



MOMENTUM

10.1.2020 | Virtual

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



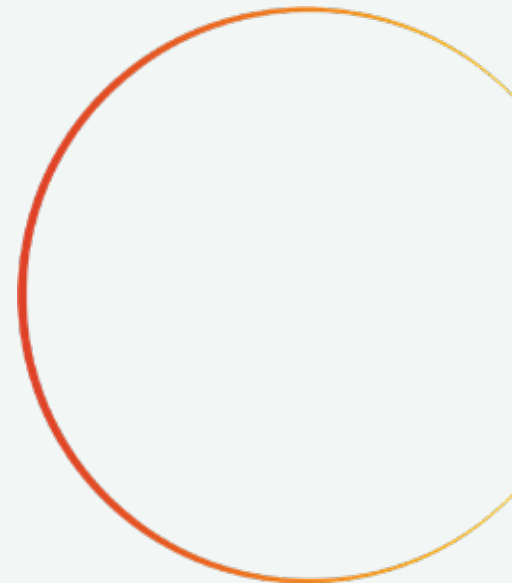
2020 THEME

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.



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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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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
"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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MOMENTUM 2020 FOR CITYLIGHTS ALUMNI

SPONSORSHIP OPPORTUNITIES

BENEFIT	DESCRIPTION	Seed \$10,000	Pre-Seed \$5,000
Exclusive Access to Momentum Awards 2020	# of exclusive access links to Momentum livestream on 10.01.2020	(75)	(50)
Post-Event Mention	Mention in post-event post on 1871.com	X	
Exclusive 1871 CEO Networking	Registration for an exclusive pre-event virtual networking happy hour with Betsy Ziegler, 1871 CEO, and Larry Eppey, 1871 Chairman of the Board	(2)	
"Momentum @ Home" Party Kit Sponsor	Branded sponsorship of "Momentum @ Home" party kits*		
Virtual Business Cards	Access to virtual business cards for Momentum attendees	X	
Verbal Recognition at Awards	Verbal recognition by 1871 CEO at Momentum		
Web Feature	Logo featured on 1871.com/Momentum	X	X
Reviewr Feature	Logo featured on Momentum nomination and voting platform, Reviewr	X	X
Event Feature	(1) event promoted on 1871.com/events and in 1871's weekly events newsletter with 20,000+ recipients	X	
"Momentum @ Home" Promotional Item	Branded swag or promotional item to be included in the "Momentum @ Home" party kits**	X	X
Email Feature	Mention in pre- and post-event emails sent to registrants	X	X
Social Media Feature	Mention on 1871 social media channels	X	X
Silent Auction Feature	Mention in pre- and post-event emails sent to all Momentum registrants	X	X

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