

### Sponsorship Packet

Invest Southwest/VCIR Fall 2011 Conference  
Phoenix, Arizona  
November 2 – 4, 2011

### **What is the Invest Southwest/VCIR Fall 2011 Conference?**

Invest Southwest and the Venture Capital Conference in the Rockies (VCIR) are partnering together to form the premier capital conference in the Southwest. This year's event connects the region's most promising startups and emerging growth companies with an audience of hundreds of venture investors, entrepreneurs and service professionals. Investors and venture capitalists from all over the globe will gather on November 2<sup>nd</sup>-4<sup>th</sup> in Phoenix, Arizona to see the "Best of the Southwest" present their business plans and investment opportunities. This conference includes a nationally recognized keynote speaker, investor seminar, presenting company forum and exhibit booths, and a variety of networking events. Presenting companies of Invest Southwest have received more than a quarter billion in investment dollars since the inception in 1992 and companies that have presented at VCIR over the past 10 years have collectively generated nearly \$5 billion in exit value for their stakeholders.

### **Who attends Invest Southwest and VCIR Fall?**

Invest Southwest brings many leading sources of investment capital together with emerging growth businesses and startups seeking a variety of funding options. Over 50 venture capitalists attended last fall's conference, including leading firms from the west and east coast. Additionally, Invest Southwest and VCIR Fall attract the most prominent angel investors, CEOs, entrepreneurs and service providers from the region. Since their inception, Invest Southwest and VCIR have been the premier entrepreneur and venture capital conferences in the southwestern U.S.

### **Why should you sponsor?**

This year's conference presents a unique opportunity for Invest Southwest and VCIR Fall to serve the Southwest and have sponsors showcase their participation to a broad audience of investors, CEO's and service professionals from within our region and beyond. The Invest Southwest/VCIR Fall 2011 Conference represents a unique opportunity for you to support the entrepreneurial community in Arizona and the Southwest and to obtain exposure for your business or organization as a leader in investment and new business creation. As we move forward with this year's conference, we would like to invite you to become a sponsor.

We hope you join us in sponsoring this worthy event. If you are interested, please contact us prior to May 31, 2011. Making a commitment early will maximize your exposure and increase the value of your sponsorship.

<b>Sponsorship Opportunities</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Saguaro</b>
	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$4,000</b>	<b>\$1,500</b>
Overnight Room	1	-	-	-
Conf + Golf Pass	4	3	2	1
Event Sponsorship	◆	◆		
Conference Email Mention	◆	◆	◆	
Website Placement	◆	◆	◆	◆
Mentor Team Members	◆	◆	◆	◆
Conference Signage - logo	◆	◆	◆	◆
Conference Binder Ad	Full Page	Full Page	1/2 Page	1/4 Page
On Screen Display	◆	◆	◆	◆
Conference Book Logo/Listing	◆	◆	◆	◆
Public Sponsor Acknowledgement from Podium	◆	◆	◆	◆

## **PLATINUM SPONSOR BENEFITS**

**COST: \$10,000**

### **CONFERENCE PRIVILEGES**

- 4 conference attendee pass including golf on Friday
- 1 standard hotel room for 2 nights

### **EXPOSURE PRIOR TO THE CONFERENCE**

- Web site placement
  - Your large company logo on the INVEST SOUTHWEST/VCIR FALL 2011 sponsor web page
  - Your company profile on the INVEST SOUTHWEST/VCIR 2011 sponsor profiles page
  - Link to your web site from INVEST SOUTHWEST/VCIR FALL 2011 sponsor web page
- Conference emails
  - Your large logo in all conference email promotions (save the date, flyers, brochures and other marketing promotions)
  - Your logo included on the invitations created to send to all potential attendees
  - Your logo on all printed materials created prior to the event
- Mentor Team Members
  - We welcome a team member from your firm as a mentor in September/October for chosen presenting companies

### **EXPOSURE DURING THE CONFERENCE**

- Exclusive event sponsorship
  - Exclusive sponsorship of a specific conference event during the three days (see below for list of events) including signage with your company logo and name during that event
- Conference venue signage
  - Your large logo on sponsor recognition posters in all conference rooms and on-site venues
- Conference binder
  - Your large logo on sponsor recognition page of conference attendee binders
  - Full page, color advertisement of your design in conference attendee binders
- On-screen displays
  - Your large, color logo displayed in rotation on all conference projection screens between company presentations
- Conference materials/giveaway
  - Option to include your firm's promotional materials (hand-outs and other giveaways in conference attendee bags)
- Public sponsor acknowledgement
  - Specific acknowledgement of your firm's sponsorship during conference opening and closing remarks
  - Distinctive sponsor badges for your employee

### **ADDITIONAL CONFERENCE BENEFITS**

- Pre-conference access to attendee list (for your firm's marketing and dinner invitations)
- Right of first refusal for the INVEST SOUTHWEST and VCIR FALL 2012 Conferences List of Events to choose from: Thursday Welcome Breakfast, Keynote Presentation, Event Day Luncheon, Thursday Cocktail Reception, Friday Breakfast.

## **GOLD SPONSOR BENEFITS**

**COST: \$7,500**

### **CONFERENCE PRIVILEGES**

- 3 conference attendee pass including golf on Friday

### **EXPOSURE PRIOR TO THE CONFERENCE**

- Web site placement
  - Your company logo on the INVEST SOUTHWEST/VCIR FALL 2011 sponsor web page
  - Your company profile on the INVEST SOUTHWEST/VCIR 2011 sponsor profiles page
  - Link to your web site from INVEST SOUTHWEST/VCIR FALL 2011 sponsor web page
- Conference emails
  - Your medium logo in all conference email promotions (flyers and brochure only)
  - Your logo included on the invitations created to send to all potential attendees
  - Your logo on all printed materials created prior to the event
- Mentor Team Members
  - We welcome a team member from your firm as a mentor in September/October for chosen presenting companies

### **EXPOSURE DURING THE CONFERENCE**

- Exclusive event sponsorship
  - Exclusive sponsorship of a specific conference event during the three days (see below for list of events) including signage with your company logo and name during that event
- Conference venue signage
  - Your medium logo on sponsor recognition posters in all conference rooms and on-site venues
- Conference binder
  - Your medium logo on sponsor recognition page of conference attendee binders
  - Full page, color advertisement of your design in conference attendee binders
- On-screen displays
  - Your medium, color logo displayed in rotation on all conference projection screens between company presentations
- Conference materials/giveaway
  - Opportunity to include your firm's promotional materials (hand-outs and other giveaways in conference attendee bags)
- Public sponsor acknowledgement
  - Specific acknowledgement of your firm's sponsorship during conference opening and closing remarks
  - Distinctive sponsor badges for your employee

### **ADDITIONAL CONFERENCE BENEFITS**

- Pre-conference access to attendee list (for your firm's marketing and dinner invitations)

## **SILVER SPONSOR BENEFITS**

**COST: \$4,000**

### **CONFERENCE PRIVILEGES**

- 2 conference attendee pass including golf on Friday

### **EXPOSURE PRIOR TO THE CONFERENCE**

- Web site placement
  - Your company name listed on the INVEST SOUTHWEST/VCIR FALL 2011 sponsor web page
  - Link to your web site from INVEST SOUTHWEST/VCIR FALL 2011 sponsor web page
- Conference emails
  - Your small logo in all conference email promotions (brochure only)
  - Your small logo included on the invitations created to send to all potential attendees
  - Your small logo on all printed materials created prior to the event
- Mentor Team Members
  - We welcome a team member from your firm as a mentor in September/October for chosen presenting companies

### **EXPOSURE DURING THE CONFERENCE**

- Conference venue signage
  - Your small logo on sponsor recognition posters in all conference rooms and on-site venues
- Conference binder
  - Your small logo on sponsor recognition page of conference attendee binders
  - Half page, color advertisement of your design in conference attendee binders
- On-screen displays
  - Your small, color logo displayed in rotation on all conference projection screens between company presentations
- Conference materials/giveaway
  - Opportunity to include your firm's promotional materials (hand-outs and other giveaways in conference attendee bags)
- Public sponsor acknowledgement
  - General acknowledgement of your firm's sponsorship during conference opening and closing remarks
  - Distinctive sponsor badges for your employee

### **ADDITIONAL CONFERENCE BENEFITS**

- Pre-conference access to attendee list (for your firm's marketing and dinner invitations)

## **SAGUARO SPONSOR BENEFITS**

**COST: \$1,500**

### **CONFERENCE PRIVILEGES**

- 1 conference attendee pass including a golf pass (\$750 value)

### **EXPOSURE PRIOR TO THE CONFERENCE**

- Web site placement
  - Your company name on the INVEST SOUTHWEST/VCIR FALL 2011 sponsor web page
  - Link to your web site from INVEST SOUTHWEST/VCIR FALL 2011 sponsor web page
- Conference emails
  - Your company name in all conference email promotions (brochure only)
  - Your logo included on the invitations created to send to all potential attendees

### **EXPOSURE DURING THE CONFERENCE**

- Conference venue signage
  - Your small logo on sponsor recognition posters in all conference rooms and on-site venues
- Conference binder
  - Your company name on sponsor recognition page of conference attendee binders
  - Quarter page, color advertisement of your design in conference attendee binders
- On-screen displays
  - Your small, color logo displayed in rotation on all conference projection screens between company presentations
- Conference materials/giveaway
  - Option to include your firm's promotional materials (hand-outs and other giveaways in conference attendee bags)
- Public sponsor acknowledgement
  - General acknowledgement of all conference sponsors during conference opening and closing remarks
  - Distinctive sponsor badges for your employee

**INVEST SOUTHWEST/VCIR FALL 2011 CONFERENCE  
SPONSORSHIP REPLY FORM**

[www.VCIRfall.com](http://www.VCIRfall.com)

November 2-4, 2011

JW Marriott Phoenix Desert RIDGE Resort & Spa  
Phoenix, Arizona

Company Information

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Main Phone: \_\_\_\_\_  
Web Site URL: \_\_\_\_\_

Sponsorship Level (check one)

- Platinum (\$10,000)       Gold (\$7,500)  
 Silver (\$4,000)       Saguaro (\$1,500)

Contact Information

Marketing Contact Person: \_\_\_\_\_  
Direct Phone: \_\_\_\_\_  
Facsimile: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Company Logos

Please provide electronic copies of your company logo (in color, black & white and reverse black & white) in EPS format. Logos may be submitted by email or on CD to Nanette Schunk (contact information below).

Payment

Sponsorship fees can be paid by check payable to *Invest Southwest* and mailed to Karen Katzorke at the address below (IRS Tax ID: #20-5620056):

or paid by Visa or MC. # \_\_\_\_\_  
Exp. Date \_\_\_\_\_ Ver # \_\_\_\_\_ Name on Card \_\_\_\_\_  
Zip code \_\_\_\_\_

Additional Information

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*Hosted by the Invest Southwest, Rocky Mountain Venture Capital Association and KPMG*