

865

FEST

POWERED BY THE ALLIANCE

SUPPORTER PACKAGE

Knoxville, Tennessee

Tuesday, Sept. 29



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.

To learn more about the Alliance, visit innov865.com/about/

FOUNDING MEMBERS



What is 865 Fest?



865 FEST IS A FULL-DAY ENTREPRENEURIAL EVENT

hosting visionary keynotes, premier pitch competitions, thought-provoking panels, and much more. Gather alongside Knoxville's brightest founders, investors, executives, and business leaders for insights on transformative tech, bold business moves, and regional success stories.

865 Fest Tickets



Early-Bird Registration - \$75 (June 1 - July 15)

Regular Registration - \$100 (July 16 - Sept 29)

NEW THIS YEAR: Reception Only - \$50 (July 16 - Sept 29)

Can't make the full day? Come for the evening and be part of 865 Fest, with access to the networking, community, and momentum that comes alive after the main program.

Registration Benefits Include:

- Networking breakfast.
- Lunch with leading founders, investors, executives, and local business voices.
- 865 Golden Hour reception with drinks and light bites.
- Full access to all programming:
 - A top-tier pitch competition with live judging and award presentations accompanied by cash prizes.
 - A student pitch competition featuring a live Q&A with judges, award presentation, and prize money.
 - Inspiring keynotes, panel conversations and interactive breakout sessions.

EXPLORE HOW BIG IDEAS MOVE FROM CONCEPT TO REALITY.



Before and During 865 Fest:

- Logo/company name included in all relevant emails sent to 865 Fest attendees and Innov865 Alliance subscribers during event promotion, keeping your business in front of a large and engaged audience.
- Logo/company name on the Innov865 event page, offering ongoing exposure.
- Logo/company name featured in on-screen motion graphics and included in the program agenda and event collaterals at 865 Fest.
- Company tagged (if applicable) on social media promotion to 1.3K followers.
- A ready-made digital toolkit for newsletters, social posts, and cross-promotion.
- Complimentary tickets to 865 Fest based on your package level.

After 865 Fest:

- Logo/company name on the Innov865 event page, offering ongoing exposure.
- Logo/company name included in all 865 Fest event attendee follow-up communications.
- Opportunity for continued visibility in select post-event highlight and recap content, when applicable.
- First opportunity to explore supporter packages for the following year's 865 Fest event before they open to the public.
- Logo/company name in next year's supporter packet.

Secure your supporter package:

Email: cortney@piper-communications.com

Phone: 865-329-0553

Pitch Competitions Supporter Packages

Pitch Competitions - A signature part of 865 Fest

One of the most anticipated parts of 865 Fest, the pitch competitions showcase both the momentum of Knoxville's startup community and the ideas of emerging entrepreneurs.

At the event, six Knoxville startups will pitch live before an audience and panel of judges for the opportunity to win the **Judges' Choice Award** (\$10K) and **Crowd Favorite Award** (\$5K), totaling \$15,000 in cash prizes.

The event also includes an **Emerging Entrepreneur Pitch Competition**, presented in partnership with the Anderson Center for Entrepreneurship & Innovation at the University of Tennessee, Knoxville, highlighting the next generation of entrepreneurial talent.



Judges' Choice Award

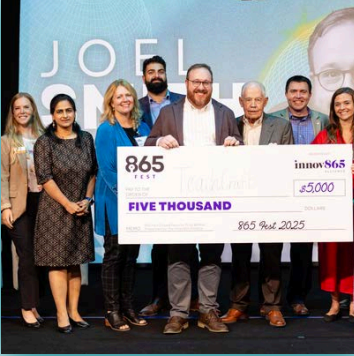
\$15,000 | 1 available

One 865 Fest startup pitcher will be awarded the Judges' Choice award and cash prize, determined by a panel of live judges.

Standard deliverables, plus:

- Marked recognition during program as Judges' Choice Award supporter.
- Logo/company name on large check for \$10,000 cash prize award presentation.
- On-stage participation in check presentation with the opportunity to provide remarks.
- Logo/company name and website link included in all relevant emails sent to 865 Fest attendees and Innov865 Alliance subscribers.
- Prominent logo/company name and website link on the Innov865 event page.
- High-visibility logo/company name placement on screen motion graphics for event & during award presentation at 865 Fest event.
- Professional photos during check presentation with the winner.
- Opportunity to provide a quote for the event press release.
- Opportunity to have an exhibit booth (one (1) 6-ft table and two (2) chairs). **Limited availability.** Please email courtney@piper-communications.com if you want to take advantage of your exhibit booth.
- **15 complimentary tickets to 865 Fest (\$1,500 value)** (Number of complimentary tickets include booth representatives).

Pitch Competitions Supporter Packages (cont.)



Crowd Favorite Award

\$10,000 | 1 available

One 865 Fest startup pitcher will be awarded the Crowd Favorite Award and cash prize, determined by 865 Fest event attendees via a live crowd poll.

Standard deliverables, plus:

- Marked recognition during program as Crowd Favorite Award supporter.
- Logo/company name on large check for \$5,000 cash prize award presentation.
- On-stage participation in check presentation with the opportunity to provide remarks.
- Logo/company name and website link included in all relevant emails sent to 865 Fest attendees and Innov865 Alliance subscribers.
- Prominent logo/company name and website link on the Innov865 event page.
- High-visibility logo/company name placement on screen motion graphics for event & during award presentation at 865 Fest event.
- Professional photos during check presentation with the winner.
- Opportunity to provide a quote for the event press release.
- Opportunity to have an exhibit booth (one (1) 6-ft table and two (2) chairs).
- **Limited availability.** Please email cortney@piper-communications.com if you want to take advantage of your exhibit booth.
- **10 complimentary tickets to 865 Fest (\$1,000 value)** (Number of complimentary tickets includes booth representatives).



Emerging Entrepreneur Pitch Competition

\$8,000 | 1 available

One Emerging Entrepreneur pitcher will be awarded a cash prize, selected by a live panel of judges.

Standard deliverables, plus:

- Marked recognition as programming partner for the Emerging Entrepreneur Pitch Competition.
- Opportunity to collaborate on the planning and execution of the Pitch Competition, including on-stage participation in programming and cash prize presentation.
- Recognition tied to promotion of the Emerging Entrepreneur Pitch Competition.
- Prominent logo/company name and website link on the Innov865 event page.
- High-visibility logo/company name placement on screen motion graphics during the programming.
- Logo/company name on large check for the \$3,000 cash prize award presentation.
- Professional photos during programming and check presentation with the winner.
- Opportunity to provide a quote for the event press release.
- Opportunity to speak to the media about the competition and award.
- **8 complimentary tickets to 865 Fest (\$800 value).**



Premier Supporter Packages



Traction Award

\$10,000 | 1 available

The Traction Award recognizes a Knoxville entrepreneur who has made significant progress with their business since pitching at 865 Fest, previously known as Startup Day.

Standard deliverables, plus:

- Opportunity to present the Traction Award on stage to the winner and provide remarks.
- Supporter recognition with logo/company name included at the beginning and end of the Traction Award Winner Company highlight video, shown at 865 Fest and shared on YouTube.
- Prominent logo/company name and website link on the Innov865 event page.
- High-visibility logo/company name placement on screen motion graphics during the Traction Award presentation at 865 Fest.
- Professional photos during award presentation with the winner.
- Opportunity to provide a quote for the event press release.
- **10 complimentary tickets to 865 Fest (\$1,000 value).**



Main Stage Momentum Supporter

\$10,000 | 2 available

The Main Stage Momentum Supporter offers your organization visible alignment with one of 865 Fest's featured main stage sessions and the audience attention that comes with it.

Standard deliverables, plus:

- Marked recognition during program as Main Stage Momentum Supporter.
- Opportunity to provide a short welcome to the audience or introduce one featured main stage speaker/session.
- Reserved premium table with high-visibility logo/company name placement for sponsor guests/team during 865 Fest.
- Choice of the exclusive opportunity for approved sponsor materials to be placed on attendee tables in the main stage area only, **OR** an exhibit booth (one (1) 6-ft table and two (2) chairs). Please email cortney@piper-communications.com if you want to take advantage of your exhibit booth.
- Professional photo of sponsor representative on stage during session welcome/introduction.
- Potential inclusion in post-event photo/highlight content tied to the main stage, when applicable.
- High-visibility logo/company name placement on the main stage screen before and after one featured main stage session at 865 Fest.
- Prominent logo/company name and website link on the Innov865 event page.
- **10 complimentary tickets to 865 Fest (\$1,000 value)** (Number of complimentary tickets includes booth representatives).



Premier Supporter Packages (cont.)



**EXCLUSIVE
OPPORTUNITY**

865 Golden Hour - Networking Reception

\$10,000 | 1 available

The 865 Golden Hour reception aligns your organization with the transition from programming to connection at 865 Fest, creating visible presence during one of the event's most social and relationship-driven moments.

Standard deliverables, plus:

- Exclusive recognition as the presenting supporter of the 865 Golden Hour.
- High-visibility logo/company name placement throughout the reception space, including the bar, lounge, and other high-traffic networking areas.
- Opportunity to create one branded signature reception element, such as a specialty drink, lounge feature, or interactive networking touchpoint, subject to event approval.
- Opportunity to provide brief welcome remarks to kick off the reception.
- Opportunity to select one of the following: branded cocktail napkins, cups, koozies, or other approved reception materials, subject to event approval.
- Professional photo opportunities tied to the reception experience.
- Potential inclusion in post-event photo/highlight content tied to the reception.
- Logo/company name and website link included in all relevant emails sent to 865 Fest attendees and Innov865 Alliance subscribers.
- Opportunity to have an exhibit booth (one (1) 6-ft table and two (2) chairs).
- **10 complimentary tickets to 865 Fest (\$1,000 value)** (Number of complimentary tickets includes booth representatives).



Dialogue Driver - Featured Panel Supporter

\$8,000 | 1 available

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

Standard deliverables, plus:

- Marked recognition during program as Dialogue Driver.
- Opportunity for one representative from your organization to be featured on one panel/conversation session at 865 Fest.
- Opportunity to incorporate one approved audience engagement element into the session, subject to event approval. (Ex. pose a question to the audience)
- High-visibility logo/company name placement on screen during one featured panel/conversation session at 865 Fest.
- **6 complimentary tickets to 865 Fest (\$600 value).**

Breakout Brilliance - Breakout Room

\$6,000 | 2 available

865 Fest will host two breakout sessions between main stage programming, creating space for more focused conversation and direct audience engagement.

Standard deliverables, plus:

- Marked recognition during program as a Breakout Brilliance supporter.
- Opportunity for one representative from your organization to take part in the programming for one breakout session at 865 Fest.
- Opportunity to display approved company materials in the breakout room.
- Opportunity to author an Innov865 blog.
- Verbal recognition from the podium in the main room before attendees break for breakout sessions.
- **5 complimentary tickets to 865 Fest (\$500 value).**

SALE OUT



Speciality Supporter Packages



Connect the Dots Networking Supporter

\$6,500 | 1 available

New to 865 Fest this year, attendees who opt in will have their LinkedIn QR code featured on their badge for easy networking throughout the event.

Meet, Scan, and Repeat with this innovative new way to connect.

Standard deliverables, plus:

- Marked recognition during program as the Connect the Dots Supporter.
- Opportunity to receive an opt-in attendee list of those who consent to share their name, company, title, and/or email address, as provided through event registration.
- High-visibility logo/company featured on attendee badges with the attendee QR networking feature at 865 Fest.
- Prominent logo/company name included in on screen motion graphics during breakfast, networking breaks, lunch, and the 865 Golden Hour.
- Opportunity to have an exhibit booth (one (1) 6-ft table and two (2) chairs). **Limited availability.** Please email cortney@piper-communications.com if you want to take advantage of your exhibit booth.
- **4 complimentary tickets to 865 Fest (\$400 value)** (Number of complimentary tickets includes booth representatives).



Future Founders Student Supporter

\$5,000 | 3 available

This supporter opportunity helps bring students into the room at 865 Fest, creating access to the conversations, connections, and entrepreneurial energy that define the event.

Standard deliverables, plus:

- Verbal recognition of your company's investment in future generations from the podium as a Future Founder Student Supporter.
- Eight (8) sponsored student tickets to distribute through your organization **or** through Innov865 on a first-come, first-served basis.
- Visible association with student participation at 865 Fest on attendee badging, extending your organization's presence throughout the event experience.
- Opportunity to have an exhibit booth (one (1) 6-ft table and two (2) chairs). **Limited availability.** Please email cortney@piper-communications.com if you want to take advantage of your exhibit booth.
- **Two (2) complimentary tickets for company representatives (\$200 value), in addition to eight (8) sponsored student tickets (\$800 value)** (Number of complimentary tickets includes booth representatives).



Everywhere You Look Registration & Check-in Supporter

\$5,000 | 1 available

This supporter opportunity gives your organization high-frequency visibility throughout the full 865 Fest experience.

Standard deliverables, plus:

- High-visibility logo/company name (horizontally formatted logo required) featured on attendee lanyards, creating strong brand presence from the event's first point of contact through the full 865 Fest experience and into the Golden Hour Reception.
- Opportunity to provide approved branded collateral or promotional item(s) at the registration table.
- **5 complimentary tickets to 865 Fest (\$500 value).**

Coffee to Cocktails - Supporter Packages



Fuel for the Fest - Breakfast and Coffee

\$8,000 | 1 available

Standard deliverables, plus:

- High-visibility logo placement in the breakfast and coffee area at 865 Fest, including branded napkins or coffee cups, subject to event approval.
- Opportunity to display approved branded collateral in the breakfast and coffee area.
- Prominent Logo included in screen motion graphics during breakfast and coffee service.
- Verbal recognition from the podium during opening remarks.
- **6 complimentary tickets to 865 Fest (\$600 value).**



Midday Momentum - Lunch Buffet

\$5,000 | 2 available

Standard deliverables, plus:

- High-visibility logo(s) placement at lunch buffet line area at 865 Fest.
- Prominent logo(s)/company name(s) included in screen motion graphics during lunch service.
- Verbal recognition from the podium during lunch remarks.
- **3 complimentary tickets to 865 Fest (\$300 value).**



Refuel & Rally - Networking Break

\$2,000 | 1 available

Standard deliverables, plus:

- Prominent logo(s) included in screen motion graphics during refreshment breaks.
- Verbal recognition from the podium during refreshment break remarks.
- **2 complimentary tickets to 865 Fest (\$200 value).**



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 Supporter with Exhibit Booth \$2,000 | 4 available

Standard deliverables, plus:

- Exhibit booth (one (1) 6-ft table and two (2) chairs).
- 2 complimentary tickets to 865 Fest (\$200 value).



Visionary Supporter \$1,500 | 4 available

Standard sponsorship deliverables, plus:

- 5 Complimentary tickets to 865 Fest (\$500 value).

Secure your supporter package:

Email: courtney@piper-communications.com

Phone: 865-329-0553

Confirm your spot today!

Phone 

865-329-0553

Email 

cortney@piper-communications.com

Website 

Innov865.com/event/865-fest/

- If you do not see a supporter package that works for your organization, OR if you have a creative idea for how you would like to be involved, please reach out.
- We are happy to work with you to explore a custom opportunity that makes sense for both your goals and the 865 Fest experience.



THANK YOU TO OUR 2025 SUPPORTERS





865 FEST 2025



WHAT IS 865 FEST

865 Fest 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 business leaders for insights on transformative tech, bold business moves, and regional success stories.

300+ ATTENDEES

35 PITCH APPLICATIONS

21 MEDIA STORIES

18 EVENT SUPPORTERS

expanded student showcase

diverse programming

fundraising record

event rebrand

exhibitors



PROGRAM HIGHLIGHTS



Marc Pancratz

Jordan Harper

Chris Miller

Tanner Reichard

Don DeRosa

John Montuori



KEYNOTE SPEAKERS

FEATURED PANELS

BREAKOUT ROOMS

2025 IMPACT 2025 IMPACT 2025 IMPACT

865 FEST 2025

2025 AWARD WINNERS



Witching Hour

Founder:
LANCE ADLER

JUDGES' CHOICE
AWARD

PRESENTED BY **innov865**
ALLIANCE



TEACHCRAFT

Founder:
JOEL SMITH

CROWD FAVORITE
AWARD

PRESENTED BY **innov865**
ALLIANCE



Founder:
KATY DANIELS

EMERGING ENTREPRENEUR
AWARD

PRESENTED BY **THE UNIVERSITY OF TENNESSEE KNOXVILLE**
ANDERSON CENTER FOR
ENTREPRENEURSHIP & INNOVATION



lirio

The award recognizes an alum who has established significant traction since participating.

ALUMNI TRACTION
AWARD

PRESENTED BY **AXLE LOGISTICS**

WHO ATTENDED 865 FEST?



- Founders + Entrepreneurs
- CEOs + Presidents
- Researchers / Faculty
- Consultants / Advisors
- Government Officials
- Finance + Investors
- Students
- Media

COUNTIES

- KNOX, JEFFERSON
- HAMILTON, BLOUNT, ANDERSON

"I'm so grateful for all the meaningful connections, insightful conversations, and big takeaways that came from being part of this community of innovators and changemakers."

DIGITAL HIGHLIGHTS

- 13K** WEBSITE VIEWS (30K TOTAL IN 2025)
- 9K** EVENT PAGE VISITS
- 3.5K+** SOCIAL MEDIA FOLLOWERS
- 4.5K+** EMAIL SUBSCRIBERS (247 NEW SUBSCRIBERS)

813,823 TOTAL IMPRESSIONS

770,072 PAID

43,751 ORGANIC

Does a membership make sense 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
- Prime logo placement and a direct website link featured on the Innov865 site, giving your brand lasting exposure and traffic.



Scan to learn more about the Alliance

