



All about
Techstars Startup
Week Tampa Bay

February 2020



**Techstars Startup Week
TAMPA BAY
is a five-day
celebration of entrepreneurship
in cities around the world building
momentum and opportunity
around each community's
unique entrepreneurial identity.**

Track Sponsorship Package:

Track Sponsor

\$5,000

17 available

With 17 tracks this year, there is a way for you to expose your brand to the audience you desire. Each track averages 500+ attendees.

- “[Track Name] is presented by [Company]” on TBSW website & signage
- Tier 5 Logo placement
 - Website
- Logo on Track Banner in Basecamp and wherever the track is advertised
- Logo on slide deck of each event of the Track
- Recognition before and after each Track Event
- Logo featured during any Track Event slideshow
- Logo on Sponsor pop-up banner which is placed on stage at every event

**See examples of how
your brand will be
represented at the
end of this sponsor
deck**

Put your brand at the center of the largest global event from entrepreneurs with Startup Week.

Startup Week is a **five day, entrepreneur-led, community-run event** held in cities around the world **to showcase the local startup ecosystem** through meetups, gatherings, lectures, discussions and other activities.

From those just starting with an idea to others ready for IPO - Startup Week attendees connect with fellow entrepreneurs, corporate allies and community leaders - strengthening the regional startup ecosystem.



Quick facts about Startup Week WORLDWIDE

- **100,000+** entrepreneurs attended Startup Week in 2018.
- **Dozens** of educational tracks and **hundreds** of program sessions at each Startup Week.
- **400-6,000+** attendees at each Startup Week
- **100%** program growth year after year (attendees, programming, etc.).
- In **57 cities** and growing!



Quick facts about Tampa Bay Startup Week

- **2019** will feature media influencers with social media followings in the **millions!**
- **Almost 5,000** entrepreneurs attended Techstars Startup Week Tampa Bay in 2018. Expect **10,000** in 2019!
- **13** different educational tracks in 2018 and over **120** program sessions.
- **Over 64.9M+** Media Impressions at Techstars Startup Week Tampa Bay.
- 2019 will be the **5TH ANNUAL** Techstars Startup Week Tampa Bay!



2018 Tampa Bay Startup Week Accomplishments

159%

Increase in
attendance

4800+

Overall
attendance

13 tracks

121 events

11 Billboards

21 Press pieces

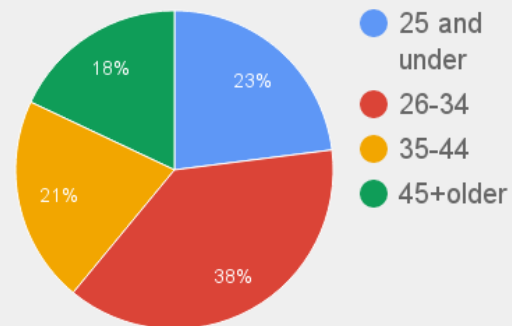
53

Community
Volunteers

64M+

Media Impressions

Age of Registrant



Become a Track Sponsor

By sponsoring Techstars Startup Week, your brand can:

- **Access entrepreneurs** who are transforming your community.
- **Attract talent** and new business opportunities.
- Build **brand awareness** among the global startup ecosystem and promote your brand with the most tech savvy in Tampa Bay!
- **Help entrepreneurs** build successful businesses and share that story with the world.



Meet the team

Who runs Tampa Bay Startup Week?

→ Entrepreneurs and **leaders from Tampa Bay's greatest events and organizations**

Startup Weekend
Tampa Bay WaVE
Jabil Circuit
Startup Digest
1 Million Cups
Tampa
SOCOM

Tampa Bay Innovation Alliance
Gasparilla Music Festival
TechStart Tampa Bay
PricewaterhouseCoopers
1 Million Cups St. Pete
CENTCOM

OnBikes
St. Pete Greenhouse
University of Tampa
Hillsborough Community College
University of South Florida
and more.

→ **Startup Tampa Bay, Inc** is a Florida non-profit organization that hosts a number of entrepreneurial events throughout the year, such as:

Startup Week

Hackathons

Pitch Competitions

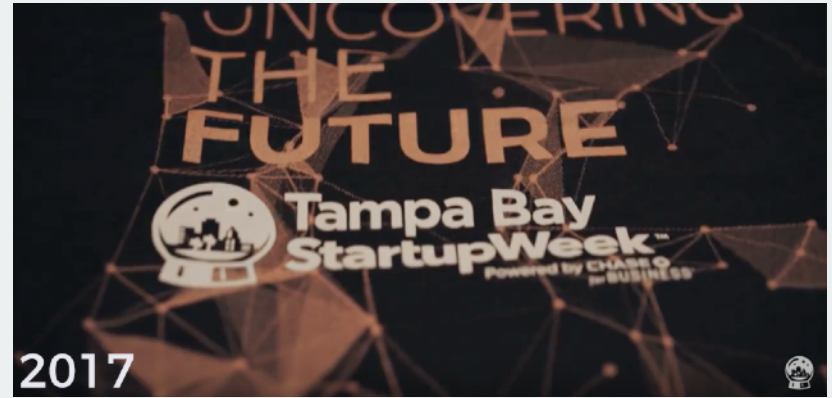
Socials & Workshops

Startup Weekend

Startup Weekend Youth



SEE WHAT IT'S LIKE: [Tampa Bay Startup Week Youtube Channel](#)



120+ Unique Events of All Kinds on Both Sides of the Bay!



Entrepreneurs, Leaders, Friends to grow our region together



5 Marquee Events







A group of people in a crowd, overlaid with an orange filter. The text is centered over the image.

**Your logo will be prominently
displayed throughout the entire
week and at every session in your
track.**

**As well as listed on the website and
social shoutouts.**

See the next slides for examples:



Sponsor Listing on Website




Social Shoutouts



Featured Blog Post About Your Track



ABOUT ▾ GET INVOLVED ▾ PROGRAM ▾ BLOG CONTACT REGISTER




Ric Daza
Cyber Security Track Captain

Ricardo "Ric" Daza is an IT-Risk Consultant and Information Assurance Researcher. Ric is passionate about the startup community and seeing them succeed. Ric has been in the networking and security industry for over 26 years; he worked for Cisco's Worldwide Security Practice for 16 years. As an IT Risk Consultant, he has advised both domestic and international large enterprise clients on a myriad of aspects of their IT Security, such as Risk Management, Security Metrics, Incident Response Program Development and Maturity, Business Process Modeling, Network Security and Security Programs and Maturity. Ric holds a double CCIE #12671 (R/S, Security), CRISC, CISSP, CISA, ISO 27001 Lead Auditor, PMP, RHCE, and is a Ph.D Candidate in Information Assurance.

[Check out Ric's video about the track here](#)

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MARKETING

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VETERANS
ENTREPRENEURSHIP

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RedWallTM
MARKETING

Track Banners

Hung prominently inside basecamp all week



TITLE SPONSOR

CHASE 
for BUSINESSSM

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Initiative Resource | **st.petersburg**
www.stpete.org

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COMMUNITY  **synapse**  **The PENNY**
FOUNDATION HARDER 

VENUE SPONSORS

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ROCKETS  **Real People** 

FOUNDATION

BRONZE SPONSORS

Sponsor Banners

Displayed throughout the venue and on every stage



Slide Decks

Your logo on every slide for every track session

