

865 FEST

POWERED BY THE INNOV865 ALLIANCE

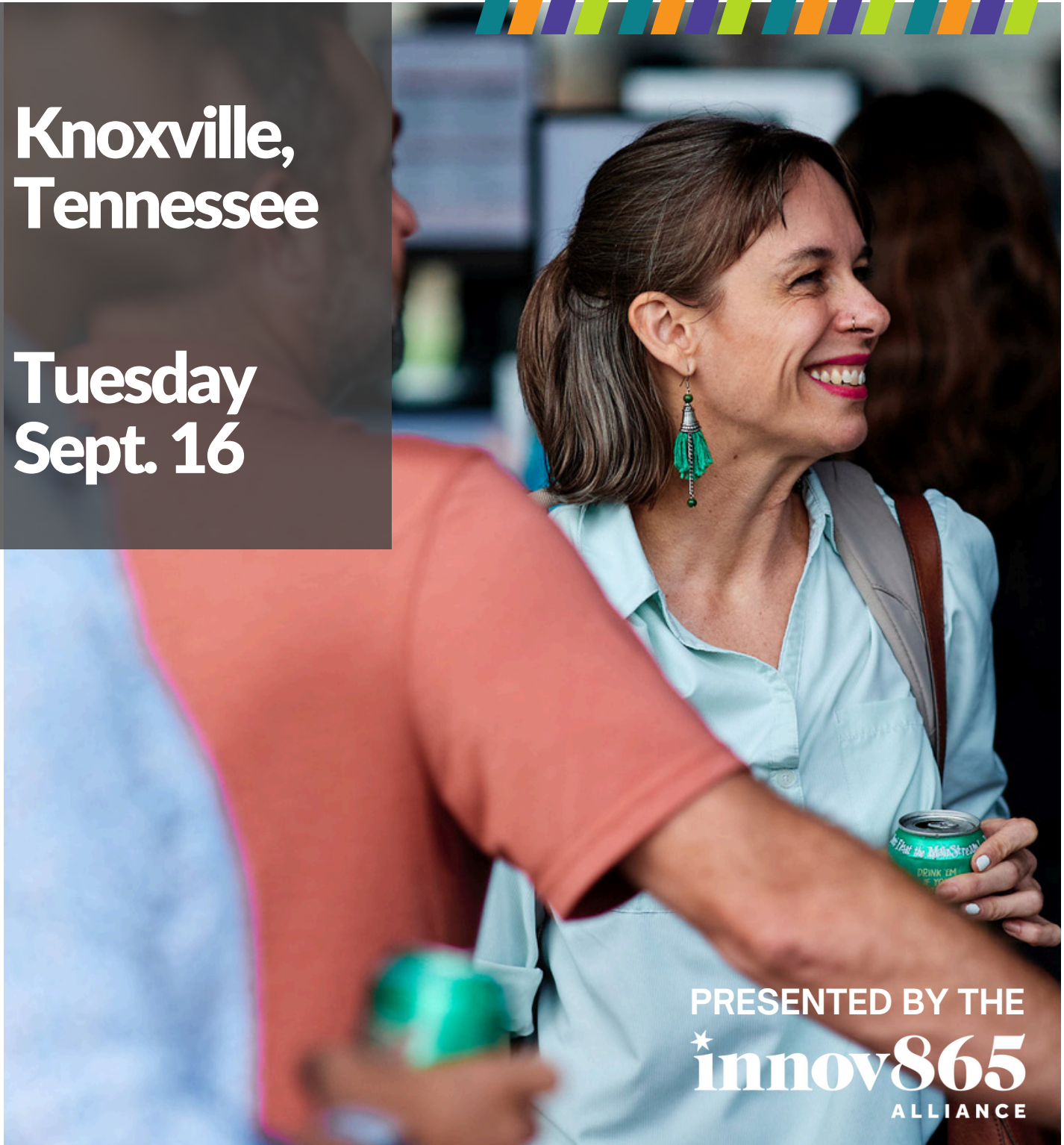
is a full-day entrepreneurial event hosting visionary keynotes, premier pitch competitions, thought-provoking panels, and much more to explore how big ideas move from concept to reality. Gather alongside Knoxville's brightest founders, investors, executives and businesses leaders for insights on transformative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

Knoxville,
Tennessee

Tuesday
Sept. 16



PRESENTED BY THE
innov865
ALLIANCE



WHO WE ARE

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



DIGITAL HIGHLIGHTS

28K Website Visits

3.1K+ Social Media Followers
20.65% Increase

4.5K+ Email Subscribers
25.31% Increase

614K+ TOTAL IMPRESSIONS

107K+ LinkedIn Campaign

197K+ WATE Campaign

309K+ Organic Social

14 Media Stories

6 New Supporter Partners

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

Entrepreneurs

President

Investors

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

SOLD OUT



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 provide feedback to judges
Opportunity to provide feedback on stage
Logo on presentation check
Professional photos with supporter and winner
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



Featured Panel

\$8,000 | 1 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



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 | 1 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 break
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!

