUM SPONSORSHIPS

\$20,000

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
- 5 tickets to the conference
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- Ability to place collateral or promo items on a shared sponsor table
- Full attendee list provided in advance

PLATINUM SPONSORSHIP OPPORTUNITIES

INVESTOR DINNER (held Wednesday, October 19, location TBD) – industry exclusive. The favorite event of the conference. All investors and CEO's of our participating companies gather to network for hours. Event is typically attended by close to 400 guests. This sponsorship includes 4 tickets to the dinner and the ability to send out invitations to the group with the sponsors logos.

ALUMNI DINNER (held Tuesday, October 18, location Epicurean Hotel) – 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 sponsorship includes 3 tickets to the dinner and the ability to send out invitations to the group with the sponsors logos. NEW this year – we will market to our alumni first and then investor sponsors will be invited to attend. The event will feel more exclusive.

NEW ALUMNI SPEAKER SERIES/SMALL DINNER OR LUNCH – Pre-pandemic this was a highlight for our alumni. We would gather in groups of 15 max at a restaurant with no agenda. Just the ability to network with fellow founders. This sponsorship expands that and adds a speaker series. Goal would be 3 sessions such as Marketing, Sales, Fundraising, Protecting IP, or Hiring for example taught BY Alumni to Alumni! Learning from each other. We would also do at least 1 lunch or dinner.

NEW PARTNERSHIP SPONSOR – Venture Atlanta will be partnering with organizations throughout the Southeast including Tampa Bay Wave, Capital Factory, NEXT Venture Pitch, Launchpad2x, Zane Access Fund and others. Your sponsorship would be promoted during these ancillary events and as we announce these special companies, your brand would be associated with companies. We can also connect you with these partners to see how you can get involved (speaking roles, etc.)

NEW CLOSING PARTY ACTIVATION SPONSOR – Think Virtual Reality Corner and showcasing the latest tech at the Day 2 closing party. Your brand will be associated with these stations. You will be able to help VA and bring in different vendors or entrepreneurs to showcase their cool tech.



SPONSORSHIP OPPORTUNITIES

2022

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GOLD SPONSORSHIPS

\$15,000

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

- Logo placement on all conference media
- Full page ad in conference book
- 4 tickets to the conference
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- Ability to place collateral or promo items on a shared sponsor table
- Full attendee list provided in advance

GOLD SPONSORSHIP 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.

WATER BOTTLE SPONSOR - In an effort to GO GREEN – we are setting up water stations throughout the venue and attendees can pick up a branded aluminum water bottle (that will be pre-sanitized). Great way for the attendee to walk around with your brand the entire event! And we're saving the environment by not using 1000s of plastic water bottles over the two days.

WEDNESDAY MORNING BREAKFAST - 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. The sponsor will put together the entire panel and can send out invitations.

VA PITCH OFF - Our recruiting committee will select a minimum of 30 companies to participate in the Pitch Off. Companies will receive coaching from the sponsor and the sponsor will host this event. The Pitch Off "hosted by sponsor x" will appear on our website and in any marketing materials.

MEET AND GREET - We will have several opportunities for companies throughout the Southeast to learn about Venture Atlanta. There may be the possibility to once again host this event in-person and still hold a virtual event as well for out of towners. This event is marketed heavily so there is significant branding opportunities. Events will be held in June and July during our open application process.

STARTUP SHOWCASE - The Showcase continues to be a great way for our (pre-seed and seed companies) to participate in Venture Atlanta. Once again we are changing our showcase, this year we will have a FULL in-person event for all companies held during the conference. There will be a specific time on the agenda for investors to go and visit with the companies. The sponsor can coach these companies to prepare them for these discussions with investors. A package of executive summaries will be distributed to all investors. The sponsor will have significant branding on this and could also assist the companies in preparing these summaries.

WOMEN'S PROGRAM - Last year Venture Atlanta hosted a panel discussing the funding gap for women. This year we want to build on this effort and host not only a virtual event, but an in-person event at the conference. We will also host a women's investor breakfast on day 2 of Venture Atlanta. This is a great way to support female founders.



SILVER SPONSORSHIPS

\$12,500

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

- Logo placement on all conference media
- Half page ad in conference book
- 3 tickets to the conference
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- Ability to place collateral or promo items on a shared sponsor table
- Full attendee list provided in advance

SILVER SPONSORSHIP OPPORTUNITIES

ON-DEMAND CONTENT – With our new virtual world, everyone wants to re-watch videos or catch something they missed. All content will be recorded. It will NOT be pushed out live but will be available after the conference concludes. Your branding will be on ALL of the recorded content.

COFFEE AND SNACKS – We know everyone wants their coffee during the conference. Multiple coffee stations will be set up throughout the event. Branded cups will be used. We will also be bringing in snacks (gourmet popcorn or King of Pops) and your branding will be on those stations.

RECRUITING/SCREENING COMMITTEE

\$10,000

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
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- Ability to place collateral or promo items on a shared sponsor table
- Half page ad in conference book
- Full attendee list provided in advance



SPONSORSHIP OPPORTUNITIES

2022

#VA2022

BRONZE SPONSOR

\$6,500

A great way to support the community and gain visibility at the biggest tech conference on the east coast.

BENEFITS

- 2 tickets to the conference
- Branding on print, web and at a venue
- Full attendee list provided in advance.

INVESTOR SPONSOR

\$6,000

(only offered to accredited investors, angel firms, venture funds and private equity funds)

Show your support of our technology community!

BENEFITS

- 3 tickets to the conference
- Logo exposure on all conference media (print, mobile, web and at venue)
- Spot on the Recruiting and Screening Committee (multiple team members can be on this committee and even help you cover more than one territory)
- 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 (Alumni Dinner will ONLY be open to the Investor Sponsors this year) It will be held Tuesday, October 18th at the Epicurean Hotel in Midtown Atlanta.
- Half page ad in conference book
- First access to the mobile app (open shortly after the 2022 companies are announced). MINIMUM of 2 full weeks before the event begins.
- PRIVATE meeting table for your fund available the ENTIRE conference. You can invite companies to have lunch with you both days and set up meetings throughout the event.
- Full attendee list provided in advance



SPONSORSHIP OPPORTUNITIES

2022

#VA2022

VA ALUMNI

\$2,500

[only offered to past presenters]

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

BENEFITS

- 2 tickets to entire event
- NEW Alumni page on the Venture Atlanta website – your logo will appear at the top of the page with a click through to your website. All other alumni will simply be listed in alpha order with NO click through ability
- Logo exposure on all conference media
- Invite to Alumni Dinner on 10/18
- First access to mobile app to set up meetings with investors

NEW!! CAREER FAIR ADD-ON – For the first time we will be hosting a Growth Stage Recruiting Fair! VA Alumni sponsors will have first dibs at the limited spots available. Additional \$1500 to have a table at the career fair. We will be inviting several hundred students to attend Day 2 of VA and soliciting top students from Georgia Tech, UGA, Emory, GSU, KSU, Spellman, Agnes Scott, Morehouse College and others. Limited spots available for the Career Fair Add-On!



LOCK IN YOUR PACKAGE NOW!



PAYMENTS:

All sponsors will receive an invoice after a full commitment is received from Venture Atlanta Accounting. Venture Atlanta accepts multiple payments – check, ACH or credit cards. Additional fees may be assessed to ACH payments and credit cards.

Venture Atlanta is a 501c6 non-profit. All payments should be submitted within 60 days. You will receive several reminders.

CONTACTS:

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LOGOS:

We expect all sponsors to send us their current logo to use in print or web. With 70+ sponsors, we aren't aware of changes made to your logo unless you notify us. Please be sure to send a digital version (.png or .jpeg) and print version (.eps or .ai)