

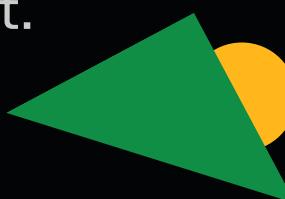


Be a sponsor at the largest

# 2026 SPONSOR OPPORTUNITIES

entrepreneurship and creativity  
festival in the Southwest.

**TENWEST**  
FUELED BY  HUSTL

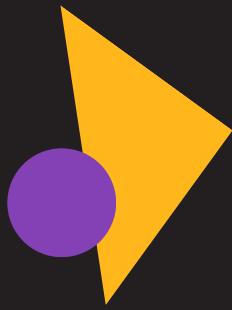


**MARCH 24-29, 2026**  
**DOWNTOWN TUCSON**

**STARTUP**  
**TUCSON**  
Hosted by:

# THE FESTIVAL FOR PEOPLE WHO BUILD WHAT'S NEXT.

**TENWEST** is the gathering place for founders, creators, culinary innovators, intrapreneurs, community builders, and the endlessly curious.

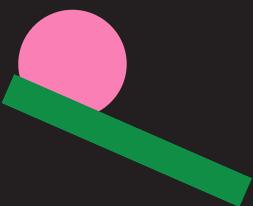


Each year, people from Tucson and beyond come together to sharpen their skills, expand their networks, and push their work to the next level — whatever that looks like for them. TENWEST is designed for those who already have momentum and are ready to build what comes next.

## OUR SECRET SAUCE?

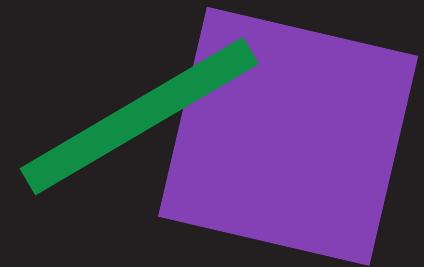
Now in our 11th year, we have grown from a scrappy volunteer event to a must-attend festival experience within Arizona.

- A walkable, authentically Southwest festival, not a stuffy mega-conference
- Built for connection, creativity, and real talk
- Designed for people who seek to awaken the entrepreneur, creator, and innovator within themselves so they can navigate our changing world



**We are excited to partner with you to help you gain new customers, leverage and expand your brand equity, and build community impact.**

# ROOTED IN TUCSON. BUILT FOR THE SOUTHWEST.



## OUR MISSION

help entrepreneurs, creators, and innovators launch, grow, and thrive.

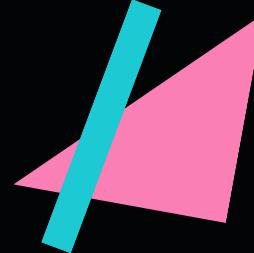
## OUR VISION

bring forth bold ideas and distinct action that power thriving communities across the Southwest and beyond.

**TENWEST offers something rare: a conference that's both energizing and practical, both creative and strategic. A space where people find their next move.**

- 10+ years building the region's innovation culture
- A catalyst for new collaborations, new ventures, and new community impact
- A festival that reflects the grit, diversity, and creativity of Southern Arizona





# TRUSTED BY NATIONAL LEADERS IN INNOVATION, CREATIVITY AND ENTREPRENEURSHIP

Over the past decade, TENWEST has attracted nationally recognized speakers, artists, and partners alongside regional powerhouses shaping the future of the Southwest.

## GUY RAZ

Host of How I Built This Podcast & Author (2025)



## JASON FEIFER

Editor-in-Chief,  
Entrepreneur  
Magazine



## REGGIE WATTS

Musician, Comedian,  
Creative Performer  
(2025)



## Selected National & Regional Partners



HUSTL/Vantage West  
Arizona Commerce Authority  
University of Arizona



Pima Community College  
Pima County & City of Tucson  
Visit Tucson



IBM  
COX  
So many more...

These partners represent just a fraction of the organizations that have chosen TENWEST to reach innovators, creators, founders, and community leaders across the Southwest.

# TENWEST IS MORE THAN A CONFERENCE.

## It's a Turning Point.

Attendees describe TENWEST as transformational, inspiring, grounding, and catalytic. It's where people find clarity, community, and the courage to take their next step.

“  
It helped me find my place in Tucson

“  
Top tier, next level amazing

“  
TENWEST was an investment in self

“  
Fantastic energy & real connections

“  
It revived my ambition



The impact is personal, and it lasts.

# OUR 10TH YEAR WAS OUR BIGGEST YET.

In 2025, TENWEST delivered measurable economic and community impact throughout Tucson and the region.

**\$1.1M** total economic impact

**4,500+** total attendees

**875** conference attendees

**25%** out-of-region visitors

**70+** partners and collaborators

**23** local venues supported

**100+** volunteers

**2M+** social impressions

**13K** email subscribers



**“Partnering with TENWEST is a joy — the community impact is undeniable.”**  
— Corbett's

# OUR ATTENDEES MEAN BUSINESS

**Curious. Driven. Community-Minded.  
Ready to Grow.**

**TENWEST attracts highly engaged professionals across industries and career stages. People with influence, buying power, and momentum.**

## **Audience Snapshot:**

Average Age: 25-54

Gender: Diverse, with women representing the majority

## **Key segments:**

Founders  
Creators  
Second-Career Entrepreneurs  
Community Builders  
Intrapreneurs  
Culinary Innovators

## **Regional draw:**

Tucson (80%),  
Phoenix/Valley,  
Flagstaff, Yuma, plus  
out-of-market attendees  
from CA, CO, NM, NV,  
Pacific Northwest



## **WHAT DO WE LOVE MOST ABOUT TENWEST ATTENDEES?**

They are curious. Engaged. And on a path to growth on their own terms. These are people who care about brands that care about community.



# A HIGHLY ACTIVATED AUDIENCE

**Before, During + After the Festival** attendees don't just attend, they participate. They build community, create meetups and engage deeply across sessions and digital platforms.

## FESTIVAL APP ENGAGEMENT:



- 2,489** private messages
- 1,268** community board posts
- 26** attendee-led meetups
- 70%** app download rate
- 655** active app users
- 545** personal agendas created

**The content is fabulous and the connections are real.**

**TENWEST is the best investment I've made in myself this year.**

# MORE FOCUSED, MORE RELEVANT, MORE DYNAMIC TENWEST

In 2026, experience new content pathways, deeper specialization, and more opportunities for hands-on learning.

## NEW IN 2026!

### TENWEST CONFERENCE

#### Three Focused Summits:

- Founders
- Creators
- Culinary Innovators

#### Updated Conference Themes:

- AI & Emerging Tech
- Marketing & Branding
- Wellness & Resilience
- Consumer Products Spotlight
- Navigating a Changing Economy /World

### TENWEST EDU

Certifications, workshops, and industry intensives in partnership with regional workforce and education leaders.

### TENWEST EXPLORES

A curated collection of partner-led art, culture, food, and innovation experiences that highlight what makes Southern Arizona distinct.

## RETURNING

### IDEAFUNDING REIMAGINED:

Arizona's largest early-stage pitch competition is getting a facelift this year. Expect refined tracks, more prizes and national judges.

### TENWEST CONNECTS:

Daily themed networking gatherings (large & small) designed to build meaningful professional connections.

### TENWESTx EXPERIENCES:

Concerts, culinary showcases, and creative performances including continued collabs with Arizona Arts Live and Made in Tucson.

# FROM TUCSON TO THE SOUTHWEST, AND BEYOND

**TENWEST** is well-positioned for strategic regional expansion, growing audiences, strengthening partnerships, and elevating the Southwest on the national stage.

## 2026 GOALS:

**1,200** conference attendees

**7,500** festival attendees

**35%** out-of-region participation

**\$2M** economic impact

## TARGET MARKETS

San Diego • Las Vegas • Albuquerque • El Paso •  
Denver/Boulder • Phoenix/Valley • Flagstaff • Yuma



**Your brand becomes part of a movement gaining regional momentum.**



# FOUR WAYS WE CREATE VALUE FOR OUR SPONSORS

**Our focus is on building lasting relationships that are mutually beneficial.**

Every sponsor partnership at TENWEST is co-designed across four strategic value buckets. Instead of one-size-fits-all packages, we curate a customized mix of visibility, activation, engagement, and community impact and ensuring your investment aligns with your brand goals.



## Brand Visibility

High-impact recognition across digital, physical, and festival-wide channels, putting your brand where the energy is.

## Brand Activation

Immersive, memorable experiences that bring your brand to life throughout downtown Tucson.

## Audience Engagement

Opportunities to connect directly with founders, creators, innovators, and community leaders.

## Community & Economic Impact

Investments that strengthen Southern Arizona's entrepreneurial and creative ecosystems & elevate local talent.

**We co-design your sponsorship with you ensuring relevance, authenticity, and meaningful ROI.**



# WHAT SPONSORSHIP CAN LOOK LIKE

Here are curated examples of high-impact activations available across the four TENWEST sponsorship buckets. These examples represent opportunities that create visibility, engagement, and meaningful community impact. Actual sponsor activations are customized in collaboration with each partner.

## Brand Visibility:

- Naming Rights: Summits (Founders, Creators, Culinary), TW Explores, TW EDU,
- Stage, Venue or HQ Branding
- Streetcar Wrap or Route Branding

## Brand Activation:

- Custom branded installation, interactive experience, pop-up demo area or product sampling
- Sponsor-Branded Networking Lounge, beverage bar, coworking zone, HQ Takeover, etc.
- Curated photo experience or "brand moment" install

## Audience Engagement:

- Curate branded happy hour or host attendee challenge, scavenger hunt, or experience
- Facilitate a workshop, fireside chat, or roundtable
- Provide keynote Q&A or post-session engagement

## Community & Economic Impact:

- IdeaFunding Track or Category Sponsor
- Scholarship Sponsor (Access the Fest Indigenous Entrepreneurship)
- Sponsor TENWEST Explores or fund workshop supplies for Summit or EDU sessions

## WHOVA APP OPPORTUNITIES (Cross-Bucket / High Engagement):

- Sponsored In-App Banner Placement (high reach)
- Sponsored Push Notifications (timed, targeted messaging)
- Gamification + Prize Sponsor (top engagement driver)

**Your brand is part of the festival — not just on the sidelines.**

Reach out to explore custom sponsorship opportunities.

TENWEST 2026 will be

**BIGGER, BOLDER**

connecting more dots than ever

Let's build something powerful  
and uniquely you together.

Contact:

Liz Pocock

CEO Startup Tucson & TENWEST

[liz@startuptucson.com](mailto:liz@startuptucson.com)

**STARTUP  
TUCSON**  
Hosted by: