

## Sponsoring Upstate Capital

Since 2003, Upstate Capital has been fostering relationships and connections that lead to early, growth, middle market and later stage investments throughout Upstate New York, and providing valuable access and exposure to people and knowledge that drive and transform private industry across the state.

### Recent achievements

- **Reached 150 member organizations** (nearly 300 individuals)
- **Began leading the NYBPC**, the statewide and regional collegiate business plan competition started in 2010 by SUNY
- **Launched a CEO Peer Group** for executives of established companies
- Completed the rebrand from UVANY to Upstate Capital in 2018
- **Started invite-only CEO Forum** as part of annual Saratoga Forum
- Hosted/co-hosted **18 events** in the past 12 months with over 1,500 attendees

In its 16th year, the organization continues to support early stage and middle market investors, transaction professionals, and increasingly, industry clusters and individual companies across the state. Partnering with Upstate Capital supports:

1. **Celebrating Entrepreneurship** - events and content promoting startups and high growth companies across New York State
2. **Promoting Private Equity** - highlighting the role that private capital plays in strategic growth, change and evolution for Upstate New York's established companies
3. **Investor Connections** - for founders and executives to connect with the people and capital that will help drive their businesses forward
4. **Tracking Metrics** - tracking and measuring the performance of the upstate NY businesses by measuring dealflow activity for early stage and middle market transactions
5. **Thought Leadership** - bringing the latest trends and topics of interest to investment and business ecosystem across New York State through great speakers at events, and authoring and sharing of digital news

We want to work with you in the coming year to build the investment ecosystem and support achieving your professional objectives.

## Annual Upstate Capital Sponsorship

**Annual sponsors sustain Upstate Capital** every year with significant commitments. These organizations enable Upstate Capital to function as a resource across the state to increase access to capital for companies and deal flow for investors.

Asset	Diamond	Platinum	Gold	Silver
Title sponsorship of 1 marquee event (\$15,000 value)	x			
Custom event co-developed to meet partner's needs	x	x		
Board role on Upstate Capital Board of Directors	x	x	x	
Visibility at all events, including marquee events, including 100s of impressions at every event	x	x	x	
Visibility at every regional event, including 100s of impressions every event	x	x	x	x
Access to professional-quality event photos for use in marketing and social media	x	x	x	x
Table @ Annual Celebration (\$1,500 value, 10 passes)	x	x	x	x
Passes to Saratoga Forum (up to \$2,500 value)	5	4	3	2
Membership seats (companies and/or individuals)	20	15	10	5
Invitation to speak @ event	x	x	x	x
Invitation to author thought-leadership articles	x	x	x	x
Year-round social media mentions, reposts and more (increased exposure to the broader investment community)	x	x	x	x



## Marquee Events Sponsorship

Marquee Events Sponsorship			
Event Title	Annual Meeting & Celebration	E^3 & NYBPC	Saratoga Forum The summer place to be for private equity professionals
Target # people	200-250	500-600	150-200
Target audience	Investors and capital providers of all types, dealmakers and transaction professionals, entrepreneurs, business leaders	Early stage and angel investors, entrepreneurial ecosystem builders, student entrepreneurs & community entrepreneurs	Private equity investors, institutional and family office investors, CEOs of established companies and dealmakers
Location	Rochester	Albany	Saratoga
Dates	December 5, 2018	April 25-26, 2019	August 7-8, 2019
Title sponsor	\$15,000	\$15,000	\$15,000
Dinner & cocktail reception sponsor			\$7,500
Program sponsor			\$7,500
Track day sponsor			\$7,500
Investors' reception sponsor		\$7,500	
Angel training sponsor		\$7,500	
Scholarship sponsor		\$7,500	
Annual Award sponsors	\$5,000		
Raffle sponsor			\$5,000
Structured networking sponsor	\$5,000	\$5,000	\$5,000
Photography sponsor including headshots	\$5,000	\$5,000	\$5,000
Lunch sponsor		\$5,000	\$5,000
Breakfast sponsor		\$5,000	

## Our Partners & Sponsors

Updated March 2019

### \$25k and higher

NYSERDA  
ESD NY Ventures  
Genius NY

### \$10k up to \$25k

Graycliff Partners  
Nixon Peabody  
Keybank  
Bonadio Group  
Hamilton Lane

### \$5k up to \$10k

Excell Partners  
Center for Economic Growth  
Koffman Southern Tier Incubator  
Saratoga County Prosperity Partnership  
Harris Beach

### \$2,500 up to \$5k

Bond, Schoeneck and King  
Innovate 518  
Launch NY  
Silicon Valley Bank  
EFPR Group

### Up to \$2,500k

Lakelet Capital  
Sciarabba Walker  
Stonehenge Growth Equity  
Cayuga Venture Fund  
FuzeHub  
Think Dutchess  
Cornell Agritech  
Corning  
Armory Square Ventures  
Harter Secrest and Emery  
Colligan Law  
ECIDA  
Woods Oviatt Gillman  
University of Rochester