



2021 SPONSOR BENEFITS & LEVELS

The 2021 Dempsey Startup Competition Investment Round will take place on May 5 in a virtual forum. In addition to the “live” Investment Round, the Buerk Center will host a virtual Keynote Reception and Networking event for student teams, judges, and sponsors on May 4.

Partner—\$25,000 and above

In addition to *Friends and Family-level benefits* described below, the following benefits apply for Partner Sponsors:

- Recorded video message length to students and network increased to 2-minutes.
- Sponsor-named virtual table at the Keynote Reception.
- Receive four (4) invitations for company representatives to participate as judges, and four (4) additional guests at Keynote Reception.
- Invitations for four (4) guests (in addition to participating judges) to the Buerk Center’s 30th Anniversary Celebration event in 2021 (date and venue TBD).

Investors—\$10,000

In addition to *Friends and Family-level benefits* described below, the following benefits apply for Investor Sponsors:

- Opportunity to record a 90-second video message to students and the Buerk Center network to be highlighted in the timeframe leading up to the Sweet 16 round.
- Sponsor-named virtual table at the Keynote Reception.
- Receive three (3) invitations for company representatives to participate as judges, and three (3) additional guests at Keynote Reception.
- Invitations for three (3) guests (in addition to participating judges) to the Buerk Center’s 30th Anniversary Celebration event in 2021 (date and venue TBD).

Angels—\$5,000

In addition to *Friends and Family-level benefits* described below, the following benefits apply for Angel Sponsors:

- Sponsor-named virtual table at the Keynote Reception.
- Receive three (3) invitations for company representatives to participate as judges, and three (3) additional guests at Keynote Reception.
- Invitations for three (3) guests (in addition to participating judges) to the Buerk Center’s 30th Anniversary Celebration event in 2021 (date and venue TBD).



Friends and Family—\$2,500

- Company logo featured on program materials as category-level sponsor. Link to the company's website from the Buerk Center's website is maintained for one year.
- Recognition from the virtual podium at the Keynote Reception on 5/4/2021, and the live Investment Round on 5/5/2021.
- Company logo on virtual banners at the Keynote Reception and Challenge Round events.
- Receive two (2) invitations for company representatives to participate as judges, and two (2) additional guests at Keynote Reception.
- Invitations for two (2) additional guests (in addition to participating judges) to the Buerk Center's 30th Anniversary Celebration event in 2021 (date and venue TBD).
- Opportunity for company representatives to engage with Dempsey Startup teams as Office Hours mentors.

STUDENT PRIZE SPONSORSHIPS: TOP FOUR WINNERS

\$25,000 Grand Prize (\$25,000 sponsorship; Partner-level benefits apply)

\$15,000 Second Place Prize (\$15,000 sponsorship; Partner-level benefits apply)

\$10,000 Third Place Prize (\$10,000 sponsorship; Investor-level benefits apply)

\$5,000 Fourth Place Prize (\$7,500 sponsorship; Angel-level benefits apply)

One sponsor per prize. In addition to the category-level benefits indicated above, benefits include:

- Sponsor-named prize for a team to win during the 2021 competition. Sponsor representative will announce the prize-winning team in a special Awards Presentation video. The Awards Presentation video will debut at noon the day following the Challenge with an interactive live-stream on the Buerk Center's YouTube channel, and remain posted throughout the year. View the [2020 Dempsey Startup Competition Awards Video here](#).
- Follow-up meeting with the winning team, if requested.
- Top student prize sponsors announced in all program materials, social media, and event communications.

STUDENT PRIZES, continued next page



STUDENT PRIZE SPONSORSHIPS: *SPECIALITY CATEGORIES*

\$5,000 Big Picture Prizes (\$7,500 sponsorship)

\$2,500 Best Idea Prizes (\$5,000 sponsorship)

In addition to the benefits listed below, Angel-level benefits apply.

- Sponsor-named, category-specific prize for a team to win during the 2021 competition. Sponsor representative will announce the prize-winning team in a special Awards Presentation video. The Awards Presentation video will debut at noon the day following the Challenge with an interactive live-stream on the Buerk Center's YouTube channel, and remain posted throughout the year. View the [2020 Dempsey Startup Competition Awards Video here](#).
- Follow-up meeting with the winning team, if requested.
- Big Picture and Best Idea prize sponsors announced in program materials, social media, and event communications.

NOTE: Big Picture and Best Idea categories are determined by the Buerk Center. Sponsorship levels and benefits subject to change.

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