

# IMPACT2012

VENTURE SUMMIT MID ATLANTIC

NOVEMBER 7 & 8, 2012 | PHILADELPHIA, PA

**SPONSORSHIP PACKAGES**

PRESENTED BY **pact**  &  **AlwaysOn** | WHERE BIG IDEAS MEET BIG MONEY

## IMPACT 2012 VENTURE SUMMIT MID-ATLANTIC SPONSORSHIP PACKAGES

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The Greater Philadelphia Alliance for Capital and Technologies (PACT) Venture Conference, IMPACT 2012, has a long tradition of uniting the key players from the venture capital private equity and entrepreneurial communities. This day-and-a-half event offers both sponsors and attendees access to emerging companies from the Mid-Atlantic region; networking opportunities with the movers and shakers from our community; and educational panels and content sessions.

As the oldest, most established venture conference in the Northeast, IMPACT 2012 draws more than 1,100 participants and has been the catalyst for billions of dollars in venture funding and entrepreneurial success in the region.

IMPACT 2012 Venture Summit Mid-Atlantic, November 7 & 8, will continue to play a critical role in the regional economic landscape, as companies are tested as they have never been tested before. With your support, the region's entrepreneurs will be poised to be the next great success stories and testaments to the vitality of our business community.

Be a part of their success by confirming your sponsorship of IMPACT 2012!

HOSTED BY

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 **ERNST & YOUNG**  
*Quality In Everything We Do*

**All IMPACT 2012 Conference Sponsors will receive invitations to exclusive Sponsor-only events and will be able to participate in the IMPACT 2012 Conference planning process through committee opportunities. Additional sponsorship highlights for each level are outlined below**

### **\$30,000 » GALA SPONSORSHIP HIGHLIGHTS**

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#### **Marketing and Visibility Opportunities**

- Facetime with the IMPACT Conference audience
- Receive Conference attendee list for marketing and promotion
- Early access to regional investment opportunities
- Brand the Gala Reception as your event through unique marketing opportunities

- Reach over 6,000 people through collateral material, including a unique Gala Reception piece

#### **Event Attendance**

- 15 full IMPACT Conference registrations
- 15 Gala Only registrations
- 2 Investor Dinner registrations

### **\$25,000 » TITANIUM SPONSORSHIP HIGHLIGHTS**

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*Includes Breakfast Keynote, Coaching Opportunity and Luncheon*

#### **Marketing and Visibility Opportunities**

- Facetime with the IMPACT Conference audience
- Receive Conference attendee list for marketing and promotion
- Early access to regional investment opportunities
- Brand a Conference General Session as your event through unique marketing opportunities

- Reach over 6,000 people through collateral material, including a unique General Session piece

#### **Event Attendance**

- 12 full IMPACT Conference registrations
- 12 Gala Only registrations
- 2 Investor Dinner registrations





## \$20,000 » PLATINUM SPONSORSHIP HIGHLIGHTS

*Includes: Panels and Featured Company track opportunities*

### **Marketing and Visibility Opportunities**

- Facetime with the IMPACT Conference audience
- Early access to regional investment opportunities
- Brand a Conference Content Session or Company Showcase as your event through unique marketing opportunities

- Reach over 6,000 people through collateral material, including a unique Content Session piece

### **Event Attendance**

- 10 full IMPACT Conference tickets
- 10 Gala Only tickets
- 2 Investor Dinner tickets

## \$10,000 » GOLD SPONSORSHIP HIGHLIGHTS

### **Marketing and Visibility Opportunities**

- Sponsor recognition with the IMPACT Conference audience
- Visibility in the Conference handbook, which is distributed to all Conference attendees
- Early access to regional investment opportunities

- Reach over 6,000 people through collateral material

### **Event Attendance**

- 7 full IMPACT Conference tickets
- 7 Gala Only tickets
- 1 Investor Dinner ticket

## \$5,000 » SILVER SPONSORSHIP HIGHLIGHTS

*Available to firms or companies with 5 or fewer principals*

### **Marketing and Visibility Opportunities**

- Sponsor recognition with the IMPACT Conference audience
- Visibility in the Conference handbook, which is distributed to all Conference attendees
- Early access to regional investment opportunities

- Reach over 6,000 people through collateral material highlighting IMPACT Conference sponsors

### **Event Attendance**

- 4 full IMPACT Conference tickets
- 4 Gala Only tickets

## \$2,500 » BRONZE SPONSORSHIP HIGHLIGHTS

*Available to firms or companies with 3 or fewer principals*

### **Marketing and Visibility Opportunities**

- Sponsor recognition with the IMPACT Conference audience
- Visibility in the Conference handbook, which is distributed to all Conference attendees
- Early access to regional investment opportunities

- Reach over 6,000 people through collateral material highlighting IMPACT Conference sponsors

### **Event Attendance**

- 3 full IMPACT Conference tickets
- 3 Gala Only tickets

## SPECIALTY SPONSORSHIP OPPORTUNITIES

*Opportunities for 2012*

Cocktail Reception \$15,000 (2 sponsors) | Investor Dinner \$15,000 (2 sponsors)  
Lanyards (*limited opportunity*) \$15,000 (1 sponsor) | The Breaks \$12,500 (1 sponsor)

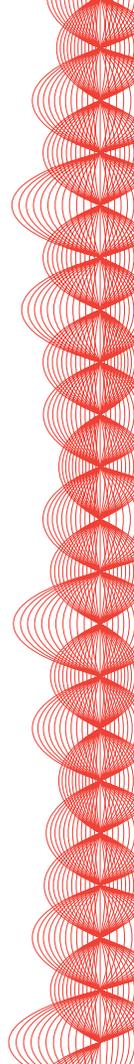
### **Marketing and Visibility Opportunities**

- Take advantage of a unique opportunity to brand your firm at the IMPACT Conference
- Visibility in the Conference handbook, which is distributed to all Conference attendees
- Early access to regional investment opportunities
- Reach over 6,000 people through collateral material highlighting IMPACT Conference sponsors

### **Event Attendance**

- 8 full IMPACT Conference tickets
- 8 Gala Only tickets
- 6 Investor Dinner tickets\*

*\*limited to Investor Dinner Sponsor*





## **\$1000 » INVESTOR SPONSORSHIP HIGHLIGHTS**

*Available to out-of-region Investors*

### **Marketing and Visibility Opportunities**

- Sponsor recognition with the IMPACT audience
- Visibility in the Conference handbook, which is distributed to all Conference attendees
- Early access to regional investment opportunities
- Profile portfolio company in Featured Company presentations
- Reach over 6,000 people through collateral material highlighting IMPACT 2012 sponsors

### **Event Attendance**

- 2 full IMPACT Conference tickets
- 1 Investor Dinner ticket

## **\$675 » IMPACT CONFERENCE SUPPORTER**

*Available to investor funds up to \$20M AUM*

### **Marketing and Visibility Opportunities**

- Visibility in the Conference handbook, which is distributed to all Conference attendees
- Early access to regional investment opportunities
- Reach over 6,000 people through collateral material highlighting IMPACT Conference sponsors

### **Event Attendance**

- 1 full IMPACT Conference ticket
- Discount for additional attendees (for firm only)
- 1 Investor Dinner ticket

**SPONSOR COMMITMENT FORM** »  Confirm my sponsorship of IMPACT 2012 Venture Summit Mid-Atlantic

- Gala Sponsor
- Titanium Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor – *for firms or companies with 5 or fewer principals*
- Bronze Sponsor – *for firms or companies with 3 or fewer principals*
- Specialty Sponsor Opportunities
  - Cocktail Reception
  - Lanyards
  - The Breaks
  - Investor Dinner
- Investor Sponsor
- IMPACT Conference Supporter

Company Name

(AS IT SHOULD APPEAR ON MATERIALS)

IMPACT Conference Contact

(THIS INDIVIDUAL WILL RECEIVE THE SPONSORSHIP INVOICE, EVENT INVITATIONS, IMPACT CONFERENCE ATTENDEE REGISTRATION FORM, COMMITTEE OPPORTUNITY EMAILS, ALL AD REQUESTS, LOGO REQUESTS, LITERATURE REQUESTS, AND ALL OTHER IMPACT CONFERENCE-RELATED SOLICITATIONS):

Title

Address

City

State

Zip

Phone

Fax

Website

Email

**TERMS & CONDITIONS:**

By signing this sponsorship agreement: You are acknowledging that you have authorization to commit your firm to sponsorship of the IMPACT 2012 Conference, November 7 & 8, at the Ritz-Carlton, Philadelphia and the Crystal Tea Room. An invoice will be forwarded to the In-House Sponsorship Contact at the mailing address specified. Payment in full will be due to the PACT offices by the date noted on the invoice. Please note: Payment in full must be received prior to IMPACT 2012. Failure to pay within the specified time may result in your firm not being recognized as a sponsor of the IMPACT 2012 Conference.

**YOU AGREE** to refrain from hosting any private events or receptions that are in direct conflict with any events that are part of the IMPACT 2012 Agenda. Should you have any questions about the IMPACT 2012 Agenda, please contact Cheryl Jarvis-Johnson, Director at 215-790-3689.

**YOU AUTHORIZE** IMPACT 2012 and PACT to include your company's name and/or logo in promotional materials related to IMPACT 2012, both online and in print, as specified under the benefits to the selected sponsorship category. Please note: Your firm will be listed on all materials as is indicated on form.

**YOU UNDERSTAND** that by providing your mailing address, email address, telephone number, and fax number, you consent to receiving communications sent by or on behalf of the IMPACT 2012 Conference, and PACT, and its official partners, subsidiaries, and affiliates, via regular mail, email, telephone, or fax.

Signature

Date



PRESENTED BY

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