

SPONSORSHIP PACKAGES



VENTURE

A T L A N T A

2023

SEPTEMBER 27-28, 2023

The Woodruff Arts Center and Atlanta Symphony Hall



September 27 - 28

The Woodruff Arts Center and Atlanta Symphony Hall

1280 Peachtree Street, Atlanta, Georgia

After a very successful Venture Atlanta conference in 2022, we will return to beautiful Midtown, in the center of Atlanta at the Woodruff Arts Center. This venue provided us room for plenty of networking and amazing panels and pitches on stage at Atlanta Symphony Hall. We know our attendees will enjoy visiting this space once again.

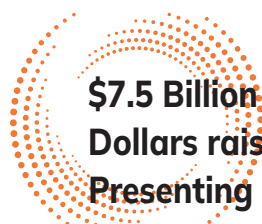


Venture Atlanta 2022 saw its largest attendance to date with close to 1400 attendees, over 450 investment funds and 100 sponsors! The event sold out weeks in advance, so don't miss the opportunity to attend in 2023. Venture Atlanta accelerates the growth of the Southeast's tech ecosystem by connecting the region's most promising tech companies with investors, resources, partners, and talent. You can always expect something new at Venture Atlanta. In 2022, in addition to our brand new venue we also added an entire second floor of meeting space for our investor attendees, an incredible new location for our investor dinner at the High Museum of Art, a closing party complete with entertainment, food, autographs and pictures from our sports panel and even a gelato truck. Most importantly, we offered content that created a playbook for our entrepreneurs from leveraging your personal brand to hiring talent to opportunities with climate tech. Be sure you follow Venture Atlanta as we add announcements for speakers and companies in 2023! Are you ready to sponsor our 2023 conference? Get in touch now! aeman@ventureatlanta.org

Community impact of Venture Atlanta's 16 year history:



760+
Technology Companies
On stage



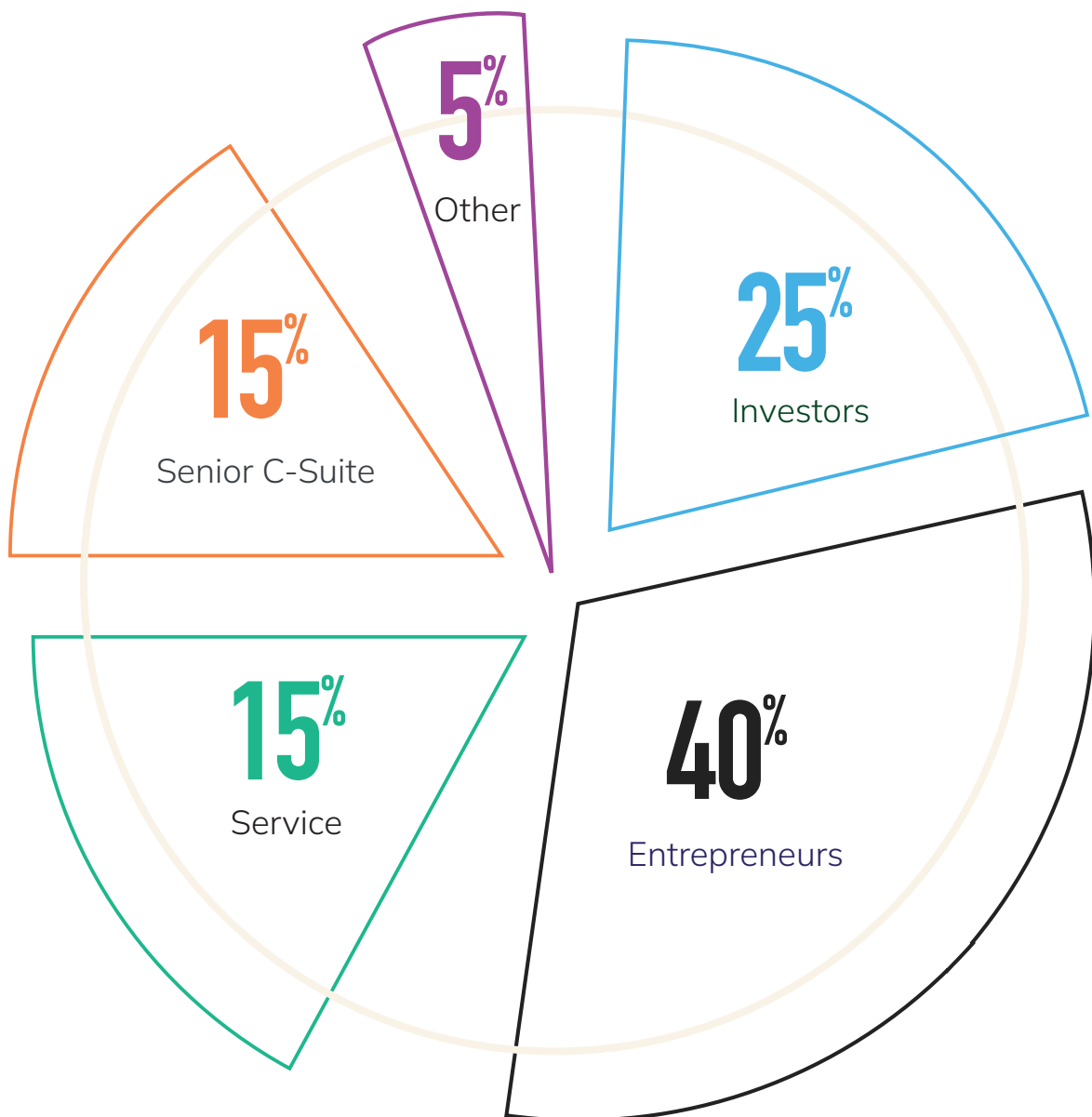
\$7.5 Billion
Dollars raised by
Presenting Companies



Over \$17 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 16 year history. Here is a sampling of the notable names who have appeared on stage (or virtually) at Venture Atlanta



Marcus Allen
Former Pro-Football Player
Los Angeles Raiders and
Kansas City Chiefs



Tope 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



Jerome Bettis
NFL Analyst, Former
Pro-Football Player for the
Pittsburgh Steelers



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 Dabbieri
Chairman
AirWatch



Austin Dean
Co-Founder
Spinta Capital



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



Julius Winfield-Erving (Dr. J)
Founder/Managing Member,
Erving Global Opportunity and
NBA Legend



Alex Estevez
Venture Partner
Accel



Karim Farris
General Partner
GV



Marty Flanagan
President & CEO
Invesco



Speakers



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



Jeff Immelt
Former Chairman
and CEO of GE



Philip Kirk
Senior Director, Corporate
Development, Cisco



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



Dennis Lockhart
Former President & CEO
Federal Reserve Bank- ATL



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



Mandy Bynum McLaughlin
CEO
BLCK VC



Dikembe Mutombo
Pro Basketball
Hall of Fame



Phyllis Newhouse
CEO
Xtreme Solutions



Speakers



Bill Nussey

Partner, Engage and Tech
Square Ventures



Kathryn Petralia

President & Co-Founder
Kabbage, Inc.



Chuck Pettid

CEO
Republic



Sophie Purdom

Founder & General Partner
Planeteer Capital



Rami Reyes

Co-Founder and Managing
Director of NextEquity Partners



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



Jonathan Shieber

Chief Editor/Venture Partner
Footprint Coalition



Jay Silmons

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



Seksom 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
Achievelt
Acivilate Inc
Admiral
Alii Healthcare
Allstacks, Inc.
Ally Commerce
AnswersNow
Apptega
Athliance
Attentive.ly
AVOXI
Azalea Health
Banyan Hills Technologies
BearTax
biospatial
BlueLeap
BluePenguin Payments, Inc.
Boatsetter
BOS Framework, Inc.
brrr°
BuzzBoard, Inc.
Capital Slack
CapWay, Inc
CAR360
CareHarmony
Cariloop
Case Status, Inc.
CCM Navigator
CentralBOS
Ceterus
Checkd.in
ChronicCare IQ
CHRP Tech
Citibot
Citiri, Inc.
Civic Dinners
Clean Hands Safe Hands
Clockwise MD
Cloud Range Cyber, LLC
CloudTags

Cognosco
COIN Closing
Coinledger
Conserv
Convey Services
CoreView
Countalytics
Courtroom5
cove.tool
Coworks
Crescerance, Inc.
Cue Intelligence, Inc
Curricula
CustomerX.i
Cyber Clipboard
Cypress.io
DataSeers
DDM Systems
Deep Fiber Solutions
Drop Party
eCommHub
Eletype
ENGAGE.cx
EnrichHER
Exstreamity
Fanboard Inc.
Farm'd
Fattmerchant
Fenris Digital
FINSYNC
FIXD
Florence
Florence Healthcare
Flourish
Focal Point Procurement Solutions Inc.
FortifyData
FotoIN Mobile Corporation
Freeman Capital
FreightWaves
FSLogix
Funding U

G11
GABA
Get Spiffy, Inc.
Gimme Vending, LLC
GPA LEARN
GreenPrint, LLC
Gro Solutions
Groundfloor Finance Inc.
Haste
Haxiot
Healthy Hip Hop
HealthSnap
Heartbeat
Hirewire
HM Wallace
Hull
Humanitru
Hux
Illuminate360
Immediate Solutions, Inc.
ImpactKarma Inc
Impiricus
Inclusiv
Inked
Insightpool
Intrinio
Jonny On It
JTEC Energy Inc
K4 Connect, Inc.
Kanarys
Kanga
Klearly
Knapsack
Knightly
Kobiton
LASSO
Laundris Corporation
Lendflow
LoCo+-[
Logfire
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
Sequir
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
Zoe
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 Founders



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.

2023 SPONSORSHIP OPPORTUNITIES

In 2022 Venture Atlanta was back to full capacity and had our largest crowd in our history with close to 1400 attendees. The event sold out 3 weeks ahead of time and the networking was at a level never seen before. You don't want to miss your chance to get in front of 100s of entrepreneurs and investors from across the Southeast.

Now in year 2 at the Woodruff Arts Center, Venture Atlanta is once again bringing you new opportunities. 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 Opportunities in 2023:

- Premier Sponsorship with Digital Wayfinders
- Alumni Hall of Fame Award/Panel
- Alumni Private Dinners and Lunches (Across Southeast Markets)
- Pre-Seed Event Prior to Venture Atlanta
- Venture Crawl
- Founder to Founder Breakfast
- Outdoor Hike "Doing business outside"
- Digital Sponsorships - Webinar, Email, Social, Blog



2023 SPONSORSHIP OPPORTUNITIES

Sponsorship Offerings

- Title Sponsorship - \$100K, Industry Exclusive
- Premier Sponsorship - \$65K, Industry Exclusive
- Creating Momentum (D&I) Sponsorship - \$50K
- Alumni Hall of Fame Sponsorship - \$40K
- Headline Sponsorship - \$32.5K, Industry Exclusive
- Platinum Sponsorship - \$25K, (own an event or opportunity)
- Gold Sponsorship- \$15K, (own an opportunity)
- Recruiting and Screening Committee Sponsorship- \$12K
- Bronze Sponsorship - \$7.5K
- Investor Sponsorship - \$6K (only open to accredited investors)
- VA Alumni Sponsorship - \$2.5K

Please read carefully:

Ticket Change:

All sponsors will have access to their complimentary tickets until September 11th. After that time tickets will be released to the general public for sale. You can still do a name change for a ticket at the door that you have already registered. But any ticket that has not been fully registered in our system by September 11th cannot be used or given away.

VIP Luncheon for All Sponsors and VA participating companies:

We are also adding an additional benefit to ALL sponsorship packages. 1 representative from each sponsor will be invited to an exclusive VIP Luncheon on September 27th for sponsors and all VA participating companies. ONLY 1 person from each sponsor can attend. No exceptions.



2023 SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$100K

(unless otherwise noted all sponsorship details and pricing are new and need to be modified)

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

BENEFITS:

- Industry Exclusive
- Title Sponsor - 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 September 26th
- 4 tickets to the Investor Dinner (private event for investors and 2023 participating companies selected)
- Lanyard Sponsor – all attendees will be required to use a lanyard for their nametag
- Opening Video Sponsor - title sponsor branding
- 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 a small private lunch (20 guests max). A livestream from Atlanta Symphony Hall throughout the event and guests can re-charge in there with their private charging station, bar, refreshments, etc.
- Prominent Branding on the LED Wall on the mainstage at Atlanta Symphony Hall
- Prominent Branding at the Woodruff Arts Center. Exhibit space on stage in the Galleria area (Sponsor is responsible for all expenses associated with their booth including digital GOBO signage)
- 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
- 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



2023 SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

\$65K

BENEFITS:

- Industry Exclusive
- 10 tickets to the conference
- 2 tickets to Alumni Dinner
- 2 tickets to Investor Dinner
- Sponsorship of our new digital wayfinders! Just like you see in hotels or at the airport, we will have large wayfinders to help people navigate around the venue. The machines also include ports for charging, social media feeds, extensive branding opportunities. And what better way for you to engage with our audience than to have concierges set up at the wayfinders to talk with our attendees. These can have a lot of customization! More than just your logo.. a corporate message or video can be included.
- 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
- 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
- Exhibit Space in Woodruff Arts Center is available.
- Full attendee list provided in advance.



2023 SPONSORSHIP OPPORTUNITIES

CREATING MOMENTUM (D&I) SPONSORSHIP

\$50K

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 includes many pre-event touchpoints in cities around the Southeast including: Dallas, Houston, Austin, Tampa, Miami, Raleigh, Nashville, D.C., Charlotte and Atlanta (Only Creating Momentum sponsor is included in these dinners or events)
- 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)
- Exhibit Space in Woodruff Arts Center is available.
- Full attendee list provided in advance.



2023 SPONSORSHIP OPPORTUNITIES

VENTURE ATLANTA ALUMNI HALL OF FAME SPONSORSHIP

\$40K

BENEFITS:

- 8 tickets to the conference
- 2 tickets to the Alumni Dinner
- 2 tickets to the Investor Dinner
- Be the first to own the NEW Venture Atlanta Alumni Hall of Fame award (presented by sponsor x)
- Sponsor could also do a brief panel with the 3 inductees (20 minute max)
- Sponsor would be heavily involved in the selection process
- 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 alumni hall of fame announcements
- Exhibit Space in Woodruff Arts Center is available OR table in the upstairs meeting area to invite entrepreneurs or investors for private meetings.

HEADLINE SPONSORSHIP

\$32.5K

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)
- Each headline sponsor would own a block or session of content at VA. These would be pitch sessions where introductions could be made and schedule would reflect "session sponsored by....."
- Exhibit Space in Woodruff Arts Center is available OR table in the upstairs meeting area to invite entrepreneurs or investors for private meetings.
- Headline sponsors can own company coaching and concierge service for all meetings in investor area
- Full attendee list provided in advance

2023 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIPS

\$25K

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
- Table in the upstairs meeting area to invite entrepreneurs or investors for private meetings
- Full attendee list provided in advance

EVENT OPPORTUNITIES:

Investor Dinner (held Wednesday, September 27, High Museum of Art) – industry exclusive.
5 opportunities (2 sold)

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 over 450 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, September 26) – industry exclusive. **4 opportunities (2 sold)**

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.

Alumni Private Dinners and Lunches – 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. Goal: 3 dinners and 2 lunches. Lunches could be larger and have a speaker. Dinners would be smaller. Venture Atlanta would coordinate these events. These events could also be held in various markets including Atlanta, RTP, Tampa, Nashville or targeted cities by the sponsor.

Cocktail Party – Attendees love the cocktail party at Venture Atlanta. It will be marketed as the “x” company cocktail party and we will have branded napkins, signage, signature drink and more.

2023 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIPS

\$25K

EVENT OPPORTUNITIES: *continued*

Closing Happy Hour – A great way to end the two- day event. DJ, gelato truck, drinks and more!

Venture Crawl – We will host up to 100 investors on private buses and take them around the tech ecosystem to meet terrific founders! Last year's Venture Crawl traveled to Ponce City Market, ATDC, Russell Center, and ATV. We will continue to build on the success of that event. The sponsor can attend the event with the investors, commercials can be running on the bus, you can provide SWAG, your employees can be at each location to welcome the investors and work with the co-working space or incubators. We will also brand the registration invitation.

Pre-Seed and Seed Stage Showcase Event – Venture Atlanta is shaking things up and bringing some competition to its agenda. This is a new opportunity to engage with the Pre-Seed and Seed Stage Showcase companies before Venture Atlanta takes place.

Women's Program – Venture Atlanta will be hosting at least one dinner for female founders and we want you to own this opportunity. This was done last year during VA week and 180 women signed up. We want to do these events throughout the year. We will also look to do an engaging panel for women on a relevant topic virtually for multiple branding opportunities.



2023 SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIPS

\$15K

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
- 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

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.

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 40 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.

Water Bottle Sponsor - We are continuing 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.

Coffee Bar – Our fancy coffee bar compliments of Livewire is back! Branding on the coffee carts, the cups and of course the coffee itself! We know everyone loves fancy coffee and your brand will be on all coffee for two days.

2023 SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIPS

\$15K

EVENT OPPORTUNITIES: *continued*

Founder to Founder Breakfast – A new idea for day 2! Founders connecting with founders over breakfast. There will not be any sort of panel. But a great opportunity to perhaps bring in some alumni to host topic tables (Marketing, Sales, Fundraising).. or just have founders connecting with founders

Hike – What better way to start the day on Wednesday than with a 3 mile hike around beautiful Piedmont Park. Our very own VA Alumni Bart Foster (formerly with SoloHealth), will lead the hike and engage the sponsor.

RECRUITING/SCREENING COMMITTEE

\$12K

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



2023 SPONSORSHIP OPPORTUNITIES

BRONZE SPONSORSHIPS

\$7.5K

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

\$6K

(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, September 26th
- Half page ad in conference book
- First access to the mobile app (open shortly after the 2023 companies are announced). MINIMUM of 2 full weeks before the event begins.
- PRIVATE meeting table for your fund available the ENTIRE conference on the second level. You can set up meetings throughout the event.
- Full attendee list provided in advance



2023 SPONSORSHIP OPPORTUNITIES

VA ALUMNI

\$2.5K

(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 9/26
- First access to mobile app to set up meetings with investors
- Opportunity to have free posts on the VA Job Board powered by Consider. We would automatically funnel from your site and anywhere you are posting jobs to our site. Gives another unique opportunity for exposure.



2023 SPONSORSHIP OPPORTUNITIES

NEW Digital Sponsorship Packages – these can be a simple add-on to any of the above packages! Or do a digital package only. Venture Atlanta has an incredible presence on all social media channels, a great database of contacts and fantastic digital assets. We are giving you an opportunity to leverage these to promote your brands.

WEBINAR PACKAGE

\$10K

Capacity: 1

Frequency/Timeline: 1 time

INCLUDES:

- (1) **Webinar** with (Ongoing education November - August)
 - Hosted & coordinated by sponsor
 - Guest appearances and/or speakers from 1-2 alumni, board member, VA CEO, etc...
 - Marketing to list of choice (as listed within email package above)
- **Email Promotion:** 2 Dedicated webinar promotion email sends (pre and post webinar) to any single list below
 - Only **Georgia** (750 subscribers)
 - Only **Investors** (1.6K subscribers, last send had 36% open rate)
 - 2021 **Attendees** (~1K subscribers, last send had 40% open rate)
**This is because the 2022 registration list will not be robust enough to send to until much later in the year*
 - Only **Entrepreneurs** (2.3K subscribers, last send had 28% open rate)
 - Full List (6K subscribers, last send had 38% open rate)
- **Social Promotion:**
 - (1) Instagram story (Up to 3 slides and 1 Video if provided)
 - (1) LinkedIn post on Venture Atlanta (Copy, Image, Engagement)
 - (1) Tweet (Copy, Image, Engagement)
 - (1) 1 FB post (NEW channel!)(Copy, Image, Engagement)



2023 SPONSORSHIP OPPORTUNITIES

NEW Digital Sponsorship Packages – CONTINUED

DIGITAL STARTUP PACKAGE

\$5K / \$8K

(EMAIL) - \$5k (off-season) / Limited \$8k (in-season)

Capacity: 3 (approval required)

Frequency/Timeline: Varies

INCLUDES:

- 2 dedicated email sends to any single list below (Can be different list for each send. Approval required for list & timing)
 - Only Georgia (750 subscribers)
 - Only Investors (1.6K subscribers, last send had 36% open rate)
 - 2021 Attendees (~1K subscribers, last send had 40% open rate)
**This is because the 2022 registration list will not be robust enough to send to until much later in the year*
 - Only Entrepreneurs (2.3K subscribers, last send had 28% open rate)
 - Full List (6K subscribers, last send had 38% open rate)

DIGITAL STARTUP PACKAGE

\$5K / \$8K

(SOCIAL) - \$5k (off-season) / \$8k (in-season)

INCLUDES:

- (1) Social take over - Includes:
 - Guided takeover experience (with content template & guided video demo)
 - 24 hours of sponsor ownership across Instagram & Facebook stories
 - VA to post provided content
 - Up to 2 Linking opportunities
- (1) Instagram story (Up to 3 slides and 1 Video if provided)
- (1) LinkedIn post on Venture Atlanta (Copy, Image, Engagement)
- (1) LinkedIn post on Allyson Aeman's LinkedIn (must be approved by Allyson)(Copy, Image, Engagement)
- (1) Tweet (Copy, Image, Engagement)
- (1) 1 FB post (NEW channel!)(Copy, Image, Engagement)
- **Editorial Calendar:** Sponsor selection of timing/placement within editorial calendar theme / place (with Venture Atlanta approval. First come, first served.)



2023 SPONSORSHIP OPPORTUNITIES

NEW Digital Sponsorship Packages – CONTINUED

DIGITAL MASTER PACKAGE

\$50K

(EMAIL + SOCIAL + BLOG + WEBINAR+WEEK IN REVIEW)

Capacity: 1 sponsor

INCLUDES:

- **Social** (as stated above)
- **Email** (as stated above)
- **Blog Post** (as stated above)
- **Week in Review**
- **Conference branding:**
 - Conference Book (logo placement)
 - Venue Logo placement
- **(1) Webinar** with (Ongoing education November - August)
 - Hosted & coordinated by sponsor
 - Guest appearances and/or speakers from 1-2 alumni, board member, VA CEO, etc...
 - Marketing to list of choice (as listed within email package above)
- **Additional Placements:**
 - (1) Custom website sponsorship location (i.e. subscription pop-up, chat modal, sponsor page)
 - (3) Appearances in Week in Review (Live sends November - August)
- **Editorial Calendar:** Sponsor selection of timing/placement within editorial calendar theme / place (with Venture Atlanta approval. First come, first served.)
- **Week in Review:** Logo placement in header of bi-weekly email
 - Conference Branding – conference book and venue signage
 - Dedicated section 1x per month for WIR Announcements (November – April)

**Recommended Terms:*

- *All sponsor content will be submitted to VA for approval.*
- *For all digital sponsorships, the sponsor is responsible for providing the email HTML, social posts and graphics, blog content, relevant links, etc.. The value of the sponsorship is purely access to Venture Atlanta's network.*
- *Sponsors (not Marketwake / not Venture Atlanta) are responsible for making sure they use all of the deliverables they pay for. We will not chase them down.*
- *We must be given a 2-week turnaround time in order to execute (AKA sponsors cannot send us an email and expect us to send it that same week).*
- *Because August and September are already SO busy with marketing, all sponsorship social posts, blog posts, and emails must be completed between now and July. 31 OR AFTER October 1.*



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. We will expect all payments within 60 days. You will receive several reminders.

Contacts:

Allyson Eman – 770-298-4202, or aeman@ventureatlanta.org

Christy Ashkettle – 803-741-6338 or christyashkettle@gmail.com

Logos:

We expect all sponsors to send us their current logo to use in print or web. With 100 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)

