

# 865 FEST

POWERED BY THE INNOV865 ALLIANCE

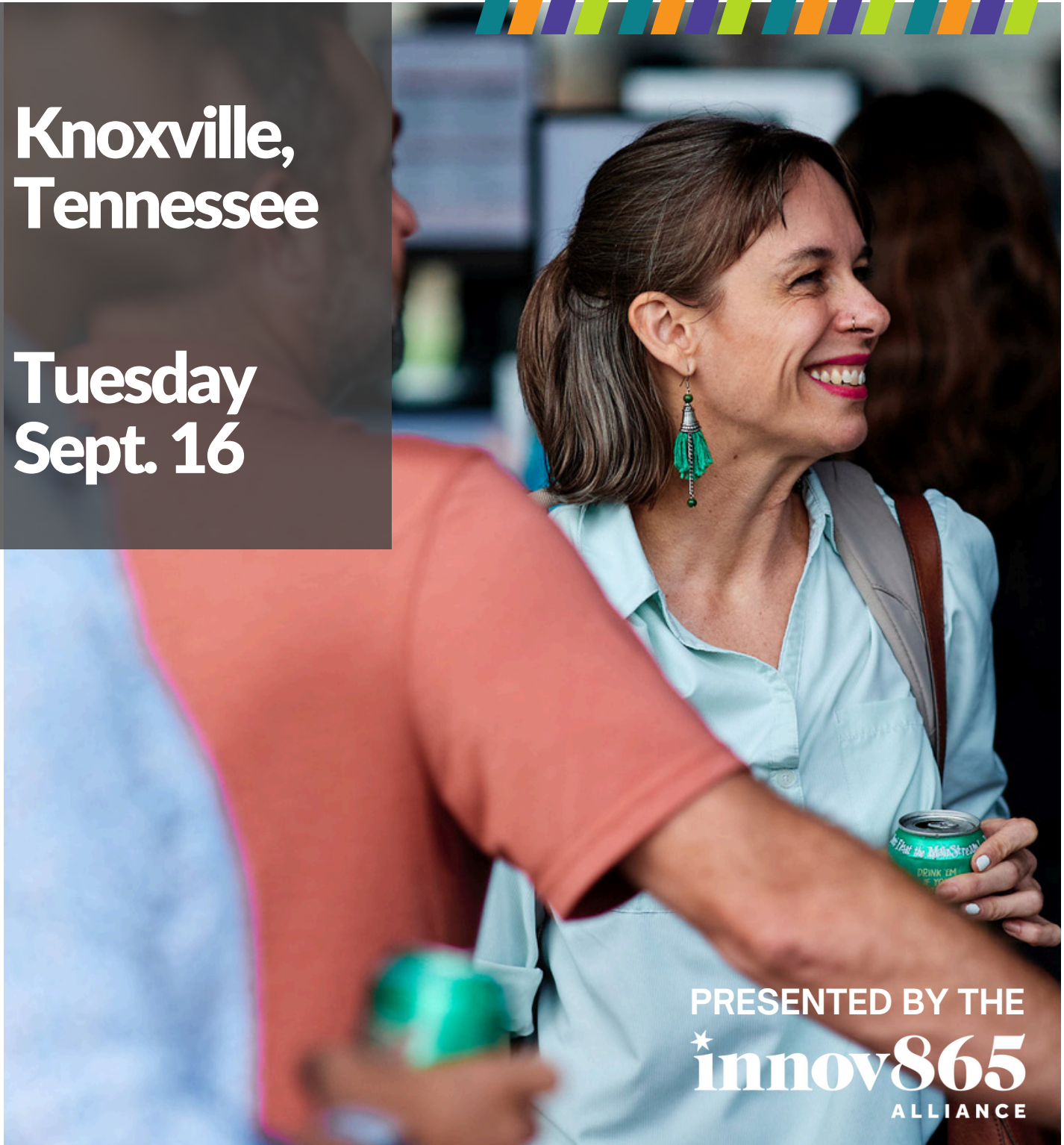
is a full-day entrepreneurial event hosting visionary keynotes, premier pitch competitions, thought-provoking panels, and much more to explore how big ideas move from concept to reality. Gather alongside Knoxville's brightest founders, investors, executives and businesses leaders for insights on transformative tech, bold business moves and regional success stories.

Knoxville,  
Tennessee

Tuesday  
Sept. 16



PRESENTED BY THE  
**innov865**  
ALLIANCE



## WHO WE ARE

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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

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## DIGITAL HIGHLIGHTS

28K Website Visits

3.1K+ Social Media Followers  
20.65% Increase

4.5K+ Email Subscribers  
25.31% Increase

14

Media Stories

6

New Supporter Partners

614K+  
TOTAL  
IMPRESSIONS

107K+  
LinkedIn Campaign

197K+  
WATE Campaign

309K+  
Organic Social

30 Pitcher Applicants + Nominations

7.4K+ Event Page Visits  
51% Increase from 2023

508 Attendees  
In Person & Online

**ANDREW HANNA**  
Safire  
Cash Prize: \$10,000

**JUDGES' CHOICE AWARD**

**LUKE WISEMAN**  
Loop  
Cash Prize: \$5,000

**CROWD FAVORITE AWARD**

**WESLEY PITTS**  
KnoxBots  
Cash Prize: \$2,500

**EMERGING ENTREPRENEUR AWARD**

**STORAGEPUG**

**TRACTION AWARD**

## WHY DID PEOPLE ATTEND?

- Community Involvement
- Educational value
- Networking opportunities
- Support for Innov865
- Support for startups
- Interest in entrepreneurship & innovations

"I always attend. It is a foundational event for me to be in the front row, cheering on these innovative leaders."

"I want to invest in and help accelerate as many TN-based companies as possible."

"It's a unique opportunity to witness the vibrant entrepreneurial spirit of Knoxville firsthand."

## WHO ATTENDED?

Managers

Students

Directors

CEO

Investors

Entrepreneurs

President

Founder

# Which supporter opportunity is right for you?



## Innov865 Alliance Founding Membership

**\$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.

*Standard deliverables, plus:*

**Benefits:**

- Access to Alliance meetings
- Participate in 865 Fest pitch competition selection committee
- Participate in Traction Award selection committee
- Provide input and make decisions regarding on Innov865 Alliance mission delivery, annual programming and involvement in other community based entrepreneurial initiatives

## Standard Supporter Deliverables

*Included in all supporter packages, unless otherwise noted:*

- Logo featured on Innov865 website to 6.4K+ annual website visitors
- Logo featured on screen & in print program at 865 Fest
- Logo in emails to 3.4K email subscribers
- Supporter promotion to 2K+ social media followers
- Provided digital toolkit (newsletter and social media) for cross promotion
- **Reserved tickets to 865 Fest! Amount determined by level of package**
  - 865 Fest tickets are \$50 for early-bird registration and \$75 regular cost



# Premier Supporter Packages



## Judges' Choice Award

**\$15,000 | 1 available**

During 865 Fest's pitch competition, six companies will pitch their startup on the main stage, and one company will be awarded the Judge's Choice award and cash prize.

*Standard deliverables, plus:*

Verbal and written recognition as Judges' Choice Award supporter

Prominent Placement on Eventbrite

Opportunity to present the check on stage and provide remarks

Logo on presentation check

Professional photos with the winner

Opportunity to provide a quote for the press release

Opportunity to speak to the media about award

**15 reserved tickets to 865 Fest**



## Crowd Favorite Award

**\$10,000 | 1 available**

During 865 Fest's pitch competition, six companies will pitch their startup, and one company will be awarded the Crowd Favorite award and cash prize, determined by 865 Fest attendees via a crowd poll.

*Standard deliverables, plus:*

Verbal and written recognition as Crowd Favorite Award supporter

Prominent Placement on Eventbrite

Opportunity to present the check on stage and provide remarks

Logo on presentation check

Professional photos with supporter and winner

Opportunity to provide a quote for press release

Opportunity to speak to the media about award

**10 reserved tickets to 865 Fest**



## Traction Award

**\$10,000 | 1 available**

The Traction Award is given to a Knoxville entrepreneur who has made significant progress with their business since pitching at Startup Day.

*Standard deliverables, plus:*

Prominent logo placement in Traction Award Winner Video

Verbal and written recognition as supporter

Prominent logo placement on Innov865 website

Prominent logo placement in Innov865 email distribution

Prominent logo placement on Eventbrite

**10 reserved tickets to 865 Fest**



## Keynote

**\$10,000 | 2 available**

865 Fest will feature two keynote speakers on the main stage.

*Standard deliverables, plus:*

Opportunity to introduce the keynote speaker

Prominent logo placement during keynote presentation

Verbal recognition as Keynote supporter on stage

Prominent logo placement on Innov865 website

Prominent logo placement in Innov865 email distribution

Prominent logo placement on Eventbrite

Opportunity to have an exhibit booth

**10 reserved tickets to 865 Fest**

# Supporter Packages, cont.



## Anderson Center Pitch Competition

**\$8,000 | 1 available**

Students will pitch their innovation on the main stage during 865 Fest for a chance to win a cash prize!

*Standard deliverables, plus:*

- Verbal and written recognition as supporter
- Opportunity to be a judge
- Opportunity to provide remarks on stage
- Opportunity to present the check at Innov865 Fest
- Logo on presentation check
- Professional photos with supporter and winner
- 6 reserved tickets to 865 Fest**



## Featured Panel

**\$8,000 | 2 available**

865 Fest will host two featured panels on the main stage.

*Standard deliverables, plus:*

- Opportunity to introduce the featured panel, OR for someone from your organization to be featured in the panel.
- Verbal recognition as Featured Panel Supporter
- Your logo to appear on screen during the featured panel
- Opportunity to have an exhibit booth
- Opportunity to author Innov865 blog
- 6 reserved tickets to 865 Fest**



## Networking Reception

**\$3,000 | 3 available**

865 Fest will wrap up with a happy hour for attendees to network with fellow attendees and speakers.

*Standard deliverables, plus:*

- Verbal recognition as food and beverage supporter
- Advertised logo in networking lounge and koozies
- Opportunity to provide and display company collateral or promotional items on refreshment stations, cocktail tables, and bar
- Opportunity to have an exhibit booth
- 3 reserved tickets to 865 Fest**



## Breakout Room

**\$6,000 | 2 available**

865 Fest will host two breakout sessions between main stage programming.

*Standard deliverables, plus:*

- Opportunity for someone from your organization to be featured in the breakout room panel or moderate programming.
- Display company collateral in the breakout room
- Verbal recognition on stage
- Opportunity to author an Innov865 blog
- 5 reserved tickets to 865 Fest**



# Supporter Packages, cont.



## Registration Table

**\$5,000 | 1 available**

*Standard deliverables, plus:*  
Name and/or logo printed on name tag lanyard  
Opportunity to provide and display company collateral or promotional items on the registration table  
**5 reserved tickets to 865 Fest**



## Breakfast & Coffee

**\$5,000 | 2 available**

*Standard deliverables, plus:*  
Opportunity to place collateral on breakfast and coffee tables  
Verbal recognition as a supporter on stage  
**3 reserved tickets to 865 Fest**



## Student Supporter

**\$5,000 | 2 available**

**This package provides university students the opportunity to access premier 865 Fest programming and network with industry leaders at no cost.**  
*Standard deliverables, plus:*  
Verbal recognition on stage  
Opportunity to have an exhibit booth  
**10 reserved tickets to 865 Fest**



## Lunch Supporter

**\$5,000 | 2 available**

*Standard deliverables, plus:*  
Opportunity to place collateral on lunch tables  
Verbal recognition as a supporter on stage  
**3 reserved tickets to 865 Fest**



## Networking Break

**\$2,000 | 2 available**

*Standard deliverables, plus:*  
Logo placement on screen during networking breaks  
Verbal recognition on stage  
Opportunity to have an exhibit booth  
**3 reserved tickets to 865 Fest**



## Exhibit Booth

**\$1,000 | 6 available**

*Standard deliverables, plus:*  
Place your collateral on an exhibit booth for attendees to visit during networking breaks.  
**2 reserved tickets to 865 Fest**

2025

# General Supporter Packages

General packages are a perfect fit for organizations who are looking to support 865 Fest through financial contributions that are not tied to an event-specific package. We appreciate any support towards this event!



## Visionary \$2,000

*Standard deliverables, plus:*  
**2 free tickets to 865 Fest**



## Trailblazer \$4,000

*Standard deliverables, plus:*  
Opportunity to have a booth  
**3 free tickets to 865 Fest**



## Enterprise \$8,000

*Standard supporter deliverables, plus:*  
Opportunity to have an exhibit booth  
**6 free tickets to 865 Fest**



# Confirm your spot today!

Phone



(865) 696-5090

Email



mallory  
@piper-communications.com

Website



Innov865.com

## Thank you to our 2024 supporters!

