

flight

Midwest Startup Conference

12/2/16 Akron, Ohio

flight

A conference for those who build, fund, and support scalable startups. Powered by Launch League

Year-to-date Launch League Event Details

375+ Registrations, 25 startup and support org. tables, 5 speakers, for //NEXTOhio – a 1-night startup event that took place on April 14th in Akron. Partners included: The University of Akron, The Global Business Accelerator, OSC Tech Lab, and The Bit Factory.

800 man-hours, 50+ technology/branding/design professionals, 15 city officials, 5 teams, 3 neighborhood representatives and, 1 mayor, came together to solve four major challenges for the City of Akron. Partners included: The City of Akron, The Burton D. Morgan Foundation, OSC Tech Lab, and Rubber City Clothing.

300+ attendees at networking and technical speaker events throughout the year.

The Mission of Flight

Help scalable startups in the Midwest showcase their work, connect with investors & cofounders, and boost their success rate through educational speaker tracks.

A Thank You

First, we would like to take a moment and thank you for taking the time to consider helping transform the hundreds of startup founders who will be in attendance at flight. The Launch League team is passionate about making flight an amazing and memorable experience for all who attend, and we are working tirelessly to make that dream a reality. We have very high expectations for the event, as do the founders, investors, professionals, and students who are planning to attend; however, none of this would be possible without the support from companies like you. After all, our sponsors are just as much a part of flight as anyone else.

**To sponsor or for any questions, please contact Courtney Gras at:
Courtney@LaunchLeague.org**

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Who You Will Reach (300+ CXO & Founder-level Professionals)

Average Launch League event attendee breakdown

- 45% Startup founders or early stage employees
- 25% Professional services professionals
- 12% Corporate attendees
- 10% College students
- 8% Other

The event is primarily B2B, both in that our attendees are themselves businesspeople looking for products and services for their companies and in that a subset of them are creating B2B services themselves. Whether they work for standalone startups or within an established company, our attendees are interested in solutions for starting and scaling their businesses. The event also draws a contingent of “pre-preneurs,” people who are not yet running a startup but are looking for resources to do so.

Our target audience falls into three main categories:

- Startup founders and early stage employees
- Angel investors, accelerators, and early stage venture capitalists
- Support service organizations (accountants, attorneys, consultants, etc.)

Geographically we will be drawing this target audience from the following metro areas:

- Akron Cleveland
- Columbus Cincinnati
- Pittsburgh Detroit

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Why Sponsor

An opportunity to recruit:

This event is not for everyone. Only the most passionate, driven people who are building world changing companies make time in their busy schedules to participate in flight2016. These people are the ones you need working at your company.

An opportunity to network:

We are inviting the Midwest's most prominent tech, investor, and business leaders to flight 2016. We have built in multiple opportunities for attendees and sponsors to network, e.g. the VIP party the night before, multiple times throughout the event, and at the after party that Friday night. Whether you are a startup or a Fortune 50 corporation, we can help expand your circle of influence and help you develop lasting relationships.

A positive brand image in the startup community:

Unlike most advertising campaigns, flight2016 provides an interactive environment for organizations to connect with their key audiences. The result is a more intimate relationship that helps differentiate your brand.

Reach a targeted audience looking for solutions:

We are lucky to have a diverse mixture of attendees, the vast majority of whom are directly involved in purchase decisions at their organization.

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Conference Details

Event Structure

Flight's structure is a multi-track speaker event where attendees will meet and learn from accomplished professionals in the following disciplines

Front end development

DevOps

Design, UX/UI

Hardware development

Marketing

Startup operations

Investing and fundraising

During the event, aside from the breakout tracks listed above, we will have a number of startups and support organizations exhibitors showcasing their firms that attendees will have specific times to peruse.

Event Dates

The event will be bookended by two networking events, the first of which is a VIP cocktail hour for speakers, certain sponsors (dependent on sponsor level), and specific attendees. The second event is a larger scale event open to speakers, sponsors, and the majority of attendees.

Thursday December First: VIP Cocktail Hour (7pm-11pm)

Friday December Second: Content Tracks (8am-5pm)

Friday December Second: Dinner & After-party (5pm-midnight)

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Available Participation Levels

	Limit	Bronze Unlimited \$500	Silver 15 \$1,000	Gold 10 \$1,500	Platinum 5 \$3,000	Premier 3 \$6,000	Title 1 \$10,000
Pre-event							
Social media recognition		◇	◇	◇	◇	◇	◇
Press release recognition						◇	◇
Attendee emails							◇
Website		◇	◇	◇	◇	◇	◇
Registration page					◇	◇	◇
Recognition in all print media							◇
Recognition in all radio media							◇
Recognition in all tv media							◇
Day of							
Spoken recognition							
VIP cocktail hour						◇	◇
Opening remarks					◇	◇	◇
Lunch remarks							◇
Closing remarks						◇	◇
Inclusion of item in swag bags				◇	◇	◇	◇
Logo placement							
Digital							
Website		◇	◇	◇	◇	◇	◇
Event app						◇	◇
Logo on livestream							
3 breakout sessions			◇	◇	◇		
6 breakout sessions						◇	
9 breakout sessions							◇
Physical							
Banners							
3 large individual banners							◇
1 large individual banner						◇	◇
1 small individual banner					◇	◇	◇
3 Large shared banners			◇	◇	◇	◇	◇
Startup Showcase banners and signs							◇
Support Showcase banners and signs							◇
Tickets to Friday event & after party		1	1	1	2	4	8
Tickets to Thursday VIP cocktail hour		1	1	2	4	6	8
Exhibition table				1	1	1	2
After party							
After party tickets			2	2	4	8	8
Individual banner logos							1
Shared banner logos					1	1	1

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Naming Opportunities

VIP Cocktail Hour

\$3,000 Name in party title “VIP party presented by X”

Day Of

\$2,000 Logo and info at breakfast

\$3,000 Logo and info at lunch

\$4,000 Logo and info at dinner

\$750 Logo and info at snack table

\$750 Logo and info at coffee table

\$2,500 Logo on lanyards

\$2,500 Wi-fi network naming rights (you chose the password)

After Party

\$750 Specialty cocktail naming rights (3 available)

\$2,500 VIP area naming rights

\$3,000 Name in party title “after party presented by X”

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