



Connect with customers and help build the movement

Startup Weekend Sarnia
SEPTEMBER 28-30, 2018



startupweekend™

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techstars®



Startup Weekend Sarnia

Expected number of attendees: **60**

Location: **Downtown Sarnia**

Startup Events to Date: **2.9K +**



Whether you are looking to gain branding exposure, test out an API, or support a local entrepreneurial community, Techstars Startup Weekend gives companies firsthand discovery, experience and interaction with a unique group of the world's most passionate entrepreneurs, makers, and do-ers.





Learn, Network, Startup

Techstars Startup Weekend is the world's starting point for entrepreneurship. Our [54-hour event](#) is where designers, developers, marketers, and startup enthusiasts come together to share ideas, form teams, and launch startups. We are organizers dedicated to fostering local entrepreneurship to strengthen our community.

This is your brand's opportunity to discover and interact with the world's most passionate entrepreneurs, makers, and do-ers.

Why Sponsor Techstars Startup Weekend?

Techstars Startup Weekend is easily the biggest entry point for entrepreneurs to create a startup. These events are all organized by the local community. Sponsoring a Startup Weekend is one of the best ways to support your local community while engaging early stage businesses. Whether they're business-focused, developers, or designers, attendees build close relationships with the companies and individuals sponsoring the event

Sponsoring Provides

- An immersive weekend to engage with entrepreneurs and users (great for market research and user testing).
- A channel to hire and find new employees. Exposure and marketing to early stage companies and entrepreneurs.



What We Offer

	PREMIER \$5,000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$500
Branding Exposure				
Company name/logo featured on the event website, Eventbrite page, Startup Weekend community page, and grassroots social media posts.	●	●	●	●
Opportunity to display a sign or banner at the event	●	●	●	
Handout materials, swag and/or related materials	●	●	●	●
User Acquisition				
Sampling and/or product placement at the event	●	●		
Promotional codes to attendees	●	●	●	
Opportunity to provide class/instructions on API	●			
Event Presence				
Mentioned and Thank You Message by the Facilitator at event	●	●	●	●
Brochure and/or swag give-away		●	●	●
Booth or Table at the event	●	●		
Impact				
Receive a post-event report with statistics about technology used, number of teams, product descriptions, etc.	●	●	●	
Employee Engagement				
Tickets to attend	4	3	2	2
Possibility to Judge or Mentor at event	●	●		



The Schedule

Here's what happens during a Startup Weekend

Day 1: Meet, Pitch & Team Up



Dinner & Networking

Get to know your new **friends**. Meet the people you'll be working with.



Choose Your Project

From the top projects - Choose which one you'll **work** on over the weekend.



60 Seconds to Pitch

Got an idea? You've got 1 minute to **pitch** in front of the group.



Build a Team

Whether it's your idea or someone else's, you'll create a **cross-functional team** to work with over the weekend.



Day 2: Learn & Work



Learn From the Best

Local **mentors** will be coming in throughout the event to coach you through the hard problems. We'll be here to help when you need it.



Get to Work

We've got the **resources and support** in place to make things happen in a short period of time. You'll be responsible for everything from finding customers to building your product.

Day 3: Present & Choose



Present in Front of Panel Judges

The culmination of the weekend. You'll have 5 minutes to **present** the product or service you built to the crowd and a panel of experts.



Celebrate

Watch the other teams present and **celebrate** all the work you've done. Get the opportunity to talk to judges and mingle with mentors.



Help us create a more entrepreneurial world!

We'd love to have you on our team.

For more information please contact:

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