

SPONSORSHIP

OPPORTUNITIES

NOVEMBER 2023
TENWEST.COM



EVERYONE HAS A ROLE.

DISCOVER YOURS.

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.



AN EVENT OF
**STARTUP
TUCSON**

NOVEMBER 2023 DOWNTOWN TUCSON

FEST WEST FEST



VISION

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.

MISSION

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

1200 PASSHOLDERS
100+ SPEAKERS

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)

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

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.

TENWESTX EVENTS

- Nov. 2 - Sgt. Papers + Warm Drag w/ Touchy and Lenguas Largas
- Nov. 3 - IdeaFunding Afterparty @ The Monica
- Nov. 4 - Marchfourth w/ Kulululu and Arts Caravan



2 MIL+

Social Impressions

32K

Page Views

300K

Digital Ad Exposure

100+

Unique Sessions

12K

Unique Web Visitors

\$65K

Prize Money Granted

30+

Sponsors

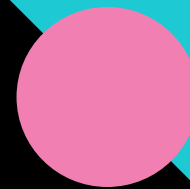


110+

Applicants
(2022 IdeaFunding)

7.5K

Attendees
in 2022



300K
Dollars Raised

BY THE NUMBERS

LOOKING AHEAD TO 2023

NOV 4-10, 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



GET INVOLVED

TENWEST IS...

- Part-Party, Part-Conference and the only festival of it's 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...



	FESTIVAL TITLE	FESTIVAL PRESENTING	FESTIVAL SIGNATURE	FESTIVAL PREMIERE	MAJOR	SUPPORTER
SPONSOR AMOUNT	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
SPOTS AVAILABLE	1	3	8	No Limit	No Limit	No Limit

BENEFITS OF SPONSORSHIP

RECOGNITION	Recognition as "presented by" for full festival	Recognition as the "brought to you by" for full festival or Street Fest presenting sponsor	Recognition as named sponsor for chosen festival day or major event	Recognition as named sponsor for chosen premiere festival component	Recognition as named sponsor for chosen major festival component	Recognition as supporter for individual day/event component
FESTIVAL WIDE MEDIA PROMOTION AND LOGO PLACEMENT	FULL including press - option of additional placement on-site during selected events	FULL including press - option of additional placement on-site during selected events	STRONG	SOME	Limited to social media, newsletter, website, app	Limited to newsletter, website, app
DAY, PREMIERE, MAJOR EVENT/ COMPONENT PROMOTION AND LOGO PLACEMENT			INTENSIVE for pre-post of selected day and on-site	STRONG on day of selected component pre and post, INTENSIVE on-site at selected premiere component	SOME on day of selected component pre and post, STRONG on-site at selected major component	SOME on-site at selected individual component
ON-SITE STATEMENTS DELIVERED BY SPONSOR	Up to 3	Up to 2	1	1		
ON-SITE SHOUT-OUTS	Up to 10	Up to 8	Up to 6	Up to 4	Up to 2	1

SPONSOR PERKS

TICKET CREDITS	20,000 credits	10,000 credits	5,000 credits	2,000 credits	1,000 credits	500 credits
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*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.

- **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.



TENWEST

Powered by Startup Tucson,
working to transform our regional
economy through entrepreneurship
and innovation

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