



### **Sponsorship Opportunities:**

VCIR 3<sup>rd</sup> Annual Fall Conference  
Santa Fe, NM  
September 15-17, 2010

### **What is VCIR?**

This year, Venture Capital in the Rockies (VCIR) is hosting its third annual Fall conference in Santa Fe, NM. VCIR is held twice per year and is the region's oldest and best attended venture capital conference. VCIR features companies located in the Rocky Mountain region and the Fall event will showcase the region's most promising emerging growth companies for an audience of hundreds of venture investors, CEOs, entrepreneurs and service professionals. In addition to highlighting the region's most compelling companies, VCIR Fall will present a set of enlightening speakers who will entice you to keep your blackberry at bay. With plenty of time to network during the conference, VCIR Fall isn't just about finding new companies; it's also about connecting with co-investors, entrepreneurs and service providers that can be instrumental to successful investing in the Rocky Mountain region.

### **Who attends VCIR?**

VCIR Fall consistently draws a highly qualified, engaged audience of over 300 leading venture capitalists, CEOs, entrepreneurs and service providers from around the region and across the country. Over 45 venture capitalists attended last fall's conference including leading firms from the west and east coasts. This dynamic mix of attendees is part of the reason why VCIR (Winter & Fall) has a demonstrated track record of introducing presenting companies to qualified capital sources. Companies that have presented at VCIR over the past 10 years have collectively generated nearly \$5 billion in exit value for their stakeholders either through M&A transactions or public offerings.

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

VCIR is the premiere venture capital conference serving the Rocky Mountain Region and sponsors have a unique opportunity to showcase their participation in the fastest growing region in the US. In 2008, the region's GDP grew at a rate of 2.2% versus the national average of 0.7%. In addition, the Rocky Mountain region contains 25% of the nation's National Laboratories and is one of the leading regions for high tech business formation, with 75% of its states in the top quartile for growth and the other 25% in the 2<sup>nd</sup> quartile. VCIR showcases the region's investment opportunities and allows sponsors to connect with key participants in one of today's top markets for entrepreneurial activity.



## PRESENTING SPONSOR BENEFITS

**COST: \$20,000**

### **CONFERENCE PRIVILEGES**

- 10 conference attendee passes including golf passes (\$7,450 value)
- 3 standard hotel rooms for 3 nights (\$2,550 value)

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

- Web site placement
  - Your logo on the main VCIR FALL 2010 web page and VCIR FALL 2010 sponsor web page as presenting sponsor of the event
  - Your company profile on the VCIR FALL 2010 sponsor profiles page
  - Link to your web site from VCIR FALL 2010 sponsor web page
- Conference emails
  - Your logo in all conference email promotions as presenting sponsor of the event.
  - Your logo included on the invitations created to send to all potential attendees

### **EXPOSURE DURING THE CONFERENCE**

- Exclusive event sponsorship
  - Exclusive sponsorship of a specific conference event (see below for list of events), including signage with your company logo and name during the event
- Conference venue signage
  - Presenting sponsor logo on sponsor recognition posters in all conference rooms and on-site venues
- Conference binder
  - Your company mentioned as presenting sponsor on the cover of the attendee binders
  - Full page, color advertisement of your design in conference attendee binders
  - Your large, color logo on sponsor recognition page of conference attendee binders
- On-screen displays
  - Your logo displayed in high-frequency rotation on all conference projection screens as presenting sponsor
- 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
  - General acknowledgement of all conference sponsors during conference opening and closing remarks
  - Distinctive sponsor badges for your employees

### **ADDITIONAL CONFERENCE BENEFITS**

- Pre-conference access to attendee list (for your firm's pre-conference marketing and dinner invitations)
- Right of first refusal on VCIR FALL 2011 sponsorship
- List of Events to choose from to title sponsor: Welcome Breakfast, Lunch and Keynote,
- Wed. Cocktail Reception, Thursday Breakfast
- Position on the Selection Team for company presentations



## PLATINUM SPONSOR BENEFITS

**COST: \$10,000**

### CONFERENCE PRIVILEGES

- 5 conference attendee passes including golf passes (\$3,725 value)
- 1 standard hotel room for 3 nights (\$850 value)

### EXPOSURE PRIOR TO THE CONFERENCE

- Web site placement
  - Your large logo on the main VCIR FALL 2010 web page and VCIR FALL 2010 sponsor web page
  - Your company profile on the VCIR FALL 2010 sponsor profiles page
  - Link to your web site from VCIR FALL 2010 sponsor web page
- Conference emails
  - Your large logo in all conference email promotions
  - Your logo included on the invitations created to send to all potential attendees

### EXPOSURE DURING THE CONFERENCE

- Exclusive event sponsorship
  - Exclusive sponsorship of a specific conference event (see below for list of events), including signage with your company logo and name during the event
- Conference venue signage
  - Your large logo on sponsor recognition posters in all conference rooms and on-site venues
- Conference binder
  - Your large, color 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 high-frequency 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
  - General acknowledgement of all conference sponsors during conference opening and closing remarks
  - Distinctive sponsor badges for your employees

### ADDITIONAL CONFERENCE BENEFITS

- Pre-conference access to attendee list (for your firm's pre-conference marketing and dinner invitations)
- Right of first refusal on 2010 VCIR FALL 2010 sponsorship (including specific event sponsorship)
- List of Events to choose from to title sponsor: Welcome Breakfast, Lunch and Keynote, Wed. Cocktail Reception, Thursday Breakfast



## GOLD SPONSOR BENEFITS

**COST: \$7,500**

### **CONFERENCE PRIVILEGES**

- 4 conference attendee passes including golf passes (\$3,000 value)

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

- Web site placement
  - Your medium logo on the main VCIR FALL 2010 web page and VCIR FALL 2010 sponsor web page
  - Link to your web site from VCIR FALL 2010 sponsor web page
- Conference emails
  - Your medium logo in all conference emailing promotions
  - Your logo included on the invitations created to send to all potential attendees

### **EXPOSURE DURING THE CONFERENCE**

- Conference venue signage
  - Your medium logo on sponsor recognition posters in all conference rooms and onsite venues
- Conference binder
  - Your medium, color 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 presentation
- 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
  - General acknowledgement of all conference sponsors during conference opening and closing remarks
  - Distinctive sponsor badges for your employees

### **ADDITIONAL CONFERENCE BENEFITS**

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



## SILVER SPONSOR BENEFITS

**COST: \$5,000**

### **CONFERENCE PRIVILEGES**

- 3 conference attendee passes including golf passes (\$2,250 value)

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

- Web site placement
  - Your company name on the VCIR FALL 2010 sponsor web page
  - Link to your web site from VCIR FALL 2010 sponsor web page
- Conference emails
  - Your small logo in all conference email promotions
  - 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
  - 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 presentation
- 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 employees

### **ADDITIONAL CONFERENCE BENEFITS**

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



## BRONZE SPONSOR BENEFITS

**COST: \$3,000**

### **CONFERENCE PRIVILEGES**

- 2 conference attendee passes including golf passes (\$1,500 value)

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

- Web site placement
  - Your company name on the VCIR FALL 2010 sponsor web page
  - Link to your web site from VCIR FALL 2010 sponsor web page
- Conference emails
  - Your company name in all conference email promotions
  - 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 presentation
- 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 employees



## TURQUOISE 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 VCIR FALL 2010 sponsor web page
  - Link to your web site from VCIR FALL 2010 sponsor web page
- Conference emails
  - Your company name in all conference email promotions
  - 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 presentation
- 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
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## Sponsorship Reply Form

September 15-17  
Eldorado Resort & Spa, Santa Fe, New Mexico

### Company Information

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

### Sponsorship Level (check one)

Presenting (\$20,000)       Platinum (\$10,000)       Gold (\$7,500)  
 Silver (\$5,000)       Bronze (\$3,000)       Turquoise (\$1,500)

### Contact Information

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 *Rocky Mountain Venture Capital Association* and mailed to Nanette Schunk or paid by Visa or MC.

# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Ver # \_\_\_\_\_  
Name on Card \_\_\_\_\_ Zip code \_\_\_\_\_

### Additional Information

Nanette Schunk, Executive Director  
Rocky Mountain Venture Capital Association  
798 Pope Drive  
Erie, CO 80516  
Email: nanette@rockymountainvca.com  
Telephone: (303) 482.0017  
Facsimile: (303) 482-0015

Please return this completed form by fax or by mail to Nanette Schunk.

**Your response is requested by May 21, 2010.**