



What is Madison Startup Weekend?

It's a 54-hour event held every spring that brings together Madison designers, developers, entrepreneurs, and experts from all domains to do amazing things!

Startup Weekend is a **non-profit, global grassroots movement** of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. Startup Weekends can be found in hundreds of cities around the world. From Mongolia to South Africa to London to Madison, people around the globe are coming together for weekend-long workshops to pitch ideas, form teams, and start companies.

How does it work?

All Startup Weekend events follow the same basic model: anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas (as determined by popular vote) and then it's a 54-hour frenzy of business model creation, coding, designing, and market validation. The weekends culminate with presentations in front of local entrepreneurial leaders - *like you!* - with another opportunity for critical feedback.

Whether entrepreneurs found companies, find a co-founder, meet someone new, or learn a new skill far outside their usual 9-to-5, everyone is guaranteed to leave the event better prepared to navigate the chaotic but fun world of startups, and collectively boost Madison's business community.

More information

Visit our website at swmadison.com; a recap of our 2018 event is [here](#).



madison
startupweekend[™]
Powered by Google for Entrepreneurs

Event Date: April 26th to 28th

2019 SPONSORSHIP LEVELS & BENEFITS

Silver - \$250

- Company shout-out during opening night welcome and closing night ceremonies
- Your logo on a rotating slideshow and verbal shout-outs multiple times per day throughout the weekend
- Mentions on social media before and during the event
- 1 free ticket to event

Gold - \$500

All Silver benefits, plus ...

- Company shout-out, including description, during opening night welcome and closing night ceremonies
- Ability to provide swag for distribution to attendees
- 2 free tickets to event

Platinum - \$1,000

All Gold benefits, plus ...

- Company banner or sign on display at the event all weekend
- 3 free tickets to event

Signature - \$2,500 (only one available per year)

All Platinum benefits, plus ...

- Logo featured prominently on all event materials
- Opportunity for company representative to provide opening remarks at judging ceremony
- 5 free tickets to event

CONTACT: For more information about these levels, or to inquire about a tailored sponsorship level, please contact madison@startupweekend.org.