



# HEARTLAND challenge

## 2024 Sponsorship Opportunities

The Heartland Challenge is a global graduate startup competition designed to simulate the process of raising venture capital for a high-growth venture. Over three days, 12 student teams compete for a prize pool of over \$100,000, connect with our entrepreneurial community, and experience the beauty of Northwest Arkansas. Our primary competition sponsor is the Walton Family Charitable Support Foundation, and we are challenged to match their sponsorship annually.

### Key Objectives

- Achieve global recognition of the University of Arkansas and region by hosting a world-class startup competition, evidenced by attracting a minimum of 80 applications from participants spanning the globe
- Immerse a minimum of 12 high-quality graduate student startup teams in the NWA entrepreneurial ecosystem, showcasing the region as an ideal location to live, work, and play
- Highlight NW Arkansas as a leading entrepreneurial hub of the Heartland and attractive location for venture capital and other forms of investing
- Bring recognition to the region with at least 5 earned media placements, including at least one national outlet

### Sponsorship Information

#### Presenting Sponsor (\$25,000 min.)

- Sponsor acknowledged verbally at events with highest visibility
- Eight (8) company representatives invited to Kick-off Reception at Crystal Bridges and Startup Expo
  - Reserved table (8 representatives) for the Banquet with Keynote and Awards Ceremony
- Participation as a judge, mentor, panelist/moderator, or other engagement opportunity as appropriate
- Prominent event signage highlighting sponsorship level

#### Premier Sponsor (\$10,000 min.)

- Four (4) company representatives invited to attend the following events:
  - Kick-off Reception at Crystal Bridges
  - Startup Expo
  - Banquet with Keynote and Awards Ceremony

#### Event Sponsor (\$5,000 min.)

- Serve as an event-specific sponsor for **one** of the following: Elevator Pitch Competition, Startup Expo, Investor Roundtables, lunches, etc.
  - Two (2) company representatives invited to sponsored event

#### Prize Sponsors

- 1st Place: \$50,000 (Presenting Sponsor benefits)
- 2<sup>nd</sup> Place: \$25,000 (Presenting Sponsor benefits)
- 3<sup>rd</sup> Place: \$10,000 (Premiere Sponsor benefits)
- 4<sup>th</sup> Place: \$5,000 (Two [2] company representatives invited to Banquet & Awards Ceremony)

\* Sponsorship contributions will be reduced by the fair market value of the associated benefits per IRS regulations.

\*\* All sponsors will have their company name and logo featured on the Heartland Challenge program (electronic and print) and key digital and social media assets when appropriate.