CELEBRATING 10 YEARS OF MICHIGAN INNOVATION

The Accelerate Michigan Innovation Competition (AMIC), a program of ID Ventures, is a competition that supports Michigan’s entrepreneurial ecosystem by offering entrepreneurs the opportunity to showcase their companies to investors while building connections with entrepreneurs, business acceleration resources, and experts in their sector during carefully curated individual meetings.

For 10 years now, AMIC has fueled the growth of early-stage startups in Michigan—offering mentorship, visibility, capital, and access to investors. According to the 2018 MVCA Research Report, only seven percent of capital invested in Michigan-based startups last year was in the seed stage, highlighting the need for more capital and support for companies at their earliest stages. AMIC addresses these challenges by engaging with Midwest investors and experts and shining a light on Michigan-based startups while providing almost $1,000,000 in prizes. In addition to capital attraction, the event helps to build a network of support, resources, and expertise for participating entrepreneurs to further their growth and success, while also ensuring representation from female and minority entrepreneurs.

To celebrate a decade of supporting some of Michigan’s most exciting new companies, we are asking our partners and community to join us in making our 10-year anniversary our best event yet. We have provided a range of opportunities that reflects the impact of our history and allows for even greater participation. Together, let’s celebrate this phenomenal milestone and usher in the next decade of critical startup support.

EVENT DETAILS

There was an overwhelmingly positive response to last year’s streamlined format, so we will retain this approach for 2019. This format features more individual time for semifinalist companies to meet privately with investors, culminating in the finalist pitches during an elegant, seated dinner in Detroit’s recently renovated State Savings Bank. This beautiful 1900 landmark building is part of the National Register of Historic Places and was designed by internationally renowned architects McKim, Mead & White.
JOIN OUR COMMUNITY OF SPONSORS

Sponsor the 2019 event to be part of the 10-year anniversary celebration! Sponsoring AMIC connects your business and brand with one of Michigan’s preeminent events supporting innovation and big ideas and provides brand exposure to over 300 Midwest venture capital professionals, angel investors, and entrepreneurs.

There are a range of sponsorship opportunities, each with a robust package of benefits and visibility options. To sponsor, or if you would like to discuss additional options, please contact Randy Hyde, Invest Detroit’s Senior Vice President of External Relations, at Randy.Hyde@InvestDetroit.com or 313.285.2165.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Sponsorship Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$250,000</td>
<td>10-Year Anniversary Sponsor</td>
<td>This premier level can include a portion for direct investment in the competition’s top winners as part of the awarded cash prizes.</td>
</tr>
<tr>
<td>$150,000</td>
<td>Awards Sponsor</td>
<td>This level helps to support additional prizes and can be directed to specific awards like the Grand Prize or People’s Choice. Support at this level can also be treated as a direct investment.</td>
</tr>
<tr>
<td>$150,000</td>
<td>Female-Led Prize Sponsor</td>
<td>This level supports a prize specific to a company that is led by a female entrepreneur and can be treated as a direct investment.</td>
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<tr>
<td>$150,000</td>
<td>Minority-Led Prize Sponsor</td>
<td>This level supports a prize specific to a company that is led by an entrepreneur of color and can be treated as a direct investment.</td>
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<tr>
<td>$50,000</td>
<td>Celebration Sponsor</td>
<td>Sponsorship of the production of this milestone event.</td>
</tr>
<tr>
<td>$25,000</td>
<td>Dinner Sponsor</td>
<td>Sponsorship of the 2019 competition’s elegant seated dinner.</td>
</tr>
<tr>
<td>$15,000</td>
<td>Reception Sponsor</td>
<td>Sponsorship of the 2019 competition’s networking reception, which welcomes over 300 Midwest venture capital professionals, angel investors, and entrepreneurs.</td>
</tr>
<tr>
<td>$10,000</td>
<td>Platinum Sponsor</td>
<td>These sponsors are a community of key event partners that believe in Michigan’s startup power.</td>
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<tr>
<td>$5,000</td>
<td>Gold Sponsor</td>
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<tr>
<td>$2,500</td>
<td>Silver Sponsor</td>
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</tr>
<tr>
<td>$1,000</td>
<td>10-Year Anniversary Prize Sponsor</td>
<td>This special 2019 level supports the funding of a unique prize in honor of our anniversary. The aggregated funds from this level will be allocated 75% for a prize offered to a semifinalist company collectively selected by these sponsors and 25% to support event production.</td>
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</table>
10-Year Anniversary Sponsor
$250,000
This premier level can include a portion for direct investment in the competition’s top winners as part of the awarded cash prizes.

**BENEFITS INCLUDE:**
- Opportunity to invest in an exciting new Michigan startup!
- Podium acknowledgment and speaking opportunity during awards presentation
- Premium logo placement throughout the event
- Logo scrolling throughout entire event
- Lead recognition on website and in program
- Dedicated social media post
- 10 event tickets and reserved dinner seating
- Participation to judge during final round of competition
- Additional benefits as determined

Female-Led Prize Sponsor
$150,000
This level supports a prize specific to a company that is led by a female entrepreneur and can be treated as a direct investment.

**BENEFITS INCLUDE:**
- Opportunity to invest in an exciting new Michigan startup!
- Prominent logo placement at the cocktail reception and dinner
- Logo scrolling during reception and dinner
- Recognition in press releases
- Prominent recognition on website and in program
- Dedicated social media post
- 10 event tickets and reserved dinner seating
- Opportunity to judge during final round of competition
- Speaking opportunity and participation in finalist announcement

Minority-Led Prize Sponsor
$150,000
This level supports a prize specific to a company that is led by an entrepreneur of color and can be treated as a direct investment.

**BENEFITS INCLUDE:**
- Opportunity to invest in an exciting new Michigan startup!
- Prominent logo placement at the cocktail reception and dinner
- Logo scrolling during reception and dinner
- Recognition in press releases
- Prominent recognition on website and in program
- Dedicated social media post
- 10 event tickets and reserved dinner seating
- Opportunity to judge during final round of competition
- Speaking opportunity and participation in finalist announcement

Awards Sponsor
$150,000
This level helps to support additional prizes and can be directed to specific awards like the Grand Prize or People’s Choice. Support at this level can also be treated as a direct investment.

**BENEFITS INCLUDE:**
- Opportunity to invest in an exciting new Michigan startup!
- Prominent logo placement at the cocktail reception and dinner
- Logo scrolling during reception and dinner
- Recognition in press releases
- Prominent recognition on website and in program
- Dedicated social media post
- 10 event tickets and reserved dinner seating
- Opportunity to judge during final round of competition
- Speaking opportunity and participation in finalist announcement
- Can tailor the award to target specific sectors or demographics

Celebration Sponsor
$50,000
Sponsorship of the production of this milestone event.

**BENEFITS INCLUDE:**
- Podium acknowledgment and speaking opportunity
- Prominent logo placement at the cocktail reception and dinner
- Logo scrolling during dinner
- Recognition in press releases
- Recognition on website and in program
- Dedicated social media post
- Logo recognition in connection lounges
- 10 event tickets and reserved dinner seating
Dinner Sponsor
$25,000
Sponsorship of the 2019 competition’s elegant seated dinner.

**Benefits Include:**
- Podium acknowledgment and speaking opportunity during dinner
- Prominent logo placement at dinner
- Logo scrolling during dinner
- Recognition on website and in program
- Dedicated social media post
- Logo recognition in connection lounges
- 10 event tickets and reserved dinner seating

Reception Sponsor
$15,000
Sponsorship of the 2019 competition’s networking reception, which welcomes over 300 Midwest venture capital professionals, angel investors, and entrepreneurs.

**Benefits Include:**
- Podium acknowledgment and speaking opportunity during reception
- Prominent logo placement at the reception
- Logo scrolling during reception
- Acknowledgment on website and in program
- Dedicated social media post
- Logo recognition in connection lounges
- 8 event tickets and reserved dinner seating

Gold Sponsor
$5,000

**Benefits Include:**
- Logo scrolling during reception
- Acknowledgment on website and in program
- 4 event tickets

Silver Sponsor
$2,500

**Benefits Include:**
- Acknowledgment on website and in program
- 2 event tickets

Platinum Sponsor
$10,000
These sponsors are a community of key event partners that believe in Michigan’s startup power.

**Benefits Include:**
- Logo scrolling during reception
- Acknowledgment on website and in program
- Dedicated social media post
- Logo recognition in connection lounges
- 6 event tickets

Gold Sponsor
$5,000

**Benefits Include:**
- Logo scrolling during reception
- Acknowledgment on website and in program
- 4 event tickets

Silver Sponsor
$2,500

**Benefits Include:**
- Acknowledgment on website and in program
- 2 event tickets

10-Year Anniversary Prize Sponsor
$1,000
This special 2019 level supports the funding of a unique prize in honor of our anniversary. The aggregated funds from this level will be allocated 75% for a prize offered to a semifinalist company collectively selected by these sponsors and 25% to support event production.

**Benefits Include:**
- 1 vote for the anniversary prize winner
- Acknowledgment in program
- 25% discount on event tickets