



UPSTATE CAPITAL
ASSOCIATION OF NEW YORK

VENTURE NY

SPONSOR PACKET

APRIL 30 - MAY 1, 2020
THE ARMORY AT SAGE COLLEGE
ALBANY, NY

CONTACT:

Noa Simons, Executive Director
noa@upstatecapital.org
(845) 204-8090



VENTURE NY PROGRAM

DAY ONE: THURSDAY, APRIL 30, 2020

The Armory at Sage College, Albany, NY

2PM - 5PM

VENTURE NY PITCH EVENT

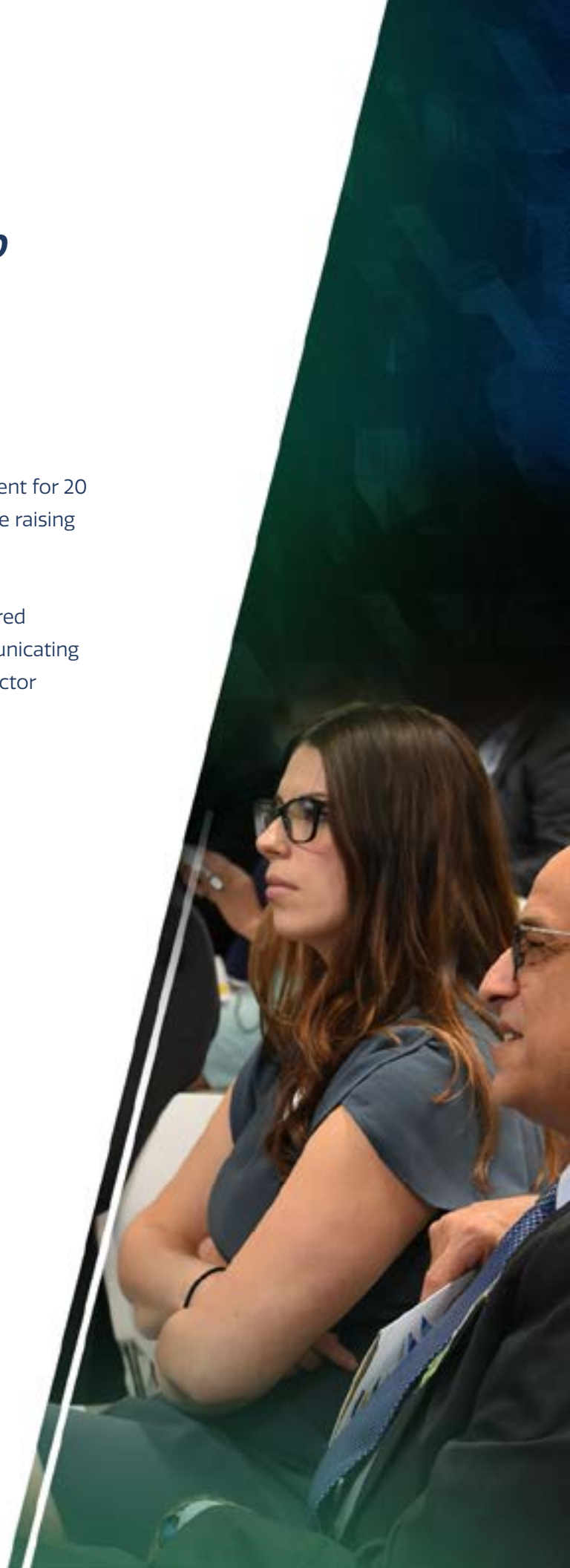
Day one of the program begins with a closed-door pitch event for 20 New York startups who are innovating in technology and are raising seed and Series A funding.

These startups will be invited to apply and then will be offered mentorship based on their level of preparedness for communicating with investors. Investors will be invited based on stage & sector interest to optimize the potential for continued interest and potential investment.

5PM - 8PM

UPSTATE CAPITAL RECEPTION & ENTREPRENEURS EXPO

After the closed-door pitch session, Upstate Capital will host a reception for the entrepreneurial ecosystem, bringing together members of the investment community with the startups, investors, event sponsors and supporters in an informal and relaxed setting. Enjoy networking with entrepreneurs, capital providers, professional advisors and support organization affiliates working in the investment ecosystem in Upstate New York.



VENTURE NY PROGRAM

DAY TWO: FRIDAY, MAY 1, 2020

The Armory at Sage College, Albany, NY

8AM - 5PM

NEW YORK BUSINESS PLAN COMPETITION (NYBPC) FINALS

On day two, the event will feature the NYBPC finals. The competition starts with students competing in all 10 regions across the state and culminates with finalists from each region competing at the state level for recognition and prize money on May 1.

More than 100 student-led teams from across New York State are expected to pitch their business ideas. Since 2010, more than 5,000 students have participated in the NYBPC, more than 150 student-led ventures have been started, and the NYBPC has seeded over \$1M to companies that have gone on to raise over \$60M in additional funding.

11AM - 5PM

ENTREPRENEURS EXPO

RECRUIT NEW TALENT!

Service providers, investors and event sponsors will have the opportunity to **gain visibility, promote available resources and gain access to and recruit new talent**. Participate in 1:1 mentoring with industry leaders, and network with technology startup companies innovating in Upstate New York.

Host a booth at the NYBPC Entrepreneurs Expo to gain access to and recruit fresh talent with New York's next generation of entrepreneurs, and highlight and promote your company's available resources! For more information on hosting a booth at the Expo, contact Bailey Burke via email:

bailey@upstatecapital.org



VENTURE NY SPONSORSHIP PACKAGES

	PRESENTING	LEAD	PARTNER	SUPPORTING	TABLE
Complimentary admission for colleagues, clients and special guests	20 Passes	10 Passes	5 Passes	5 Passes	5 Passes
Exclusive Presenting Title Sponsor	✓				
Speaking opportunity during program		✓			
Exclusive Structured Networking Sponsor or Reception Sponsor			✓		
Entrepreneur Sponsor (funds up to 25 entrepreneurs with free passes)				✓	
Table for collateral at event	✓	✓	✓	✓	✓
Access to professional images post event	✓	✓	✓	✓	✓
Pre and post-event email and social media marketing	✓	✓	✓	✓	✓
	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000

Please contact **Noa Simons, Executive Director** at Upstate Capital at noa@upstatecapital.org or call (845) 204-8090 regarding sponsorship and participation.

VENTURE NY

SEE YOU THERE!



UPSTATE CAPITAL
ASSOCIATION OF NEW YORK

Since 2003, the Upstate Capital Association of New York has connected the investment community, advancing the mission of increasing access to capital for companies and deal flow for investors across New York State. Upstate Capital hosts events regularly throughout the state for investors, transaction professionals, entrepreneurs and company executives and maintains a robust regional membership network.

Learn more at upstatecapital.org

