The Event

*Startup Connection* is St. Louis’ largest annual celebration of entrepreneurship. As the premiere event in November, wrapping up the year, *Startup Connection* brings together the entire startup community under one roof. On November 7, 2018, *Startup Connection* will celebrate St. Louis’ top early-stage companies and showcase the region’s entrepreneur support organizations. Last year’s event drew over 1,000 people, and we’re excited to highlight St. Louis’ best resources and startups again!

**Highlights:**
- 1,000+ attendees
- 60 early-stage ventures
- 45+ entrepreneur support organizations
- Cash and Service Awards

**Industry Tracks:**
- Bio
- Consumer Products and Services
- FinTech
- IT/Tech
- Manufacturing

**Sponsorship Opportunities**

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Amount</th>
<th>Acknowledgement</th>
<th>$25 Event Passes</th>
<th>Event Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>$1,000</td>
<td>Website</td>
<td>6</td>
<td>Cash Only</td>
</tr>
<tr>
<td>Silver</td>
<td>$2,500</td>
<td>+ Registration Site</td>
<td>10</td>
<td>Cash plus award options*</td>
</tr>
<tr>
<td>Gold</td>
<td>$5,000</td>
<td>+ Print Media</td>
<td>15</td>
<td>Cash plus award options*</td>
</tr>
<tr>
<td>Platinum</td>
<td>$10,000</td>
<td>+ Bar/Food Signs</td>
<td>25</td>
<td>Cash plus award options*</td>
</tr>
<tr>
<td>Showcase / Fair</td>
<td>$20,000</td>
<td>+ Special Recognition</td>
<td>30</td>
<td>Custom</td>
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<tr>
<td>Title</td>
<td>$25,000</td>
<td>+ “Sponsored by”</td>
<td>40</td>
<td>Custom</td>
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</tbody>
</table>

*Below are options for adding an award presented to a startup attending *Startup Connection*, as part of your sponsorship – either a cash prize or an in-kind service award:
- Silver - $1,250 sponsorship PLUS an award of $1,250 or more in cash OR $3,000 or more of in-kind services
- Gold - $2,500 sponsorship PLUS an award of $2,500 or more in cash OR $5,000 or more of in-kind services
- Platinum - $5,000 sponsorship PLUS an award of $5,000 or more in cash OR $8,000 or more of in-kind services

**Reserve Your Sponsorship Now!**

To reserve your sponsorship for *Startup Connection 2018*, contact Phyllis Ellison at PEllison@CortexSTL.com or 314-610-0545. Sponsorships are handled on a first-come, first served basis, and certain benefits will not be available with late sponsorships.

**Startup Connection Organizing Committee**
Additional Sponsorship Information

Title Sponsor: $25,000  Number of Title Sponsors: 1 [Reserved]
- Recognition as Title Sponsor on all printed materials. All printed materials bear the information “Sponsored by Title Sponsor.” Plus all benefits from Showcase / Fair Sponsor level.

Showcase / Fair Sponsor: $20,000  Number of Showcase / Fair Sponsors: 2 [1 Reserved]
- Recognition as either Venture Showcase Sponsor or Entrepreneur Resource Fair Sponsor on all printed materials.
- Acknowledgement on the Home page and prominent acknowledgement on the Sponsor page of Startup Connection website.
- Acknowledgement on the registration site of Startup Connection.
- Acknowledgement in all press releases and, to the extent that can be controlled, media coverage.
- Prominent acknowledgement on signs at Startup Connection.
- Up to 3 minutes of stage time during Startup Connection, if award is given.
- 30 Startup Connection tickets ($25 value each).
- Up to two tables at the Startup Connection Resource Fair.

Platinum Sponsor: $10,000
- Recognition as Platinum Sponsor on all printed materials.
- Acknowledgement on the Home page and the Sponsor page of Startup Connection website.
- Acknowledgement on signs at Startup Connection.
- Up to 2 minutes of stage time during Startup Connection or presentation of award, if award is given.
- 25 Startup Connection tickets ($25 value each).
- $5,000 cash prize, or $8,000 of in-kind services may be awarded to a startup as a prize, at the discretion of the sponsor.
- One table at the Startup Connection Resource Fair.

Gold Sponsor: $5,000
- Recognition as Gold Sponsor on all printed materials.
- Acknowledgement on the Sponsor page of Startup Connection website.
- Acknowledgement on signs at Startup Connection.
- Up to 2 minutes of stage time during Startup Connection or presentation of award, if award is given.
- 15 Startup Connection tickets ($25 value each).
- $2,500 cash prize or $5,000 of in-kind services may be awarded to a startup as a prize, at the discretion of the sponsor, replacing $2,500 cash of the sponsorship.
- One table at the Startup Connection Resource Fair.

Silver Sponsor: $2,500
- Recognition as Silver Sponsor on all printed materials.
- Acknowledgement on the Sponsor page of Startup Connection website.
- Acknowledgement and award presented on stage during Startup Connection, if award is given. Presentation will be conducted by Startup Connection emcee.
- 10 Startup Connection tickets ($25 value each).
- $1,250 cash prize or $3,000 of in-kind services may be awarded to a startup as a prize, at the discretion of the sponsor, replacing $1,250 cash of the sponsorship.
- One table at the Startup Connection Resource Fair.

Bronze Sponsor: $1,000
- Recognition as Bronze Sponsor on all printed materials.
- Acknowledgement on the Sponsor page of Startup Connection website.
- 6 Startup Connection tickets ($25 value each).
- One table at the Startup Connection Resource Fair.