



V E N T U R E A T L A N T A

**VA20**

**LIVE ONLINE**

OCTOBER 21 – 22, 2020

**SPONSORSHIP PACKAGE**

**#VA2020**



## FACTS

Venture Atlanta brings innovative companies, disruptive technologies, and top-tier investors together for the best venture capital conference in the US.

## WHERE IT BEGAN

Venture Atlanta began 12 years ago with one mission: to connect companies to capital. Today, this mission has expanded beyond monetary capital to connect businesses with the resources, network, clients, partnerships, and talent they need to grow. Venture Atlanta has played an essential role in the tech ecosystem of the South and is proud to be a part of so many success stories throughout the community.

Starting in 2007 with a couple of hundred attendees and only 20 funds, Venture Atlanta now welcomes more than 1,000 annual attendees and 160 funds, many of which come from out of state. The conference's network and events have led to \$4 billion in funding raised and \$14 billion in successful exits.

Beyond the opportunity to raise money, Venture Atlanta offers a way for entrepreneurs, investors, sponsors, and service providers from across the region to make other meaningful connections that could prove valuable to their business. Past attendees have met people who went on to become partners, customers, mentors, employees, and more. Venture Atlanta serves as a connection point for all who attend, and that connection may be just the thing a company needs to take it to the next level.

## COMMUNITY IMPACT OF VENTURE ATLANTA'S 13 YEAR HISTORY:

- **450+** Technology Companies on Stage
- **\$4.4 Billion** raised by our Presenting Companies
- **Over \$14B** in Exits

## HOW IT'S MAKING AN IMPACT

For years, there was a misconception that the only emerging tech companies worth paying attention to were the ones coming out of the Valley. This no longer rings true; as the companies in the Southeast have changed the tech industry as we know it. Venture Atlanta is the catalyst and the connection point for so many of these businesses. It has fueled a powerful ecosystem that introduces companies to capital, but also talent, mentors, partners, and customers. Two days a year, hundreds of investors from across the nation travel to Atlanta to see the best in the region in the event that truly changes the course of these companies forever.

# VA20

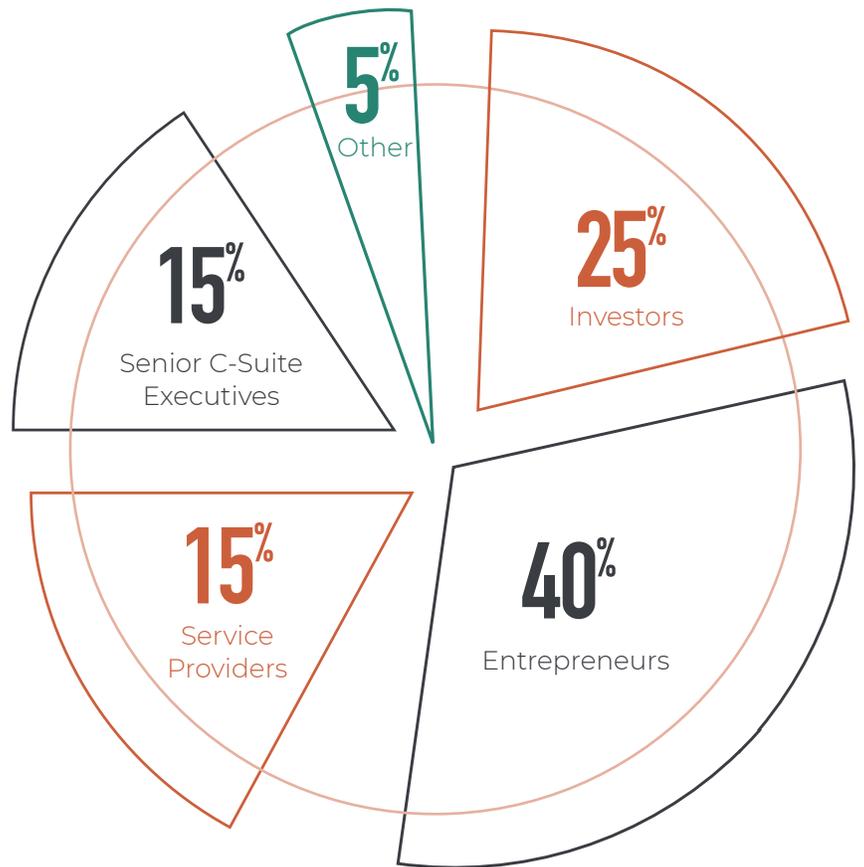
# VENTURE ATLANTA ATTENDEE PROFILE

2019 saw huge growth for Venture Atlanta. 20% growth across the board in attendees, investment funds and sponsorship dollars raised.

**2019 SAW HUGE GROWTH FOR VENTURE ATLANTA. 20% GROWTH ACROSS THE BOARD IN ATTENDEES, INVESTMENT FUNDS AND SPONSORSHIP DOLLARS RAISED.**

“ The quality of companies presenting continues to go up, and there has been an echo effect of other meetings taking place outside the conference.

Thanks for putting together a rockin' show —good job! ”



20

# SPEAKERS PAST VENTURE ATLANTA SPEAKERS



**Champ Bailey**  
Pro Football  
Hall of Fame



**Jyoti Bansal**  
Co-Founder & Partner  
Unusual Ventures



**Marc Brown**  
Corporate Vice President  
Microsoft



**Steve Case**  
Chairman  
The Case Foundation



**Scott Chacon**  
CoFounder of Github, Co-  
Founder & CEO, Chatterbug



**Murphy Clark**  
Exec. Vice President  
Red Ventures



**Stephanie Cohen**  
Chief Strategy Officer  
Goldman Sachs



**Nicki Collen**  
Head Coach  
Atlanta Dream



**Mark Cuban**  
ABC's Shark Tank  
Owner, Dallas Mavericks



**Alan Dabbieri**  
Chairman  
AirWatch



**Scott Dorsey**  
Managing Partner, High Alpha  
Former Chairman, CEO,  
Co-Founder ExactTarget



**Ernie Garcia**  
President & CEO  
Carvana



**Lori Greiner**  
The Warm  
Blooded Shark™



**Chris Hecht**  
Head of Corporate  
Development  
Atlassian



**Philip Kirk**  
Senior Director, Corporate  
Development, Cisco



**Levon Kirkland**  
Former NFL Player  
Football Coach



**Aaron Levie**  
CEO, Co-Founder  
& Chairman, Box



**James Loftus**  
Global Corporate  
Development, Square



**Lisa Marchese**  
Head of Corp. Dev.  
American Express



**Bernie Marcus**  
Chairman  
The Marcus Foundation



**Dikembe Mutombo**  
Pro Basketball  
Hall of Fame



**Phyllis Newhouse**  
CEO  
Xtreme Solutions



**Kathryn Petralia**  
President & Co-Founder  
Kabbage, Inc.



**Matt Schweickert**  
Officer  
The Home Depot



**Niraj Shah**  
CEO  
Wayfair.com



**Jay Simons**  
President  
Atlassian



**Jeff Sprecher**  
Chairman, New York  
Stock Exchange



**Seksom Suriyapa**  
VP, Corp. Dev. & Strategy  
Twitter



**Sheryl Swoopes**  
Pro Basketball  
Hall of Fame



**John Vironis**  
CoFounder & Partner  
Unusual Ventures

# OUR ALUMNI

Since 2002, Venture Atlanta has attracted the top early stage and growth stage companies from across the technology spectrum looking for investments to fuel their businesses. Meet some of the recent companies that chose Venture Atlanta to step onto the stage and pitch their innovative technology.

Achievelt

Acivilate Inc

Admiral

Alii Healthcare

Allstacks, Inc.

Ally Commerce

Attentive.ly

AVOXI

Azalea Health

Banyan Hills Technologies

BearTax

BlueLeap

BluePenguin Payments, Inc.

Boatsetter

BuzzBoard, Inc.

Capital Slack

CapWay, Inc

CAR360

Case Status, Inc.

CCM Navigator

CentralBOS

Ceterus

Checkd.in

ChronicCare IQ

Citibot

Citiri, Inc.

Civic Dinners

Clean Hands Safe Hands

Clockwise MD

CloudTags

Cognosos

COIN Closing

Conserv

Convey Services

Countalytics

cove.tool

Coworks

Crescerance, Inc.

Curricula

Cyber Clipboard

Cypress.io

DDM Systems

Deep Fiber Solutions

eCommHub

Eletype

ENGAGE.cx

EnrichHER

Fanboard Inc.

Farm'd

Fattmerchant

FINSYNC

Florence

Florence Healthcare

Flourish

FotoIN Mobile Corporation

FreightWaves

FSLogix

G11

Get Spiffy, Inc.

Gimme Vending, LLC

GPA LEARN

GreenPrint, LLC

Gro Solutions

Groundfloor Finance Inc.

Haste

Haxiot

Hirewire

HM Wallace

Hull

Hux

Illuminate360

Inked

Insightpool

Intrinio

Jonny On It

Kanga

Knapsack

Kobiton

LASSO

Logfire

Lucena Research, Inc.

Lumense, Inc.

MacStadium, Inc.

MailMosh

Map Large, Inc.

Medxoom Inc

Menguin, Inc.

mesur.io, Inc  
Mile Auto, Inc.  
mLevel  
mLevel  
Monsieur  
Motivo  
MyLumper  
MyPorter  
MySnapCam  
N2N Services, Inc.  
NexDefense, Inc.  
Niche Video Media LLC  
NuGen Systems, Inc  
nuVizz  
Octerra  
OncoLens  
Overgroup Consulting, LLC  
Oversight Systems  
Parmonic  
Partnr  
Paw.com  
Phonism  
PlayOn! Sports  
Pointivo, Inc.  
Predikto Analytics  
Presence  
ProcessMaker  
ProcessMiner Inc

PureWRX  
QASymphony  
Quest Renewables  
RacelQ  
Rent Ready  
RentCheck  
rented.com  
REscour  
RightPatient  
Rigor  
Rivalry  
Roadie  
RootsRated  
SaasOptics  
Salesfusion  
Secure Data Kit  
Sequr  
Servosity  
SherpaDesk  
Shotcall, Inc  
Sifted  
SIGNiX  
Smart Gladiator LLC  
Social123, Inc.  
Springbot  
Storj Labs  
StrataCloud, Inc.  
StreetMetrics

SweatPack  
Syfer  
TaxConnex, LLC  
Terminus  
Ternio  
tevixMD  
TITIN  
Tomahawk Robotics  
Toucan AI  
Transitiv, Inc.  
Tranzhalo, Inc.  
Trellis, Inc.  
Undergrid Networks  
Unicore Health, Inc.  
UserIQ  
Virsys12  
Voxa  
Voxie  
Wellview Health  
Winshaw Global Enterprises  
WorldWatch Plus  
Worthix  
Xendoo.com  
Yesflow  
Zaloni  
Zentila



# VA20

# PARTIAL LIST OF PAST SPONSORS

Venture Atlanta has become a must attend technology event with strong local, regional and national attendance in large part due to support of our sponsors. More than 85% of Venture Atlanta supporters have been involved since the inception of the conference. We thank you for your continued support and hope we can count on you again in the future.



With more sponsorship options than ever, Venture Atlanta offers packages for every budget and strategy. If you are in the business of working with investors, tech leaders and entrepreneurs, contact Allyson Eman at [aeman@ventureatlanta.org](mailto:aeman@ventureatlanta.org) today to discuss a package that is right for your brand.



# OUR FOUNDING PARTNERS



The Atlanta CEO Council is an exclusive organization for C-Level and senior business executives and entrepreneurs that facilitates professional networking, promotes entrepreneurship and encourages community activism. In today's business environment, knowing the right people is critical in developing valuable partnerships, joint ventures and relationships necessary for your business. Attending the Atlanta CEO Council events will put you where you need to be - in good company. Visit [AtlantaCEO.org](http://AtlantaCEO.org) to learn more.



The Metro Atlanta Chamber (MAC) serves as a catalyst for a more prosperous and vibrant region. To advance economic growth and improve metro Atlanta's quality of place, MAC is focused on starting, growing and recruiting companies to the 29-county metro Atlanta region. The Chamber is also focused on growing the region's innovation economy by promoting and strengthening connections to drive Atlanta's innovation and entrepreneurial culture. MAC is committed to being an active voice for the business community, serving as an advocate for a competitive business climate and telling Atlanta's story. For more information, visit [www.metroatlantachamber.com](http://www.metroatlantachamber.com).



The Technology Association of Georgia (TAG) is the leading technology industry association in the state, serving more than 30,000 members and hosting over 200 events each year. TAG serves as an umbrella organization for 34 industry societies, each of which provides rich content for TAG constituents. TAG's mission is to educate, promote, influence and unite Georgia's technology community to foster an innovative and connected marketplace that stimulates and enhances a tech-based economy. The association provides members with access to networking and educational programs; recognizes and promotes Georgia's technology leaders and companies; and advocates for legislative action that enhances the state's economic climate for technology. For more information, visit [TAGonline.org](http://TAGonline.org).



# 2020 SPONSORSHIP OPPORTUNITIES

Our entrepreneurs need us now, more than ever! We are excited to announce that Venture Atlanta 2020 will make history as the first-ever virtual Venture Atlanta conference.

Our top considerations when making this decision were:

- The health and safety of our attendees, presenting companies, and speakers
- Our mission of connecting companies to capital and how we can best accomplish that during this time
- Maintaining the same quality experience that our audience expects from us

Making the call now to deliver a fully virtual event in October allows all of us to plan ahead without navigating what may or may not happen in the coming months. And the best part - Venture Atlanta Online 2020 is going to be our biggest event yet. Your brand will be in front of more attendees than ever before – and for a longer period of time. In the virtual world, on demand content is key! This is NOT going to be just another webinar or zoom call, this will truly be an online live conference. And we can't wait to show you what we have been working on for months. Supporting Venture Atlanta, will be just as important as it has been in the past.

*If you plan on sponsoring Venture Atlanta, please act quickly and contact Allyson Eman at [aeman@ventureatlanta.org](mailto:aeman@ventureatlanta.org) or 770-298-4202 for more information.*

## NEW VIRTUAL SPONSORSHIP OFFERINGS!!

- **Virtual Conference Book Sponsor**
- **Meet and Greet/Pitch- Off Virtual/In-Person Sessions**
- **Presenting companies Channel**
- **Startup Showcase Channel**
- **Alumni Companies Channel**
- **Surveys/Polls**
- Premier Sponsorship - \$35K, Industry Exclusive
- Headline Sponsorship - \$25K, Industry Exclusive
- Startup Showcase Sponsorship - \$20K,
- Platinum Sponsorship - \$15K
- Gold Sponsorship- \$12K
- Recruiting and Screening Committee Sponsorship- \$8.5K
- Investor Sponsorship - \$5K (only open to accredited investors)
- Silver Sponsorship - \$5K (And Silver Plus - \$5500)
- Virtual Trade Show Booths - \$2,500K
- VA Alumni Sponsorship - \$1,500K



# 2020 SPONSORSHIP OPPORTUNITIES

## PREMIER SPONSOR – \$35,000 –

Top sponsor of the event! Prominent visibility and premium branding throughout the Venture Atlanta Conference.

### Benefits:

- Industry Exclusive
- 10 tickets to the conference
- Inside back cover ad placement in digital conference book
- Logo inclusion on all email blasts (week in review, conference announcements, etc.)
- Logo placement on stage set up (back drop or LED wall)
- Virtual booth in video platform (videos, one pagers, contacts can be uploaded here)
- Prominent stage time
- Premier Sponsor can submit video clips that we will run throughout the live event (up to 3x), videos should be no more than 2 minutes.
- Logo ticker to appear throughout the event on main screen
- Branding to appear in the header of the Registration Site which will be prominently used for every attendee registration
- Multiple presenting company engagement opportunities – spot on the recruiting/screening committee, and voting and coaching committee.
- Venture Atlanta SWAG Box – prominent Premier sponsor branding and sponsored item included in the box. Venture Atlanta will mail a SWAG box to every paid attendee of the event. Sponsor would choose and provide the item to include.
- Ability to write multiple pieces for the VA blog
- Ability to host a webinar topic of your choice for Venture Atlanta Alumni - Venture Atlanta to help coordinate and market the webinar. This can take place before or after October event.
- Full attendee list provided in advance
- First right of refusal for VA2021

## HEADLINE SPONSORSHIP – \$25,000 –

Prominent visibility and premium branding throughout the Venture Atlanta Conference

### Benefits:

- Industry Exclusive
- 10 tickets to entire conference
- Full page ad with prominent placement in digital conference book
- Ability to introduce a set of presenting companies (can be live or pre-recorded at your convenience)
- Logo placement on stage set up (back drop or LED wall)
- Virtual booth in video platform (videos, one pagers, contacts can be uploaded here)
- Headline Sponsor can submit one video clip that we will run during the live event, video should be no more than 2 minutes.
- Branding to appear in the header of the Registration Site which will be prominently used for every attendee registration
- Multiple presenting company engagement opportunities – spot on the recruiting/screening committee, voting and coaching committee.
- Option to host a coaching session at your office or host multiple virtual coaching sessions
- Venture Atlanta SWAG Box – sponsored item included in the SWAG box. Venture Atlanta will mail a SWAG box to every paid attendee of the event. Sponsor would choose and provide the item to include.
- Full attendee list provided in advance
- First right of refusal for VA 2021



# 2020 SPONSORSHIP OPPORTUNITIES

## STARTUP SHOWCASE SPONSORSHIP – \$20,000 – 1 AVAILABLE

While companies will not be set up this year during the cocktail party, they will still have a big role at Venture Atlanta 2020. Each Showcase company will submit a pitch that we will host on our video platform along with marketing materials they desire. We will announce the companies as usual, promote them on our website and include a write-up in the digital conference book. They will have more eyes on them this year for a longer period of time.

### **Benefits:**

- 8 tickets to entire two day event
- 1 slot on the Venture Atlanta Recruiting/Screening Committee (you can have more than 1 person participate in a tag-team type format)
- Full page color ad in the digital conference book that would be put directly in front of the paragraph write-ups about each company selected.
- Startup Showcase sponsor listing on all conference materials, print, web, mobile app,
- Virtual booth in video platform (videos, one pagers, contacts can be uploaded here)
- Sponsor video to be included in the video platform where Showcase companies are featured.
- Startup Showcase Highlight Video to be created by Venture Atlanta. This video will run during the live event and sponsor will be prominently featured.
- Venture Atlanta SWAG Box – sponsored item included in the SWAG box. Venture Atlanta will mail a SWAG box to every paid attendee of the event. Sponsor would choose and provide the item to include.
- Full attendee list provided in advance

## PLATINUM SPONSORSHIPS – \$15,000 –

Prominent visibility and key branding opportunities. The Platinum level sponsorships give your firm the ability to OWN something at Venture Atlanta. All Platinum sponsors receive the basic benefits outlined below PLUS additional benefits for each opportunity.

### **Benefits:**

- 6 tickets to the conference
- Prominent logo placement on all conference media
- Full page ad in the digital conference book with premier placement
- Presenting Companies Engagement Opportunities – seat on the Recruiting/Screening Committee
- Full attendee list provided in advance
- Virtual booth in video platform (videos, one pagers, contacts can be uploaded here)
- Venture Atlanta SWAG Box – sponsored item included in the SWAG box. Venture Atlanta will mail a SWAG box to every paid attendee of the event. Sponsor would choose and provide the item to include.

# 2020 SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSORSHIPS – \$15,000 –

### Event Opportunities:

#### MEET AND GREET/PITCH-OFF SESSIONS – 1 AVAILABLE

These events will go virtual in 2020! This sponsor will be able to give a brief talk and host the Meet and Greet. We will heavily market the session to all our entrepreneurs in our database and invite them to a special webinar to learn more about applying to Venture Atlanta in 2020. It will be the “Sponsor Name” Meet and Greet on X Date. You can include additional members from your team to help with Q&A. We will have a moderator accepting live questions. Additionally, the Pitch-off is a great event we added a few years ago. We would likely break out the 30 companies in the Pitch-Off into multiple sessions. Additional committee members would be invited to participate. You would be the host and your branding would be included in all marketing of this event. (If we were able to host this event in person, we will).

#### VIRTUAL CONFERENCE BOOK – 1 AVAILABLE

We know our attendees love our conference book. Well, this version will be digital and available all year! You will have the back cover of the conference book and when the book is released your branding will be prominently included in the email announcements.

#### PRESENTING COMPANIES SPONSORSHIP – 1 AVAILABLE

New this year, we have the ability to host a channel in our video platform for all of the presenting companies. This area will include their pitches and any marketing information they desire. You can include a video clip here and have your branding included in this channel. We will also include your branding during company pitches in a ticker at the bottom of the screen.

#### ALUMNI COMPANIES SPONSORSHIP – 1 AVAILABLE

New this year, we have the ability to host a channel in our video platform for all of our alumni companies. We will encourage our 400+ companies to include a brief video update. You can include a video clip here and have your branding included in this channel. This will be wonderful content for us to market to our attendees and your branding will be included in this marketing.



# 2020 SPONSORSHIP OPPORTUNITIES

## GOLD SPONSORSHIPS – \$12,000 –

Prominent visibility and key branding opportunities. The Gold level sponsorships give your firm the ability to OWN something at Venture Atlanta. All Gold sponsors receive the basic benefits outlined below PLUS additional benefits for each event opportunity.

### Benefits:

- 4 tickets to the conference
- Prominent logo placement on all conference media
- Full page ad with premier placement in the digital conference book
- Presenting Companies Engagement Opportunities – seat on the Recruiting/Screening Committee
- Full attendee list provided in advance
- Venture Atlanta SWAG Box – sponsored item included in the SWAG box. Venture Atlanta will mail a SWAG box to every paid attendee of the event. Sponsor would choose and provide the item to include.

### Gold Sponsorship Opportunities:

#### PRESENTING COMPANIES RECEPTION – 1 AVAILABLE

Own the event where our committee and selected companies meet. This is a small event with very exclusive networking. Event is marketed throughout the selection process to all participating companies. Sponsor can make this event whatever they wish and handle all arrangements and invitations. This will likely be virtual or can be a few small events (25+ attendees depending on government regulations this fall).

#### ALUMNI EVENTS SPONSOR – 1 AVAILABLE

This is an amazing opportunity to get face time with some of our VA Alumni. Your firm will participate in at least 4 events (lunches and dinners) where 10 – 15 Alumni will attend. These will be held in the later part of the year when it is safe to host small events. Conversely, you can also host some of the events virtually and bring in a speaker for a small exclusive session.

#### POLLING – 2 AVAILABLE

Engaging our audience will be very important during a virtual event. We foresee hosting multiple polls throughout the conference. We will definitely do an audience choice winner by investors and general attendees for the presenting companies. And incorporate fun polls throughout the event. Your branding would be included on all polls.

# 2020 SPONSORSHIP OPPORTUNITIES

## RECRUITING/SCREENING COMMITTEE – \$8,500 –

High level of company engagement! Terrific interaction with others who support the tech community. Members of this committee will recruit companies to participate at Venture Atlanta. You will have access to our proprietary database and back end system which gives you access to all company information.

### **Benefits:**

- 3 tickets to the conference
- Significant logo exposure on all conference media
- One company representative on the VA Recruiting/Screening Committee
- Half page ad in digital conference book
- Invitation to Presenting Companies Reception
- Full attendees list provided in advance

## INVESTOR – \$5,000 –

*(only offered to accredited investors, angel firms, venture funds and private equity funds)*

Show your support of our technology community!

### **Benefits:**

- 2 tickets to the conference
- Logo exposure on all conference media
- One company representative on the VA Investor/Voting Committee
- Half page ad in digital conference book
- Invitation to Presenting Companies Reception
- Access to set up 1:1 meetings with all presenting companies
- Logo and brief investor profile on Venture Atlanta's virtual video platform
- Executive Summaries sent in advance
- Advance access to Startup Showcase video clips
- Assistance with 1:1 meetings

# 2020 SPONSORSHIP OPPORTUNITIES

## SILVER – \$5,000 –

*Silver Plus with additional add-on's available*

A great way to support the community and gain visibility at Venture Atlanta!

### **Benefits:**

- 2 tickets to the conference
- Logo exposure on all conference media
- Company listing in the digital conference book (name, email, website and phone number)

### **Silver Plus Add-On!**

#### **AD**

Put a half page ad in our digital conference book rather than just the company listing. If you want the Virtual Trade Show Booth and a half page ad, total price is \$5500

## VIRTUAL TRADE SHOW BOOTHS – \$2,500 –

### **Benefits:**

- 2 tickets to entire event
- Ability to put a brief video on our platform to promote your company
- Collateral can be uploaded
- Content available long after the conference concludes. Content can also be updated

## VA ALUMNI – \$1,500 –

*(only offered to past presenters)*

A great way to show your support to Venture Atlanta and the community.

### **Benefits:**

- 2 tickets to entire event
- Logo exposure on all conference media
- Half page ad in digital conference book
- Video clip and marketing materials on our alumni channel in our video platform
- Investor profiles provided to help set up 1:1 meetings
- First priority at any Alumni related events (small dinners, lunches, meetings with keynote speakers, etc.)

# VA20

## LOCK IN YOUR PACKAGE NOW!

### **Credit Card Payments:**

All payments can be processed through Square. There will be a 5% surcharge for all credit card payments.

### **Sponsor Information:**

Venture Atlanta is a 501c-6 non-profit. We will send you an invoice and expect payment within 60 days. All payments MUST be made prior to the event. Please be sure Allyson Eman has a contact at your firm to coordinate all deadlines with. Payments should be sent to:

#### **Venture Atlanta**

Allyson Eman  
3605 Sandy Plains Road, Suite 240-107  
Marietta, GA 30066

### **Logos:**

All new sponsors should send logos in .eps format to Allyson Eman at [aeman@ventureatlanta.org](mailto:aeman@ventureatlanta.org). If your firm's logo changes, it is your responsibility to send Venture Atlanta an updated file.

**We are flexible! If you don't see exactly what you want, please allow us to customize a package for you!**