



Startup Week
Twin Cities Student

Powered by Google for Entrepreneurs

**2017
SPONSORSHIP
OPPORTUNITIES**



WHAT IS TWIN CITIES START UP WEEK?

Showcasing The Best From the Startup Capital Of The North

In late October, Minnesota is playing host to the fourth annual Twin Cities Startup Week. TCSW is an action packed week filled with events and entertainment that focuses on highlighting and showcasing innovation in Minnesota businesses.

TCSW is not your everyday hotel lobby conference. Our week stretches all across the Twin Cities. Our events are hosted by passionate individuals, community organizations, local business, and corporations.

Startup Week Was Created by the Minnesota Community

The Startup week team is built of community champions that span across all industries. We have curated tracks to make sure that we are highlighting every industry that makes Minnesota amazing.

We have events focused on technology, investing, education, food and agriculture, drones, marketing and advertising, healthcare, social ventures, entertainment, women in entrepreneurship, diversity in entrepreneurship, veteran founders, corporate intrapreneurs, developers, and the list goes on and on.

GROUPS INVOLVED



WE ARE GROWING, FAST.

Events

How many events are we talking about?

Venues

Where is this thing?

Attendees

Do people attend Startup Week?

2017 GOALS

150

80% GROWTH

90

50% GROWTH

15,000

50% GROWTH

2016

90

60

10,000

2015

50

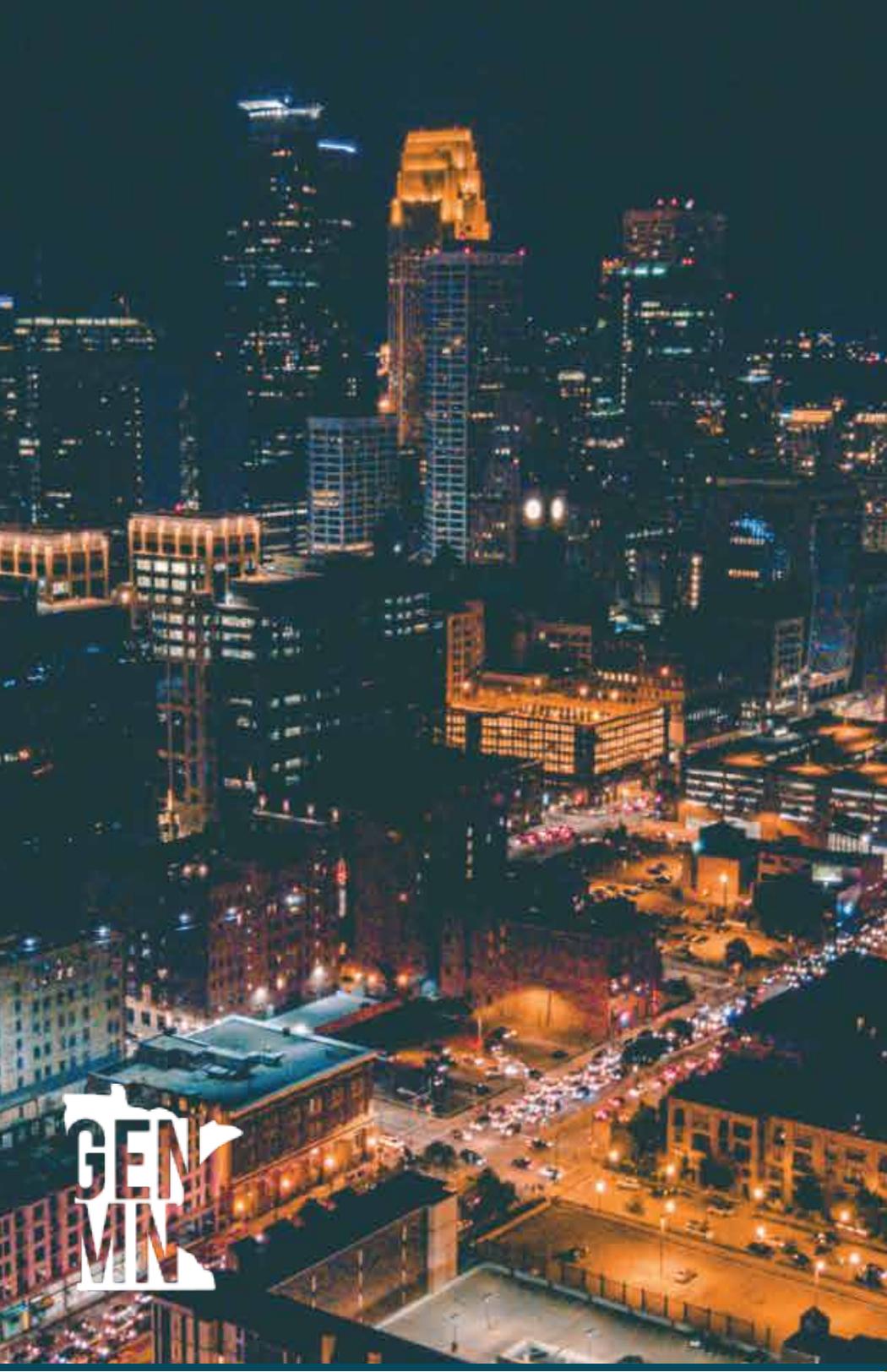
40

4,000

80% GROWTH

50% GROWTH

250% GROWTH



WHAT IS GENERATION.MN?

Experienced Youth Entrepreneurs

Established in 2017, Generation.mn is a sample of Minnesota's finest youth entrepreneurs looking to inspire the next generation of world changers. By hosting and partnering on events around the Twin Cities, we offer students a bridge between student world and the real world.

The most ambitious students of Minnesota

Our student participants are among the most ambitious students in Minnesota. Taking time to work harder after school days or taking risks on ventures that can fail, our participants are looking to tackle today's problems and build strong sustainable networks.

We are proud to be hosting Twin Cities Startup Weekend's first ever Student/Youth Track.

SUPPORT LOCAL

Startups



WHY SPONSOR TCSW STUDENT?

Your Support is key to helping Twin Cities Startup Week Student Succeed

Twin Cities Startup Week is funded by companies and organizations that share our passion for supporting innovators, and seeing Minnesota grow. We would love to have the opportunity to work with you at any of the following levels. Your support will help the local Minneapolis business community by engaging and creating young entrepreneurs

SPONSORSHIP BENEFITS:

- an immersive weekend to engage with entrepreneurs and users (great for market research and user testing)
- a channel to find and hire new interns
- exposure and marketing to early stage companies, entrepreneurs, and their families
- a platform to share relevant tools and skills with entrepreneurs
- great PR exposure from partner media outlets

8 Tracks

Ed Tech · Healthcare · Impact · Food & Ag · Tech
Marketing & Advertising · Investor · Student

100+ Events

Located Throughout Minneapolis & St. Paul

Sun	Mon	Tue	Wed	Thu	Fri	Sat/Sun
	Education	Healthcare & Impact	Food & Ag	High Tech	Students	Startup Weekend
	<h1>100+ Events</h1> <p><i>Content to Connect, Inspire, and Enable</i></p>					
Opening Night Party	MN Cup Finals	Beta.MN	Tech Stars Demo	Minne*	Closing Party & Awards	
	Party	Grow North Party	Party	Party		



Student Track Events

Sun	Mon	Tue	Wed	Thu	Fri	Sat/Sun
	Night at the Mall	Beta.MN	Meet the Founders	Entrepreneurship 101	Startup Weekend	

GENERAL SPONSORSHIP TIERS

	PREMIER \$1500	PLATINUM \$900	GOLD \$500	SILVER \$250
Branding Exposure				
Company name/logo listed on the city event website	▲	▲	▲	▲
Company name/logo listed on Handout materials	▲	▲	▲	
Company name/logo displayed on T-Shirt	▲	▲		
Opportunity to display a sign or banner at the event	▲			
Customer Acquisition				
Promotional materials given to attendees	▲	▲	▲	▲
Sampling and/or product placement at the event	▲	▲		
Opportunity to speak at the event	▲			
Event Presence				
Mentioned by the Facilitator at the event	▲	▲	▲	▲
Brochure and/or swag giveaway during breaks	▲	▲		
Booth or Table at the event	▲			
Impact				
Receive a post-event report with statistics about technology used, number of teams, product descriptions, etc.	▲	▲	▲	▲
Engagement				
Tickets to attend	4	3	2	2
Opportunity to Judge or Mentor at event	▲	▲		



LEVEL:

Silver Level

\$250

OVERVIEW

Our silver level sponsorship is our entry point for supporting Twin Cities Startup Week Student. Your sponsorship will go towards supporting the Startup Week Student team throughout the week.

BRANDING EXPOSURE

Your company's name and logo will be listed on the city event website.

EVENT PRESENCE

Your company will be mentioned by the facilitator at the event.

CUSTOMER ACQUISITION

Your company's promotional materials will be given to all the event's attendees.

ENGAGEMENT

You will receive two tickets to attend the event.

LEVEL:

Gold Level

\$500

OVERVIEW

Our gold level sponsorship is the next and more fulfilling point for supporting Twin Cities Startup Week Student. Your sponsorship will go towards supporting the Startup Week Student team throughout the week.

BRANDING EXPOSURE

Your company's name and logo will be listed on the city event website and on the handout materials.

EVENT PRESENCE

Your company will be mentioned by the facilitator at the event.

CUSTOMER ACQUISITION

Your company's promotional materials will be given to all the event's attendees.

ENGAGEMENT

You will receive two tickets to attend the event.

LEVEL:

Platinum Level

\$900

OVERVIEW

Our platinum level sponsorship is the next most engaging way for supporting Twin Cities Startup Week Student. Your sponsorship will go towards supporting the Startup Week Student team throughout the week.

BRANDING EXPOSURE

Your company's name and logo will be listed on the city event website, on the t-shirt and on the handout materials.

EVENT PRESENCE

Your company will be mentioned by the facilitator at the event and brochure/swag giveaway during breaks.

CUSTOMER ACQUISITION

Your company's promotional materials will be given to all the event's attendees and sampling/product placement at the event.

ENGAGEMENT

You will receive three tickets to attend the event and the possibility to judge or mentor at event.

LEVEL:

Premier Level

\$1500

OVERVIEW

Our platinum level sponsorship is the next and most engaging way for supporting Twin Cities Startup Week Student. Your sponsorship will go towards supporting the Startup Week Student team throughout the week.

BRANDING EXPOSURE

Your company's name and logo will be listed on the city event website, on the t-shirt, on the signs and banners and on the handout materials.

EVENT PRESENCE

Your company will be mentioned by the facilitator at the event and brochure/swag giveaway during breaks. Your company will also receive a booth/table at event.

CUSTOMER ACQUISITION

Your company's promotional materials will be given to all the event's attendees and sampling/product placement at the event. Your company will also be offered to speak at event.

ENGAGEMENT

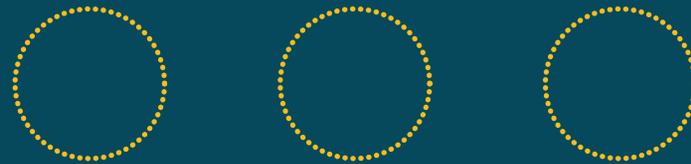
You will receive four tickets to attend the event and the possibility to judge or mentor at event.

TOP SPONSORSHIP TIERS

SUPREME

OVERVIEW

The Supreme sponsorship tier is our 2nd highest, with only 3 available spots.



BENEFITS

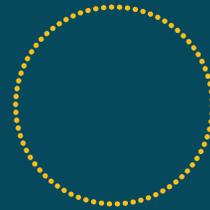
- You will receive everything a premier sponsor receives
- You will get the opportunity to send a representative to serve as a judge or a mentor
- You will receive reduced tickets for participants

\$3,000

TITLE SPONSOR

OVERVIEW

The Supreme sponsorship tier is the **highest** tier, with only 1 available spot.



BENEFITS

- You will receive everything a premier sponsor receives
- You will get the opportunity to send a representative to serve as a judge or a mentor
 - You will receive reduced tickets for participants
- You will receive a dedicated scholarship in the name of the partner
- You will receive the opportunity to speak during Demo Day

\$5,000

PAST SPONSORS





Interested?

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Interested in sponsoring?

Email us at sponsorship@generation.mn