



OCTOBER 8-9

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TITLE SPONSOR



VENTURE ATLANTA 2024

SPONSORSHIP PACKAGES



OCTOBER 8 - 9

The Woodruff Arts Center and Atlanta Symphony Hall
1280 Peachtree Street, Atlanta, Georgia

AFTER THREE CONSECUTIVE SOLD OUT Venture Atlanta conferences, in 2024, 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 accelerates the growth of the Southeast's tech ecosystem by connecting the region's most promising tech companies with the capital, customers, talent and mentorship they need to succeed. Venture Atlanta 2023 saw its largest attendance to date with over 1500 attendees, over 450 investment funds and 100 sponsors. The event sold out weeks in advance, so don't miss the opportunity to attend in 2024. You can always expect something new at Venture Atlanta. In 2023, networking continued to be at the forefront and we had over 100 meeting tables set up that could be booked through our mobile app. We also added a competition to the event with judges at the Partner level from some of the biggest funds in the country. Finally, a \$500K investment was given to one lucky seed stage company. Lots of new activities were added for our attendees including a pickleball tournament, pitch n' run and even a hike in Piedmont Park lead by one of our esteemed Alumni. So you know there will be more new things in 2024! Be sure you follow Venture Atlanta as we add announcements for speakers and companies in 2024! Are you ready to sponsor our 2024 conference?



Get in touch now to aeman@ventureatlanta.org.

Community impact of Venture Atlanta's 17 year history:

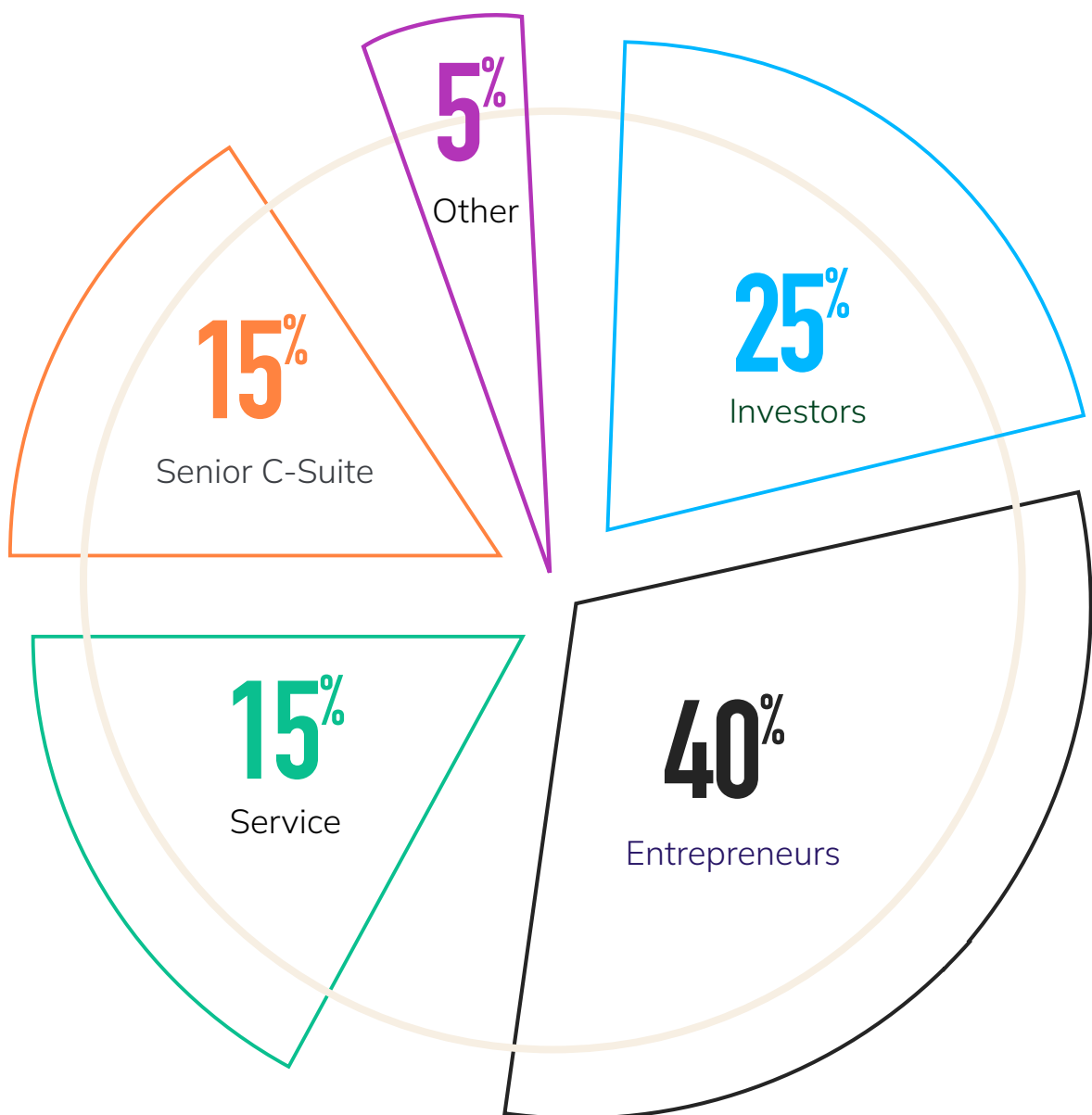
840+
Technology Companies
On stage

\$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 17 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



Mark Buffington
Managing Partner
BIP Ventures



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



John D. Cooper
Wellstar Health System
and Catalyst by Wellstar



David Cummings
Founder
Atlanta Tech Village



Alan Dabbieri
Chairman
AirWatch



Dami Onsunsanya Dada
Partner
Open Opportunity Fund



Andrew Davis
Senior Vice President of
Strategy & Investments
Cox Enterprises



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
Former President & CEO
Invesco



Richard Fraim
Partner
Knoll Ventures



Kobie Fuller
Partner
Upfront



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



Robert Herjavec
Shark Tank



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



Donie Lochan
Managing Director and Chief
Technology Officer, Invesco



Dennis Lockhart
Former President & CEO
Federal Reserve Bank- ATL



Lisa Marchese
Head of Corp. Dev.
American Express



Bernie Marcus
Chairman
The Marcus Foundation



James Loftus
Global Corporate
Development, Square



Suneera Madhani
Founder & CEO
Stax



Josh Mangel
Co-Founder & Co-CEO
Pipe



Mandy Bynum McLaughlin
CEO
BLACK VC



Dikembe Mutombo
Pro Basketball
Hall of Fame



Phyllis Newhouse
CEO
Xtreme Solutions



Maya Noeth
Accel



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



Jon Rosenbaum
Managing Director
Insight Partners



Scott Sandell
Managing General Partner
NEA



Clara Sieg
Partner & Co-founder
Revolution Ventures



Andrew Schoen
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 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



Seksom Suriyapa
VP, Corp. Dev. & Strategy
Twitter



Sheryl Swoopes
Pro Basketball
Hall of Fame



Ellie Wheeler
Greycroft



Ryan Whittemore
Chief Investment Officer
Florida Funders



John Vironis
CoFounder & Partner
Unusual Ventures





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
AchieveIt
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
Crescance, 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.



Lumense, Inc.	Predikto Analytics	SymTrain
MacStadium, Inc.	PreFix Inc.	TaxConnex, LLC
MailMosh	Presence	Terminus
Makeswift Inc	ProcessMaker	Ternary Developments
Managr	ProcessMiner Inc	Ternio
Map Large, Inc.	Procoto	tevivMD
Medxoom Inc	PunchList USA	The Concinnity Company
Menguin, Inc.	PureWRX	The Diversity Movement
mesur.io, Inc	QASymphony	the *gameHERs
Mile Auto, Inc.	Quantuvos	ThinkGenetic, Inc.
MINWO	Quest Renewables	TITIN
mLevel	RacelQ	Tomahawk Robotics
mLevel	RazorMetrics	Toucan AI
Monsieur	Rent Ready	TQIntelligence, Inc
Motivo	RentCheck	Tradeblock
Music Tech Works	rented.com	Transitiv, Inc.
MyLumper	RepVue, Inc	Tranzhalo, Inc.
MyPorter	REscour	Trellis, Inc.
MySnapCam	RightPatient	TSOLife
N2N Services, Inc.	Rigor	Tyrata, Inc.
NetOne Recruiter	Rivalry	Ubuntoo INC
NexDefense, Inc.	Roadie	Unbanked
Niche Video Media LLC	RootsRated	Undergrid Networks
Nickelytics	SaasOptics	Unicore Health, Inc.
Nufabrx	Salesfusion	UserIQ
NuGen Systems, Inc	Second Nature	Vacmobile Corporation
nuVizz	Secure Data Kit	vigtec, inc.
Octerra	SeQur	Virsys12
OncoLens	Servosity	Visuwell
Onwards HR	SherpaDesk	Viva Finance Inc.
Optimal Technology Corporation	Shotcall, Inc	Voxa
Overgroup Consulting, LLC	Sifted	Voxie
Oversight Systems	SIGNiX	Wellview Health
PadSplit, Inc.	Simetric	Whitebox Technologies Inc
Parabeac	Smart Gladiator LLC	Winshaw Global Enterprises
Parmonic	Social123, Inc.	WorldWatch Plus
Partnr	SoHooked	Worthix
Paw.com	Springbot	Wripple
Peoplelogic.ai	STEMuli Education	Xendoo Inc
Phonism	Storj Labs	Yesflow
Pinwheel	StrataCloud, Inc.	Zaloni
PlayOn! Sports	StreetMetrics	Zentila
Pointivo, Inc.	Supply Wisdom Inc.	Zirtue
Polaris Genomics	SweatPack	Zoe
Poppy Flowers	Syfer	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.



Sponsorship Opportunities

Now in year 3 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 2024:

- Alumni Private Dinners and Lunches (Across Southeast Markets)
- Showcase Day Event Prior to Venture Atlanta
- Venture Crawl
- Founder Pre-VA Event on October 7
- C-Suite Roundtables
- Thought Leadership Sessions
- Digital Sponsorships - Webinar, Email, Social, Blog

Sponsorship Offerings

- Title Sponsorship - \$100K, Industry Exclusive (SOLD)
- Premier – VA Alumni Hall of Fame/Digital Signage- \$60K
- Headline Sponsorship - \$30K, Industry Exclusive
- Platinum Sponsorship - \$20K, (own an event or opportunity)
- Gold Sponsorship- \$15K, (own an opportunity)
- Recruiting and Screening Committee Sponsorship- \$12K
- Bronze Sponsorship - \$7,500
- Investor Sponsorship - \$6K (only open to accredited investors)
- VA Alumni Sponsorship - \$2K (only open to VA Alumni)

Please read carefully —

Ticket Change:

All sponsors will have access to their complimentary tickets until September 20th. 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 20th cannot be used or given away. We will not make any exceptions to this in 2024. You will be sent numerous reminders to register your tickets. After the 20th your tickets will be released for general sale.



Title Sponsor - \$100K

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 Name]
- 12 tickets to the conference
- 2 tickets to the Alumni Dinner (private event for investors and Venture Atlanta alumni) to be held Oct 17th
- 5 tickets to the Investor Dinner (private event for investors and 2024 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
- 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

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Premier Sponsor - \$60K

Benefits:

- Industry Exclusive
- 10 tickets to the conference
- 2 tickets to Alumni Dinner
- 2 tickets to Investor Dinner
- Sponsorship of Digital Signage – A great way for more visibility and increase the messaging throughout Woodruff for our attendees.
- Ability to introduce and give awards to our Venture Atlanta Alumni
- Venture Atlanta to send a branded email to our entire alumni database on your behalf (sponsor would provide design and copy)
- One featured spot on the VA Week in Review – Video Link or Targeted Message
- 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
- Lounge Space or Exhibit Space on the First or Second floor at Woodruff
- 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

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Headline Sponsorship - \$30K

Prominent visibility and premium branding throughout the Venture Atlanta Conference

Benefits:

- Industry Exclusive
- 8 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)
- One featured spot on the VA Week in Review – Video Link or Targeted Message
- 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)
- Stage Time to introduce one session at VA
- Exhibit Space in main Galleria area at Woodruff Arts Center is available
- Full attendee list provided in advance

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Platinum Sponsorships - \$20K

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
- 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 Tuesday, October 8 at the High Museum of Art) – industry exclusive - 5 available (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 Monday, October 7, location TBD) – industry exclusive - 4 available. 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 4 tickets to the dinner and the ability to send out invitations to the group with the sponsors logos. We will market to our alumni first and then investor sponsors will be invited to attend.

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Platinum Sponsorships - \$20K, continued

Alumni Private Dinners and Lunches – 1 available. 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 could help coordinate these events if necessary or would work with the sponsors marketing team. These events could also be held in various markets including Atlanta, RTP, Tampa, Nashville or targeted cities by the sponsor.

Cocktail Party – 2 available. Attendees love the cocktail party at Venture Atlanta. We will have branded napkins, cups, signage, signature drink and more.

Venture Crawl – 1 available. 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.

NEW Pre-VA Seed Showcase Event – 1 available. Venture Atlanta will once again offer an investment to our seed stage companies this year through a syndicate of investment funds. This year we will provide all companies a full day of programming which will include education, networking with investors and more. All companies will be expected to come in for the day to be considered for the investment.

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Platinum Sponsorships - \$20K, continued

NEW C-Suite Roundtables – 4 available. Venture Atlanta will secure 4 C-Suite Executives to provide incredible knowledge to founders for growing sales, teams, how to market for growth and more! These will be VERY exclusive and held in the Delta Lounge on Wednesday, October 9. The sponsor would be the only one in the room except for the speaker and the 25 guests. All roundtables will be held in the Delta lounge with snacks and drinks provided. These sessions will each be 30 minutes of programming and 30 minutes for networking. The sponsor can introduce the speaker to the group.

NEW Founder Panel/Event to Kick off VA – 2 available. This event would occur on Monday, October 7th before Venture Atlanta officially begins. The day before VA has been notoriously targeted to investors. We want to provide a happy hour, panel (you decide), to founders and guests who are in town for VA. This could be a 4 – 5 panel, followed by a happy hour held at your location!

NEW Thought Leadership Sessions – 4 available. Have you wanted to do a talk on mental health, or something specifically targeted to women, founders, investors, etc? This is your opportunity for a 100 person private event held in the Circle Room at Woodruff. Sponsor would be responsible for securing all speakers and programming. VA will provide the room set up and market the event to our attendees. These sessions would be included on the VA website and in the mobile app.

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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.

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Gold Sponsorships - \$15K, continued

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 recycled). Great way for the attendee to walk around with your brand the entire event while 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.

Hike - What better way to start the day on Wednesday than with a 3 mile hike around beautiful Piedmont Park.

Women in Capital Breakfast - A great opportunity for women to network with other women. This would be held on Wednesday, October 9th.

Snack Sponsor - Venture Atlanta is all about bringing great energy and food to our attendees. This sponsor will be the official “snack” sponsor of the entire event.

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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

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Bronze Sponsor - \$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



Sponsorship Opportunities

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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 Monday, October 7th
- 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



VA Alumni - \$2K (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. This page is widely visited on our site and your jobs will continue to update and be posted until they are filled.

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.

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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)

Digital Sponsorship Packages, continued

Digital Startup Package (Email) - \$5K (off-season) / **Limited \$8K** (in-season)

Capacity: 3 (approval required)

Frequency/Timeline: Varies

- 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 (Social) - \$5K (off-season) / **\$8K** (in-season)

- (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.)

Digital Sponsorship Packages, continued

Digital Master Package (Email + Social + Blog + Webinar + Week in Review) - \$50K

Capacity: 1 sponsor

- **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 and contract from DocuSign after a formal commitment is received. 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. **If a sponsor fails to pay after 120 days, their logo will be removed from our website until payment is received. We place the logo on the website in good faith that a commitment has been made.**

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)