



Venture  
**CONNECT**  
2021 Online Summit  
*powered by CED*

**JOIN US VIRTUALLY  
MARCH 23 - 25, 2021**

**2021 SPONSORSHIP  
OPPORTUNITIES**

**CED**

# ABOUT VCO

---

Venture Connect 2021 is a conference that gathers together innovative companies from the Technology and Life Science communities, as well as top investors from across the U.S. This powerhouse event is clear evidence of how strong our Tech and Life Science ecosystems really are.

It all began over 35 years ago, and CED continues to create connections that make a difference. We hope you will join in supporting entrepreneurs and seasoned experts as they come alongside investors and stakeholders March 23-25, for three days of unrivaled content and connections at Venture Connect 2021.

CED recognizes its community partners that come together in support of the entrepreneurial ecosystem to ensure that they receive the resources they need to thrive.

# WHAT IS CED?

---

The Council for Entrepreneurial Development was formed in 1984 by a group of business leaders wanting to empower the successful creation and growth of entrepreneurial companies in the North Carolina region. CED acts as the connective center for all of this to happen.

Through high-touch support, education, access to capital, and crucial connections, we bring entrepreneurs together with the optimal resources needed to turn a new company into a success story. Programs like Connect to Capital have enabled entrepreneurs to connect with potential investors via formal introductions—with more than 600 made since 2014.

CONNECTING  
ENTREPRENEURIAL  
COMPANIES WITH  
HIGH-VALUE  
RESOURCES TO  
ACCELERATE  
BUSINESS GROWTH

# THE BENEFITS OF VIRTUAL

Virtual Events and conferences have been a big driving force for companies and organizations as we're all adjusting to a new normal. In addition to creating opportunities year-round for our partners, CED is dedicated to providing an innovative experience to attendees, partners, and sponsors at Venture Connect 2021. Explore what makes a virtual conference different and how CED will be leveraging technology to enhance our 2021 conference.



## What the Data Says:

"Discussion and Q&A were the most popular engagement techniques among organizations that had hosted virtual events. The most successful technique, however, was hosting a live hangout before or after the event..." (Wild Apricot)

## What that means for you:

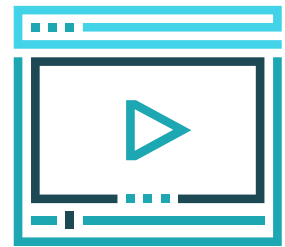
Engaged attendees provides more opportunities for advertising to not only be seen, but recalled, giving you an opportunity to exist passively throughout the conference, while engaging directly in networking and interactive sessions.

## What the Data Says:

After the event, 65.9% of conference or event organizers choose to make their content available for attendees according to Markeltic. According to Intrado, 20% of registrants view exclusively on demand rather than live.

## What that means for you:

On-demand content has a significantly longer tail, meaning that users can revisit content, pause to research, and connect directly. You're able to capitalize on year-round promotion from a one-time sponsorship.

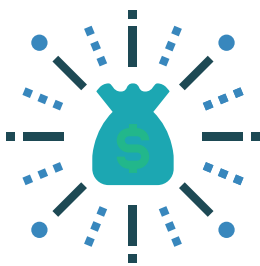


## What the Data Says:

Per Wild Apricot, "84% of organizations who had already run a virtual event in 2020 reported that they spent less money on virtual events than in-person events," while 52% see the same or more attendance than regular in-person events.

## What that means for you:

Although sponsorships may cost less for a virtual event, your sponsorship dollars are going farther, providing more opportunity for both your company and attendees to engage and network without relying on a strict schedule.

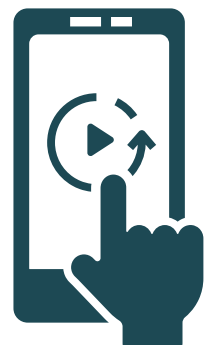


## What the Data Says:

According to Bizzabo, "The majority (93%) of event professionals plan to invest in virtual events." Over 60% of organizations will be pivoting to online events or presentations in the future (TOPO).

## What that means for you:

With the pivot to an online conference, you're getting exclusive benefits, like on-demand content, multiple presentation opportunities, and promotion prior to the event, that would otherwise be sacrificed at an in-person event.





## VENTURE CONNECT PRESENTING SPONSOR (\$25,000)

ONE SPONSOR SPOT AVAILABLE

Own the premier sponsorship of the summit! The Venture Connect Presenting Sponsor partnership level will ensure you the most prominent visibility and premium branding throughout Venture Connect.

### Sponsor Benefits:

- Industry Exclusive
- Most prominent logo placement throughout the summit platform and mobile app
- Premium logo placement in conjunction with Venture Connect logo
- Branding on the summit registration form
- Ability to host a panel at the summit -- topic to be determined in conjunction with CED
- Ability to provide a pre-recorded video to air each day of the summit -- timing and placement to be determined in conjunction with CED
- Ability to provide physical collateral and/or swag at sponsor's expense via a third party
- Pitch scrub and selection committee participation (skill alignment required)
- 15 three-day passes to the summit
- Ability to provide featured content for the CED blog, shareable through the CED newsletter
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Post summit write-up in the CED Newsletter that includes a link to the sponsor provided video
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

### Additional Opportunity:

- Should circumstances surrounding Covid-19 restrictions ease and CED is able to host small in-person networking functions or other small events in conjunction with the summit, the Presenting Sponsor will receive branding opportunities associated with these events and a select number of tickets to attend. Specific details will be provided once it is determined that in-person events will take place.



# FIND YOUR OPPORTUNITY

Receive prominent visibility and premium branding throughout Venture Connect as a Track Sponsor. Venture Connect features three tracks that span the summit with specific content related to that track's theme.

## DISCOVER INNOVATION

The Southeast's highly anticipated company showcase featuring the area's fastest growing companies in the Life Science and Tech sectors.

### INNOVATION SPONSOR (\$15,000)

ONE SPONSOR SPOT AVAILABLE

#### Sponsor Benefits:

- Prominent logo placement on the summit platform and mobile app in relation to Discover Innovation segments
- Ability to provide a pre-recorded video to air prior to a Discover Innovation segment -- timing and placement to be determined in conjunction with CED
- Present a pre-selected announcement prior to a content block in the Discover Innovation track
- Ability to provide physical collateral and/or swag at sponsor's expense via a third party
- Pitch scrub and selection committee participation (skill alignment required)
- 8 three-day passes to the summit
- Ability to provide featured content for the CED blog, shareable through the CED newsletter
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Post summit write-up in the CED Newsletter that includes a link to the sponsor provided video
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

#### Additional Opportunity:

- Should circumstances surrounding Covid-19 restrictions ease and CED is able to host small in-person networking functions or other small events in conjunction with the summit, the Innovation Sponsor will receive branding opportunities associated with these events and a select number of tickets to attend. Specific details will be provided once it is determined that in-person events will take place.

# DISCOVER INNOVATION

The Southeast's highly anticipated company showcase featuring the area's fastest growing companies in the Life Science and Tech sectors.

## UNIVERSITY SHOWCASE SPONSOR (\$5,000)

FOUR SPONSOR SPOTS AVAILABLE

- Logo placement on the summit platform and mobile app in relation to the University and Incubator Showcase segment
- 2 three-day passes to the summit
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

## PREMIER CONTENT SPONSOR (\$5,000)

10 TEN SPONSOR SPOTS AVAILABLE

- Live engagement for one company representative during your session (format/timing to be determine in conjunction with CED Staff. )
- Logo placement on the summit platform and mobile app in relation to the Growth Company segments
- 2 three-day passes to the summit
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

# DISCOVER INNOVATION

The Southeast's highly anticipated company showcase featuring the area's fastest growing companies in the Life Science and Tech sectors.

## CONTENT SPONSOR (\$2,500)

10 SPONSOR SPOTS AVAILABLE

- Logo placement on the summit platform and mobile app in relation to the Early Company segments
- 2 three-day passes to the summit
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

## STARTUP SPONSOR (\$1,000)

20 SPONSOR SPOTS AVAILABLE

- Logo placement on the summit platform and mobile app
- 1 three-day pass to the summit
- Link to website and profile on the CED website
- Social media promotion pre, during, and post event utilizing CED's powerful social media network
- Early access to attendee list

# EXPAND YOUR PERSPECTIVE

Global leaders offering their experiences to educate, inform, and stimulate innovation across the ecosystem.

## PERSPECTIVE SPONSOR (\$15,000)

ONE SPONSOR SPOT AVAILABLE

### Sponsor Benefits:

- Prominent logo placement on the summit platform and mobile app in relation to Expand Your Perspective segments
- Ability to provide a pre-recorded video to air prior to an Expand Your Perspective segment -- timing and placement to be determined in conjunction with CED
- Present a pre-selected announcement prior to a content block in the "Expand Your Perspective" track
- Ability to provide physical collateral and/or swag at sponsor's expense via a third party
- Pitch scrub and selection committee participation (skill alignment required)
- 8 three-day passes to the summit
- Ability to provide featured content for the CED blog, shareable through the CED newsletter
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Post summit write-up in the CED Newsletter that includes a link to the sponsor provided video
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

### Additional Opportunities :

- Should circumstances surrounding Covid-19 restrictions ease and CED is able to host small in-person networking functions or other small events in conjunction with the summit, the Perspective Sponsor will receive branding opportunities associated with these events and a select number of tickets to attend. Specific details will be provided once it is determined that in-person events will take place.



# EXPAND YOUR PERSPECTIVE

Global leaders offering their experiences to educate, inform, and stimulate innovation across the ecosystem.

## KEYNOTE SPONSOR (\$10,000)

TWO SPONSOR SPOTS AVAILABLE

- Logo placement on the summit platform and mobile app in relation to the keynote/featured speaker segments
- 4 three-day passes to the summit
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

## PREMIER SPECIALIZED CONTENT SPONSOR (\$5,000)

FOUR SPONSOR SPOTS AVAILABLE

- Live engagement for one company representative during your session to be determined in conjunction with CED Staff.
- Logo placement on the summit platform and mobile app in relation to the panel discussions
- 2 three-day passes to the summit
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

# EXPAND YOUR PERSPECTIVE

Global leaders offering their experiences to educate, inform, and stimulate innovation across the ecosystem.

## SPECIALIZED CONTENT SPONSOR (\$2,500)

EIGHT SPONSOR SPOTS AVAILABLE

- Logo placement on the summit platform and mobile app in relation to the Investor Perspective segments
- 2 three-day passes to the summit
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

## EDUCATIONAL CONTENT ADD-ON (\$2,500)

12 PRESENTATION SPOTS AVAILABLE

Have expertise in a particular topic? Share your thoughts with attendees! Pre-record a 20-minute segment that will appear as part of the summit schedule for all conference attendees -- topic to be determined in conjunction with CED.

# CONNECT WITH OTHERS

Finally, virtual networking that works! We are bringing the latest technology to the table to ensure you connect with people that make sense for you in real time – while having a little fun too!

## CONNECT SPONSOR (\$15,000)

ONE SPONSOR SPOT AVAILABLE

### Sponsor Benefits:

- Prominent logo placement on the summit platform and mobile app in relation to the Connect With Others segments
- Ability to provide a pre-recorded video to air prior to a Connect With Others segment -- timing and placement to be determined in conjunction with CED
- Present a pre-selected announcement prior to a networking block in the Connect with Others track
- Ability to provide physical collateral and/or swag at sponsor's expense via a third party
- Pitch scrub and selection committee participation (skill alignment required)
- 8 three-day passes to the summit
- Ability to provide featured content for the CED blog, shareable through the CED newsletter
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Post summit write-up in the CED Newsletter that includes a link to the sponsor provided video
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

### Additional Opportunity

- Should circumstances surrounding Covid-19 restrictions ease and CED is able to host small in-person networking functions or other small events in conjunction with the summit, the Connect Sponsor will receive branding opportunities associated with these events and a select number of tickets to attend. Specific details will be provided once it is determined that in-person events will take place.

# CONNECT WITH OTHERS

Finally, virtual networking that works! We are bringing the latest technology to the table to ensure you connect with people that make sense for you in real time- while having a little fun too!

## INTERACTIVE NETWORKING SPONSOR (\$2,500)

SIX SPONSOR SPOTS AVAILABLE

- Logo placement on the summit platform and mobile app in relation to the one-to-one partnering sessions
- 2 three-day passes to the summit
- Link to website and profile on the CED website
- Social media promotion prior, during, and after the event utilizing CED's powerful social media network
- Early access to attendee list
- Ability to upgrade to include educational content feature\*

CONTACT CED TO SECURE YOUR SPONSORSHIP TODAY



**Brennan Barber - Director, Business Development**

Mobile: (919) 597-9294

Email: [bbarber@cednc.org](mailto:bbarber@cednc.org)