



 **innov865**  
ALLIANCE

## 2023 SPONSORSHIP OPPORTUNITIES

 **innov865** **STARTUP**  
Sept 8-15, 2023 **WEEK DAY 2023**

SHOWCASING, DEVELOPING, PROMOTING, CELEBRATING, AND SUPPORTING THE  
KNOXVILLE REGION'S ENTREPRENEURIAL ECOSYSTEM.



# innov865

## ALLIANCE

ENTREPRENEURSHIP IS ESSENTIAL TO THE SUCCESS OF OUR COMMUNITY.

THE INNOV865 ALLIANCE IS AN ADVOCATE FOR KNOXVILLE'S STARTUPS AND ENTREPRENEURS, ENSURING OUR ECOSYSTEM IS STRONG, VIBRANT, AND COORDINATED.

OUR VISION IS TO BE A "NATIONALLY RECOGNIZED" HUB OF INNOVATION AND ENTREPRENEURSHIP BY LEVERAGING OUR REGION'S WORLD-CLASS RESEARCH, CREATIVE, AND TECHNOLOGICAL CAPABILITIES TO BUILD THE MOST CONNECTED AND DIVERSE STARTUP COMMUNITY IN TENNESSEE.

THE INNOV865 ALLIANCE CELEBRATES AND SHOWCASES KNOXVILLE AS A GREAT PLACE FOR ENTREPRENEURS TO START AND GROW A BUSINESS WITH YEAR-ROUND PROGRAMMING, DIGITAL MARKETING CAMPAIGNS, AND EVENTS TO EDUCATE AND CONNECT ALL THE PLAYERS IN OUR VIBRANT ECOSYSTEM AND INCREASE ACCESS TO CAPITAL.

## EXECUTIVE & FOUNDING MEMBERS





[Click to watch  
last year's hype  
video!](#)

# ★ innov865

Sept 8-15, 2023 **WEEK**

Innov865 Week is a weeklong celebration of Knoxville's entrepreneurial spirit that brings together startups, entrepreneurs, makers, investors, business leaders, students, and community leaders from across East Tennessee for a week of educational panels, pitch competitions, investor roundtables, and social events.

Divided into five tracks, Innov865 Week highlights various elements of the Alliance's mission to develop, support and promote the Knoxville region's entrepreneurial ecosystem and its collaborative effort to celebrate and showcase Knoxville as a great place for all entrepreneurs to start and grow businesses and increase access to capital.



#### **Innovation:**

Showcasing the Knoxville region's entrepreneurial ecosystem



#### **Education:**

Developing the Knoxville region's entrepreneurial ecosystem



#### **Maker:**

Promoting the Knoxville region's entrepreneurial ecosystem



#### **Culture:**

Celebrating the Knoxville region's entrepreneurial ecosystem



#### **Investor:**

Supporting the Knoxville region's entrepreneurial ecosystem

## 2022 HIGHLIGHTS



**23 events**



**1.3K attendees**



**30+ startups**



# STARTUP DAY 2023

Innov865 Week's premier event is Startup Day, an annual pitch competition and celebration of Knoxville's thriving entrepreneurial community. At Startup Day, entrepreneurs showcase their startups to a panel composed of venture capitalists, angel investors, and industry leaders.

Pitches are followed by a Q&A from the panel about their business and why they chose to grow their company in Knoxville. Cash prizes are awarded through judging and crowd participation, totaling \$10,000.

## 2022 HIGHLIGHTS



**40+ startup  
applications**



**547+  
attendees**



**\$10K in  
prize money**



# WHICH SPONSORSHIP PACKAGE IS RIGHT FOR YOU?

## STANDARD DELIVERABLES

Included in all sponsorship packages, unless otherwise noted:

- ✓ Logo featured on Innov865 website to 7.1K+ annual website visitors\*
- ✓ Logo featured on screen & in print program at Startup Day\*
- ✓ Logo in emails to 3.2K email subscribers\*
- ✓ Sponsorship promotion to 2.3K+ social media followers
- ✓ Provided digital toolkit (newsletter and social media) for cross promotion
- ✓ Reserved tickets to VIP events\*

*\*varies based on the level of sponsorship*



# ANNUAL SPONSORSHIP PACKAGES

Help the Innov865 Alliance shine the spotlight even brighter on Knoxville's entrepreneurial ecosystem and help our startups succeed with an annual general membership or sponsorship.

	<b>\$20,000+ Platinum Plus</b> (Founding Membership)	<b>\$10,000 Platinum</b>	<b>\$5,000 Gold</b>	<b>\$3,000 Silver</b>	<b>\$1,500 Bronze</b>
Custom benefits for maximum visibility and impact	X				
Opportunity to participate in Innov865 Alliance executive committee	X				
Verbal recognition at all Innov865 Alliance events	X				
Prominent logo placement at all Innov865 events/webinars	X				
Prominent logo placement in all Innov865 email distributions to <b>3.2K+ email subscribers</b>	X				
<b>Track Sponsorship*</b> : Title sponsor of an Innov865 Week event track, includes custom benefits, the opportunity to create track programming, and host one event during Innov865 Week.  Innovation Education Culture Maker Investor		5			
<b>Title Event Sponsorship*</b> : Opportunity for title sponsorship of an individual Innov865 event or webinar of your choice.	X	X			
<b>Digital Content Feature</b> : Benefits confirmed after consultation with Innov865 digital marketing team. Options may include but are not limited to:  Education Guest blogs/Q&A Social media takeovers Instagram Reel collaborations	X	X	X	X	
Reserved tickets to VIP events	5	4	3	2	1

*\*subject to availability*




# EVENT-SPECIFIC SPONSORSHIPS & ADD-ONS

**\*innov865 STARTUP**  
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## Startup Day 2023 Traction Award Sponsor: \$10,000

### **Availability: 1 sponsor**

Each year, the Innov865 Alliance presents a local entrepreneur with the Traction Award. This award recognizes a Knoxville-area entrepreneur who has made significant progress in their industry and community.



[Watch the  
2022 Traction  
Award Video](#)

### **Benefits**

Standard sponsorship deliverables, plus:

- Prominent logo placement in Traction Award Winner Video
- Verbal and written recognition as sponsor
- **Prominent** logo placement on Innov865 website to **7.1K+ annual website visitors**
- **Prominent** logo placement in Innov865 email distribution to **3.2K+ email subscribers**
- 3 reserved tickets to VIP event following Startup Day

## Startup Day 2023 Networking Sponsor: \$5,000

### **Availability: 1 sponsor**

At Startup Day, **547+ attendees** enjoy light refreshments during the event and are invited to join a Networking Hour with a cash bar following the presentation. This sponsorship would cover refreshments and beer and wine for speakers, pitchers, and special guests.

### **Benefits**

Standard sponsorship deliverables, plus:

- Verbal recognition as food and beverage sponsor
- Advertised logo in networking lounge
- Opportunity to provide and display company collateral or promotional items on refreshment stations, cocktail tables, and bar

# EVENT-SPECIFIC SPONSORSHIPS & ADD-ONS

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## ~~Startup Day 2023 Crowd Favorite Award: \$3,000~~

### **Availability: 1 sponsor**

At Startup Day, entrepreneurs pitch their companies for the chance to win the \$3,000 Crowd Favorite Award, chosen via live audience voting.

### **Benefits**

Standard sponsorship deliverables, plus:

- Verbal and written recognition as Crowd Favorite Award sponsor
- Opportunity to present the check at Startup Day and provide remarks
- Logo on presentation backdrop
- Professional photos with sponsor and winner
- Opportunity to provide a quote for press release
- Opportunity to speak to the media about award

**no longer  
available**

## Startup Day 2023 registration table & lanyards: \$3,000

### **Availability: 1 sponsor**

With **over 547 attendees** at Startup Day 2022, this sponsorship allows for a prominent location of the sponsor's brand in as registrants walk through the doors of the Mill & Mine.

### **Benefits:**

Standard sponsorship deliverables, plus:

- Sponsor name and/or logo printed on Startup Day name tag lanyard
- Opportunity to provide and display company collateral or promotional items on the registration table



# EVENT-SPECIFIC SPONSORSHIPS & ADD-ONS

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## Innov865 Week 2023 micro-event: \$500

### **Availability: 10 sponsors**

Host an event during Innov865 Week and we'll add it to the week's agenda that features dozens of events around the greater Knoxville region.

### **Benefits:**

- Event featured on Innov865 website to **7.1K+ annual website visitors**
- Event promoted in Innov865 Week promotional emails to **3.2K+ email subscribers**
- Event promoted on Innov865 social media channels to **2.3K+ social media followers**

## Innov865 Week in-kind sponsor

### **Availability: As needed**

The Innov865 Alliance is always look for in-kind sponsorship during Innov865 Week to help the coalition better showcase the Knoxville region's entrepreneurial ecosystem.

In-kind sponsorship options may include, but are not limited to:

- Venue for Innov865 Week events
- Food/beverage offerings
- Event rentals / decor
- Digital promotions

### **Benefits:**

- In-kind support promoted in Innov865 Week promotional emails to **3.2K+ email subscribers**
- In-kind support promoted on Innov865 social media channels to **2.3K+ social media followers**
- *Other benefits based on provided in-kind support*

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[www.innov865.com](http://www.innov865.com)

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