Founded by Startup Tucson in 2015 and hosted every November in Downtown Tucson, TENWEST Impact Festival is a celebration of the growing innovation and creative ecosystems in Southern Arizona. Unique in its cross-industry approach, TENWEST showcases the connectivity between technology, entrepreneurship, creativity, culture and impact, uniting attendees to gain the knowledge and inspiration they need to innovate within their own careers and communities. The weeklong event welcomes thousands of diverse attendees to participate in a multi-day conference, Street Fest, nightly xEvents and numerous partner events and experiences.
We imagine a Tucson and Southern Arizona that is seen by both locals and nationwide as an inspiring and ideal place to connect with. In less than ten years we aim to host over 10,000 annual attendees and be a destination for not only regional attendees, but those looking to discover and be inspired by the uniqueness of Southern Arizona.

We seek to showcase Southern Arizona as a center of creativity and innovation for local and national attendees. We aim to foster a culture of innovation by providing attendees an opportunity to discover how the connectivity of ideas and people across industries can create tangible impact in communities of all sizes.
2022 HIGHLIGHTS

Watch 2022 Recap Video
2022 Recap

- 100+ unique sessions, events, and experiences
- Record attendance at Conference and new events
- National Speakers from Meow Wolf, Common Future, and Science Moms
- First-ever TENWEST STREET FEST (5,500+)
- First-ever Sustainable Fashion Show with Sonoran Stitch Factory
- 25th Celebration of IdeaFunding
- Record IdeaFunding applicants and training by UACI (110+ companies)
- More “new” attendees than ever before
- New TENWEST App with 2.5K sessions
- Direct economic impact of $25K from 100+ vendors
- 30+ Sponsors and $300K Raised
- 2M Social Impressions, 6K Followers, 32K page views, and 12K unique website visitors

Presented by: Arizona Commerce Authority
# 2022 Recap

## TENWEST CREATE
**November 2, 2022**
- Desert Angels Dinner
- IMPACT Hour Keynote featuring Chadney Everett from Meow Wolf
- Session topics included brand building, apparel/sewn-goods, social media, 3D printing, and more!

## TENWEST BUILD
**November 3, 2022**
- IdeaFunding 25th Anniversary Pitch Competition
  - $55,000+ prizes for Tech, Consumer Products, Bioscience, Impact, and Main Stage companies!
- IMPACT Hour Keynotes:
  - Founders and Funders Panel
  - Seeking Funding in Southern Arizona Panel

## TENWEST SUSTAIN
**November 4, 2022**
- First-ever TENWEST Sustainable Fashion Show
- Morning Address featuring Chancellor Lee Lambert (PCC)
- IMPACT Hour Keynote featuring Dr. Joellen Russel (Science Moms) and Chef Janos Wilder (Gourmet Insects)

## TENWEST STREET FEST
The first ever TENWEST Street Fest saw 5,500+ attendees and 100+ local southern Arizona vendors throughout the day. 70% of vendors reported their sales were at least equal to or more than past markets they have participated in, making it a major success for a new market. The Fest featured live music and performances from a number of local artists and partners.

## IDEAFUNDING
- 500+ Attendees
- Addition of 1st ever RAIN Capital Conference
- Return of Desert Angel Dinner
- Investor and entrepreneur education tracks
- Largest ever pitch competition
- $55,000+ in cash prizes
- 117 applications, 20 finalists, 5 pitch tracks
- Even more social impact and diverse founder awards provided
- Community Awards

## TENWESTX EVENTS
- Nov. 2 - Sgt. Papers + Warm Drag w/ Touchy and Lenguas Largas
- Nov. 3 - IdeaFunding Afterparty @ The Monica
- Nov. 4 - Marchfourth w/ Kululu and Arts Caravan
**BY THE NUMBERS**

- **2 MIL+** Social Impressions
- **32K** Page Views
- **12K** Unique Web Visitors
- **$65K** Prize Money Granted
- **300K** Digital Ad Exposure
- **100+** Unique Sessions
- **30+** Sponsors
- **110+** Applicants (2022 IdeaFunding)
- **7.5K** Attendees in 2022
- **300K** Dollars Raised
LOOKING AHEAD TO 2023

• Reincorporating Partner events into TENWEST to expand our programming and audience
• Moving the TENWEST Street Fest, our signature free community event, to the official festival Kickoff
• Expanding TENWEST footprint at the Tucson Convention Center to increase conference capacity and add more unique interactive and experiential components and expo opportunities
• Growing TENWESTx events to multiple venues across Downtown Tucson to broaden our entertainment programming and cultural partnerships
• Recommitting to our diversity goals to ensure TENWEST remains inter-generational, representative of our community and region and includes diverse perspectives from speakers and partners
• Continuing to strive for a sustainable festival with on-site composting and low-waste practices
• Showcasing our region’s unique entrepreneurs and small-businesses as vendors and partners for all aspects of the festival

NOV 4-10, 2023
GET INVOLVED

TENWEST IS...

• Part-Party, Part-Conference and the only festival of its kind in Arizona that includes both Conference and Arts & Cultural components
• A place to explore the intersection of Technology, Entrepreneurship and Creativity with an emphasis on Impact and action
• Intentionally intergenerational, cross-industry, and diverse in its sessions, events, experiences and attendees

TENWEST OFFERS SPONSORS...

• Exposure to new audiences
• Opportunities for collaboration and collisions
• A way to support the innovation ecosystem and founders
• A chance to increase your marketing reach
• Engagement opportunities for employees, leadership and partners
• and more...

HELP TENWEST MEET OUR BIG GOALS OF...

• Showcasing and highlighting local talent, entrepreneurs and companies
• Bring in national thought-leaders to inspire and share best-practices
• Operating as an environmentally sustainable festival
• Continued collaboration with new partners, artists and creatives
• Attracting regional and eventually national attendees to discover Tucson
JOIN THE EXPANDING LIST OF
TENWEST SPONSORS

- Thomas R Brown Foundation
- Hexagon
- Southern Arizona Leadership Council
- Arizona FORGE
- Optics Valley
- The Paint Kings
- Osborn Maledon Law
- Simply Bits
- United Way
- Arizona State College
- Hecker & Pew
- COX
- Vantage West
- Desert Angels
- Flinn Foundation
- Greater Yuma
- Pima County Economic Development
- YWCA
- Downtown Tucson Partnership
- Tucson Museum of Art

AND MANY MORE...
### SPONSORSHIP BENEFITS 2023

<table>
<thead>
<tr>
<th>SPONSOR AMOUNT</th>
<th>SPOTS AVAILABLE</th>
<th>RECOGNITION</th>
<th>FESTIVAL WIDE MEDIA PROMOTION AND LOGO PLACEMENT</th>
<th>DAY, PREMIERE, MAJOR EVENT/COMPONENT PROMOTION AND LOGO PLACEMENT</th>
<th>ON-SITE STATEMENTS DELIVERED BY SPONSOR</th>
<th>ON-SITE SHOUT-OUTS</th>
<th>SPONSOR PERKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000</td>
<td>1</td>
<td>Recognition as “presented by” for full festival</td>
<td>FULL including press - option of additional placement on-site during selected events</td>
<td>Up to 3</td>
<td>Up to 10</td>
<td>Up to 10</td>
<td>20,000 credits</td>
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<tr>
<td>$50,000</td>
<td>3</td>
<td>Recognition as the “brought to you by” for full festival or Street Fest presenting sponsor</td>
<td>FULL including press - option of additional placement on-site during selected events</td>
<td>Up to 2</td>
<td>Up to 8</td>
<td>Up to 10</td>
<td>10,000 credits</td>
</tr>
<tr>
<td>$25,000</td>
<td>8</td>
<td>Recognition as named sponsor for chosen festival day or major event</td>
<td>STRONG for pre-post of selected day and on-site</td>
<td>1</td>
<td>1</td>
<td>Up to 6</td>
<td>5,000 credits</td>
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<tr>
<td>$10,000</td>
<td>No Limit</td>
<td>Recognition as named sponsor for chosen premiere festival component</td>
<td>SOME on day of selected component pre and post, INTENSIVE on-site at selected premiere component</td>
<td>Up to 4</td>
<td>Up to 4</td>
<td>Up to 4</td>
<td>2,000 credits</td>
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<tr>
<td>$5,000</td>
<td>No Limit</td>
<td>Recognition as named sponsor for chosen major festival component</td>
<td>SOME on day of selected component pre and post, STRONG on-site at selected major component</td>
<td>Up to 2</td>
<td>Up to 2</td>
<td>Up to 2</td>
<td>1,000 credits</td>
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<tr>
<td>$2,500</td>
<td>No Limit</td>
<td>Recognition as supporter for individual day/event component</td>
<td>SOME on-site at selected individual component</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>500 credits</td>
</tr>
</tbody>
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### BENEFITS OF SPONSORSHIP

- **Recognition**
  - Full: Including press - option of additional placement on-site during selected events
  - Strong: For pre-post of selected day and on-site
  - Some: Limited to social media, newsletter, website, app
- **On-Site Statements Delivered by Sponsor**
  - Up to 3
  - Up to 2
  - 1
- **On-Site Shout-Outs**
  - Up to 10
  - Up to 8
  - Up to 6
  - Up to 4
  - Up to 4
- **Ticket Credits**
  - 20,000 credits
  - 10,000 credits
  - 5,000 credits
  - 2,000 credits
  - 1,000 credits
  - 500 credits

*Ticket Credits can be exchanged for the tickets of your choice including general admission, xEvents and all-inclusive passes. They can also be donated to support free admission for groups from schools or non-profits that have applied to participate. 2023 rates for sponsor All-Access passes are $350 and General Admission passes are $50. Individual xEvent, add-ons and specialty event pricing will range.*

### SPONSOR TYPES

- **Signature** Sponsorships include the Conference days, IdeaFunding/Capital Conference, Mega-Mixer, Closing Event
- **Premiere** Components include TENWESTx Events or specific large festival-wide components like registration, festival app, co-sponsorship of conference days
- **Major** Components include smaller festival-wide components like parking, wifi, etc. or individual event components within a day like keynotes, tracks, etc.
- **Supporter** Components include individual items for a particular day or event like coffee, appetizers, etc.
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