



ACCELERATE MICHIGAN INNOVATION COMPETITION

 November 13, 2019

 State Savings Bank, Detroit

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.

 **NOVEMBER 13, 2019**

1:00 pm
Semifinalist Connections + Pitches

4:45 pm
Event Opening + Networking Reception

6:00 pm
Finalist Pitches + Seated Dinner

7:30 pm
Award Presentation

 **STATE SAVINGS BANK**

151 W. Fort Street
Detroit, MI 48226

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.

\$250,000

10-Year Anniversary Sponsor

This premier level can include a portion for direct investment in the competition's top winners as part of the awarded cash prizes.

\$150,000

Awards Sponsor

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.

\$150,000

Female-Led Prize Sponsor

This level supports a prize specific to a company that is led by a female entrepreneur and can be treated as a direct investment.

\$150,000

Minority-Led Prize Sponsor

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.

\$50,000

Celebration Sponsor

Sponsorship of the production of this milestone event.

\$25,000

Dinner Sponsor

Sponsorship of the 2019 competition's elegant seated dinner.

\$15,000

Reception Sponsor

Sponsorship of the 2019 competition's networking reception, which welcomes over 300 Midwest venture capital professionals, angel investors, and entrepreneurs.

\$10,000

Platinum Sponsor

These sponsors are a community of key event partners that believe in Michigan's startup power.

\$5,000

Gold Sponsor

\$2,500

Silver Sponsor

\$1,000

10-Year Anniversary Prize Sponsor

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.

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 in press releases
 - Lead 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
 - Participation in finalist award ceremony
 - Additional benefits as determined
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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
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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
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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
-

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

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

