



MOMENTUM

10.1.2020 | Virtual

A FUSION of innovation landscapes led by the boundless energy of founders, growth scale companies, and innovative enterprises.



FUSION

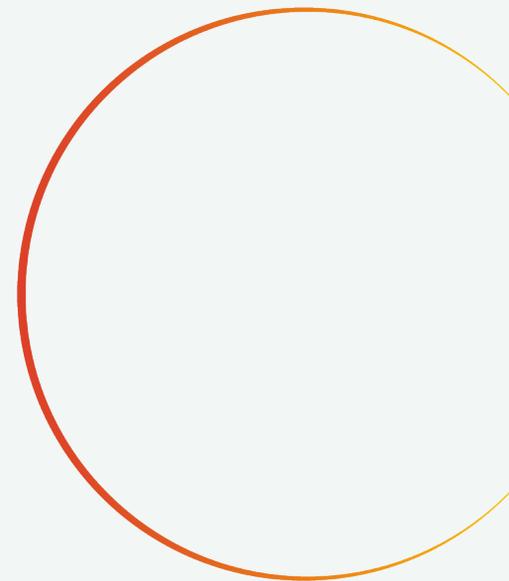
1871 exists to inspire, equip, and support founders, growth-scalers, and innovators from all backgrounds building extraordinary businesses.

The 13th Annual Momentum Awards mark a new era in Chicago's technology ecosystem in ways best represented by the word "FUSION."

1. Collective Acceleration | The combination of 1871 and the Illinois Technology Association (ITA) in February 2020 amplified the transformative power of "and," enabling acceleration from incubation to growth to corporate innovation.

2. Stronger Together | Chicago's innovation leaders, 1871, mHUB, and MATTER, united in their COVID-19 response efforts, catalyzing the development of and access to novel solutions for unprecedented problems.

3. Transformative Solutions | The convergence of emerging technologies creates opportunities to address complex problems of the moment and inspire revolutionary outcomes.



A NEW EXPERIENCE

This year's 100% virtual program will honor innovation, inspire progress, and delight our community with a fully produced event experience unlike any other.

It is particularly historic, as Momentum 2020 combines the best of ITA's CityLIGHTS Awards and prior Momentum Awards to create a brand new format, award suite, and event environment that celebrates the future of Chicago's tech community with a complete shared vision.

This virtual not-to-miss experience includes studio produced segments, live appearances by Chicago's best, super surprise perks, and of course – the award ceremony itself.

INVEST IN #CHICAGOTECH

1871's non-for-profit work in fueling Chicago's digital technology ecosystem is critically funded by the Momentum Awards.

To date, 1871 start-up alumni companies have created over 11,000 jobs and garnered over \$1.65 billion in capital, while our 301 growth stage companies from the ITA have helped make tech Chicago's fastest growing sector. But this is just the beginning. With your organization as a partner, we can grow this impact and make Chicago not just a leading tech hub, but also a beacon of economic recovery.

For sponsorship related questions and reservations, please email: Momentum@1871.com.

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MOMENTUM 2020

SPONSORSHIP OPPORTUNITIES

BENEFIT	DESCRIPTION	IPO \$75,000	SERIES D \$50,000	SERIES C \$40,000	SERIES B \$25,000	SERIES A \$15,000	Seed \$10,000	Pre-Seed \$5,000
Exclusive Access to Momentum Awards 2020	# of exclusive access links to Momentum livestream on 10.01.2020	(175)	(150)	(100)	(100)	(50)	(50)	(30)
Featured Promotional Video	Branded, pre-recorded promotional video featured during Momentum	20 sec	20 sec	15 sec	10 sec			
Pre-Event Promotional Video	Branded video featured in pre-event email to all Momentum registrants			(1)				
Post-Event Promotional Video	Branded video to be featured in a post-event email to all Momentum registrants			(1)				
Program Title Sponsor	Branded sponsorship of Affinity or Neighborhood initiative	X	X					
Present an Award	Present an award via pre-recorded video during Momentum	X	X					
Pre-Event Experience	Branded sponsorship of a pre-event experience*					(3)		
Logo in App	Logo prominently featured in the Momentum attendee app	X						
Press Release Mention	Mention in press releases issued by 1871 pre- and post-event	X	X					
Post-Event Mention	Mention in post-event post on 1871.com	X	X	X	X			
Exclusive 1871 CEO Networking	Registration for an exclusive pre-event virtual networking happy hour with Betsy Ziegler, 1871 CEO, and Larry Eppley, 1871 Chairman of the Board	(10)	(8)	(5)	(2)			

*Pre-event experience may include a cocktail making class, networking sessions, or a tech-based activity

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"Momentum @ Home" Party Kit Sponsor	Branded sponsorship of "Momentum @ Home" party kits**	X	X	(3)				
Virtual Business Cards	Access to virtual business cards for Momentum attendees	X	X	X	X			
Verbal Recognition at Awards	Verbal recognition by 1871 CEO at Momentum	X	X	X	X			
Web Feature	Logo featured on 1871.com/Momentum	X	X	X	X	X		
Reviewr Feature	Logo featured on Momentum nomination and voting platform, Reviewr	X	X	X	X	X		
Event Feature	(1) event promoted on 1871.com/events and in 1871's weekly events newsletter with 20,000+ recipients	X	X	X	X	X	X	
"Momentum @ Home" Promotional Item	Branded swag or promotional item to be included in the "Momentum @ Home" party kits***	X	X	X	X	X	X	X
Email Feature	Mention in pre- and post-event emails sent to registrants	X	X	X	X	X		
Social Media Feature	Mention on 1871 social media channels	X	X	X	X	X	X	X
Silent Auction Feature	Mention in pre- and post-event emails sent to all Momentum registrants					X	X	X

**Momentum @ Home party kits to be delivered to select registrants the week of the event. Sponsorship opportunities may include:

- Branding on the party kit packaging
- Recognition on printed collateral in the party kit
- Branded tag on food or spirits in the party kit

***Potential promotional items that sponsors can purchase and provide include branded champagne flutes, koozies, battery banks, party poppers, etc.

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