

Entrepreneurial Ecosystem Sponsorship Levels

Version 1.0 – 03/08/2019

NewBoCo Entrepreneurial Ecosystem Sponsorship Levels

Your sponsorship helps us build and grow Eastern Iowa’s entrepreneurial community through programs, events, training, mentoring, and coaching. All sponsor levels receive **recognition and these perks**:

- Mention in segmented E-Newsletters sent to up to 5000+ individuals 6+ times per year
- Social media mentions across appropriate channels
- Listed in our Annual Report
- Listed on Website
- An invitation to our Annual Meeting
- Event recognition on screen at 1 Million Cups
- Event recognition in EntreFEST program printed materials
- Personalized tour of NewBoCo & Geonetric facility for 5 team members

Level	Additional Sponsorship Perks
Supporter: \$2,500/year	1 EntreFEST ticket
Builder: \$5,000/year	<p>Opportunity to meet and engage with ISA teams</p> <p>EntreFEST Sponsor:</p> <ul style="list-style-type: none"> • Opportunity for a mini on-site engagement event • 2 EntreFEST tickets included; 15% discount on all additional passes • Logo on website; social media; marketing collateral included in registration materials
Pathfinder: \$10,000/year	<p>Opportunity to meet and engage with ISA teams</p> <p>EntreFEST Sponsor:</p> <ul style="list-style-type: none"> • Opportunity to attach your brand to one of our unique venues • 3 EntreFEST tickets included; 15% discount on all additional passes • Logo on website; social media; marketing collateral included in registration materials <p>1 Million Cups Cedar Rapids Enhanced Sponsorship:</p> <ul style="list-style-type: none"> • Verbal recognition from stage each week <p>Ecosystem Sponsor for one “Whiskey Friday” event where members of your team attend to network with startup founders during the program</p>

<p>Pioneer: \$15,000/year</p>	<p>Opportunity to meet and engage with ISA teams</p> <p>EntreFEST Sponsor:</p> <ul style="list-style-type: none"> • Opportunity to sponsor a large gathering or attendee event • 4 EntreFEST tickets included; 15% discount on all additional passes • Logo on website; social media; marketing collateral included in registration materials <p>1 Million Cups Cedar Rapids Enhanced Sponsorship:</p> <ul style="list-style-type: none"> • Verbal recognition from stage each week • Opportunity to provide marketing collateral to attendees <p>Ecosystem Sponsor for one “Whiskey Friday” event where members of your team attend to network with startup founders during the program</p>
<p>Trailblazer: \$25,000/year</p> <p>LIMITED TO 4</p>	<p>Opportunity to meet and engage with ISA teams</p> <p>EntreFEST Sponsor:</p> <ul style="list-style-type: none"> • Opportunity to sponsor a keynote speaker • Opportunity to engage in a meet-and-greet with keynote speaker • 7 EntreFEST tickets included; 15% discount on all additional passes • Recognition at all EntreFEST sessions • Logo on website; social media; marketing collateral included in registration materials <p>1 Million Cups Cedar Rapids Enhanced Sponsorship:</p> <ul style="list-style-type: none"> • Verbal recognition from stage each week • Opportunity to provide marketing collateral to attendees • Opportunity to speak from stage for three minutes, once per year <p>Ecosystem Sponsor for one “Whiskey Friday” event where members of your team attend to network with startup founders during the program</p>
<p>Champion: \$50,000/year</p> <p>LIMITED TO 4</p>	<p>Opportunity to meet and engage with ISA teams</p> <p>EntreFEST Sponsor:</p> <ul style="list-style-type: none"> • Headquarters sponsor and branding attached to all wayfinding throughout event space • Opportunity to engage in a meet-and-greet with keynote speaker • 10 EntreFEST tickets included; 15% discount on all additional passes • Recognition at all EntreFEST sessions • Logo on website; social media; marketing collateral included in registration materials • Optional 3 minutes to speak on stage at EntreFEST <p>1 Million Cups Cedar Rapids Enhanced Sponsorship:</p> <ul style="list-style-type: none"> • Verbal recognition from stage each week • Opportunity to provide marketing collateral to attendees • Opportunity to speak from stage for three minutes, once per year • Banner on stage each week as presenting sponsor, also visible on livestream <p>Ecosystem Sponsor for one “Whiskey Friday” event where members of your team attend to network with startup founders during the program</p>

Multi-year commitments

As part of our mission in this region, your multi-year commitment makes it possible for us to tell the story of what our work means in relation to your organization's mission.

With a 5-year commitment at \$2,500 / \$5,000 / \$10,000 / \$15,000 levels:

- 1 social media campaign per year highlighting our organizations' relationship re: innovation and technology

With a 5-year commitment at \$25,000 level:

- 1 co-created, custom developed multi-channel campaign per year highlighting our organizations' relationship to tell the story of innovation and technology as written/digital imagery, distributed via social media and other channels, with a national perspective.

With a 5-year commitment at \$50,000 level:

- 1 co-created, custom developed multi-channel campaign per year highlighting our organizations' relationship to tell the story of innovation and technology **as videos, podcasts,** and/or written/digital imagery, distributed via social media and other channels, with a national perspective.

Storytelling examples

As a main employer of our DeltaV Code School graduates and avid supporter of the NewBoCo mission, we created this video to highlight UFG as a high-quality employer of technical talent in the ICR Corridor.

<https://vimeo.com/252740046>