

**innov865**  
**WEEK 2024**

September 27-October 4

---

SUPPORTER OPPORTUNITIES

# 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



THE UNIVERSITY OF  
TENNESSEE  
KNOXVILLE



CITY OF KNOXVILLE



STRONG ROOTS. SMART BUSINESS.



KNOXVILLE  
CHAMBER



Launch  
Tennessee

techstars

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

# innov865

## WEEK 2024

September 27-October 4

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.

 <p><b>Innovation:</b> Showcasing the Knoxville region's entrepreneurial ecosystem</p>	 <p><b>Education:</b> Developing the Knoxville region's entrepreneurial ecosystem</p>	 <p><b>Maker:</b> Promoting the Knoxville region's entrepreneurial ecosystem</p>	 <p><b>Culture:</b> Celebrating the Knoxville region's entrepreneurial ecosystem</p>	 <p><b>Investor:</b> Supporting the Knoxville region's entrepreneurial ecosystem</p>
---	--	---	--	---

## 2023 HIGHLIGHTS



**20 events**



**1.3K attendees**



**23 news stories**



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.

#### Who attends Startup Day?

Our premier event gathers hundreds of people from various backgrounds - business leaders, investors, government officials, and of course, startups! This year, you can expect to network with companies such as:

- Launch Tennessee
- University of Tennessee, Knoxville
- Tennessee Valley Authority
- Techstars
- Pathway Lending
- Three Roots Capital
- FirstBank
- City of Knoxville
- Oak Ridge National Laboratory

## 2023 HIGHLIGHTS



**38 startup applications**



**550+ attendees**



**\$10K in prize money**

# WHICH SUPPORTER OPPORTUNITY IS RIGHT FOR YOU?

---

## Innov865 Alliance Founding Membership

**Cost: \$20,000 +**

The Innov865 Alliance develops, supports, and promotes the Knoxville region's entrepreneurial ecosystem. It is a collaborative effort to celebrate and showcase Knoxville as a great place for entrepreneurs to start and grow businesses and increase access to capital.

### Benefits:

- Access to Alliance meetings
- Participate in Startup Day Selection Committee
- Participate in Traction Award Selection Committee
- Provide input and make decisions regarding on Innov865 Alliance mission delivery, annual programming, Innov865 Week and involvement in other community based entrepreneurial initiatives

## STANDARD DELIVERABLES

*Included in all supporter 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 3.6K email subscribers\*
- Sponsorship promotion to 2.9K+ social media followers
- Provided digital toolkit (newsletter and social media) for cross promotion
- Reserved tickets to VIP events\*

# INNOV865 WEEK 2024 SUPPORTER PACKAGES

Below are packages available to support Innov865 Week's premier event, Startup Day 2024, as well as additional programming throughout the week.

## Innov865 Week Track Supporter: \$10,000



### Availability: 5

This package is reserved for the premier and title supporters during Innov865 Week. Choose between the following Innov865 track options:

**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 regions's entrepreneurial ecosystem



### Benefits

Standard sponsorship deliverables, plus:

- Title sponsor of preferred track
- Logo on track promotion during 2024 Innov865 Week on emails, social media, and the Innov865 Website
- Host one event during Innov865 Week

## Startup Day 2024 Traction Award Supporter: \$10,000



### Availability: 1

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.

### 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 2024 Crowd Favorite Award: \$7,000



### Availability: 1

At Startup Day, entrepreneurs pitch their companies for the chance to win the \$5,000 Crowd Favorite Award, chosen via live audience voting. *The additional \$2,000 received for the package goes towards Innov865 promotion expenses and check costs.*

### 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 check
- Professional photos with sponsor and winner
- Opportunity to provide a quote for press release
- Opportunity to speak to the media about award

# INNOV865 WEEK 2024 SUPPORTER PACKAGES, CONT.

## VIP Reception Supporter: \$5,000



### Availability: 3

The VIP reception is the premier, invite-only event after Startup Day to celebrate the pitch competition winner(s) and network with Knoxville's local startups, investors, and business leaders.

### Benefits:

Standard sponsorship deliverables, plus:

- Logo on the screen(s) during the event
- Opportunity to place collaterals in the venue
- Access to contact information of VIP attendees

## Startup Day 2024 Networking Happy Hour Supporter: \$3,000



### Availability: 2

After the Startup Day program, attendees are invited to join a Networking Hour with a cash bar at the Mill & Mine.

### Benefits

Standard sponsorship deliverables, plus:

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

## Startup Day 2024 registration table & lanyards: \$3,000



### Availability: 1

This package 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

## Startup Day 2024 Fireside Chat Supporter: \$2,000



### Availability: 1

During the Startup Day program, a panel of local entrepreneurs, investors, and leaders host a fireside chat in between pitches.

### Benefits:

Standard sponsorship deliverables, plus:

- Opportunity for someone from your organization to be featured on the panel
- Your logo to appear on screen during the fireside chat

# INNOV865 WEEK 2024 SUPPORTER PACKAGES, CONT.

## Innov865 Week general supporter: \$1,500



**Availability: No limit**

This opportunity is open for supporters interested in providing cash gifts towards Innov865 Week costs.

**Benefits:**

Standard sponsorship deliverables

## Photo booth supporter: \$1,000



**Availability: 1**

This package allows for the supporter's logo on each photobooth photo taken at Startup Day.

**Benefits:**

Standard sponsorship deliverables, plus:

- Opportunity to provide and display company collateral around the photo booth section

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



**Availability: 10**

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 **2.9K+ social media followers**

## Innov865 Week in-kind supporter



**Availability: Unlimited**

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 **2.9K+ social media followers**
- *Other benefits based on provided in-kind support*



# STARTUP DAY 2024

**innov865**  
**WEEK 2024**  
September 27-October 4

**CLICK HERE TO SECURE YOUR  
SUPPORTER PACKAGE TODAY!**

Questions?

[mallory@piper-communications.com](mailto:mallory@piper-communications.com)

(865)-696-5090

**THANK YOU TO OUR 2023 SUPPORTERS**



# **innov865** ALLIANCE



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