

WWW.WDCEP.COM #WEDC



**@ South by Southwest**

MARCH 11–13, 2017 • AUSTIN, TEXAS  
SPONSOR OPPORTUNITIES 2017

IN PARTNERSHIP WITH



# WASHINGTON, District of Cool



If there's one feature that makes Washington, DC most attractive to innovators, entrepreneurs and creatives, it's the cool factor. People from all over the world live, work and create here, making the District a cosmopolitan place where tech, art, culture and food are just as important as politics.

## Your whole life is here.

With the help of a few friends, WDCEP packs up all that cool and turns it loose at SXSW. It's nothing to see celebrities, high-profile government officials, successful founders and investors hanging at the WeDC House. We want you there too.

Join Mayor Muriel Bowser and WDCEP at SXSW March 11–13, 2017. We're giving the world a close-up on how WeDC in real life.

## Small town vibe. Big city cred. WeDC.





WASHINGTON, DC @ SXSW



# WeDC HOUSE

## Activate

**YOUR BRAND  
AT THE WeDC HOUSE**

This is your chance to get in front of a captive audience of industry influencers including press, creatives and their millions of followers to tell the story of how your company is changing the world.

## Reserve

**YOUR SPACE NOW  
IN THE WeDC HOUSE**

Through our partner activations, product integration, social media, logo placement and other opportunities, your brand has the tools to create an experience that will resonate long after you return home. So put your best foot forward. Partner with WDCEP.

## WHAT HAPPENED AT SXSW 2016

- More than 62 million people reached with #WeDC on Twitter
- More than 9,000 visitors to the WeDC House
- 200+ potential business leads
- More than 9,000 contacts made
- 60+ articles written about SXSW Washington, DC initiative
- More than 30 DC companies featured at the WeDC House

## WDCEP OUTREACH

- Social media channels: 9,000
- Email Distribution list: 30,000
- Monthly site visitor average: 6,000



2nd & Trinity (across from the Austin Convention Center)

# GENERAL SPONSORSHIP

# OPPORTUNITIES

## WeDC Lounge Title Sponsor

**\$45,000 (or \$15,000/day)**

The WeDC House lounge will be open daily to the SXSW public and will provide the perfect spot for entrepreneurs, creative individuals, and investors to connect and recharge. The prominent location of WeDC across from the Austin Convention Center offers the Title Sponsor a premier branding opportunity for up to three full days to thousands of passersby and visitors.

### WDCEP will provide the following during the event:

- Title sponsor logo/branding prominently displayed throughout the lounge area through traditional signage, interactive, or digital display.
- Lounge area inclusive of tables, chairs, and sofas for relaxing, networking, co-working and to host meetings.
- Opportunity to display and/or distribute promotional materials and company signage throughout the lounge.
- Refreshments will be provided during designated times (Title Sponsor will have the option to order extra catering at an additional cost).
- Additional space enhancements may be included at the sponsor's discretion and within WDCEP approval including but not limited to digital displays, interactive spaces, charging machines, etc.



## Bar Sponsor

**\$7,500 / day**

The bar at WeDC will be open daily for the SXSW guests to enjoy a morning mimosa, mid-day cocktail, or a nightcap.

### Benefits Include:

- Dedicated bar branded with your company's logo
- Sponsor and name/logo on cocktail napkins and cups at all bars
- Recognition as a sponsor on event signage, social media, and dedicated website
- Recognition as a sponsor during the WeDC reception



## Charging Stations

**\$10,000**

Help DC stay connected while in Austin by sponsoring multiple charging stations at the WeDC venue.

### Benefits Include:

- Logo recognition on pre-event marketing materials, welcome signage and video screens throughout the venue
- Customized branding opportunities on charging stations and in WeDC Lounge

## GENERAL SPONSORSHIP OPPORTUNITIES (CONTINUED)

### WeDC Party With Mayor Muriel Bowser

**Saturday, March 11 / 8pm to midnight**

We Innovate. We Build. We Create. WeDC. The WeDC Party will be the premier event bringing together more than 800 people from DC and SXSW conference attendees. This event will provide a platform to network with DC business leaders, city officials, and to promote the unique and diverse culture of Washington, DC.



## WeDC PARTY SPONSORSHIPS

### Gold Sponsor

**\$20,000**

#### Benefits include:

- Opportunity for welcome remarks to party attendees (only available to first company to commit this level)
- Branded Step + Repeat with featured corporate logo
- Logo recognition on the following: marketing materials promoting the event (e-invitations, event website), welcome signage, and video screens throughout the venue
- Signature beverage branding (e.g., WDCEP martini) named after your company and promoted throughout the party
- A reserved table, prominently located to promote your company
- Opportunity to provide company branded cocktail napkins and cups for the event
- Promotion on WDCEP/WeDC social media channels (Facebook, LinkedIn, Twitter, Instagram)
- Guaranteed access for 20 people to attend the party with expedited VIP access

### Bronze Sponsors

**\$5,000**

#### Benefits include:

- Logo recognition on the following: marketing materials promoting the event (e-invitations, event website), welcome signage, and video screens throughout the venue.
- A reserved table to promote your company inside the venue
- Promotion on WDCEP/WeDC social media channels (Facebook, LinkedIn, Twitter, Instagram)
- Guaranteed access for 5 people to attend the party with expedited VIP access

### Silver Sponsor

**\$10,000**

#### Benefits include:

- Logo recognition on the following: marketing materials promoting the event (e-invitations, event website), welcome signage, and video screens throughout the venue
- A reserved table, prominently located to promote your company
- Opportunity to provide promotional materials at the event
- Promotion on WDCEP social media channels (Facebook, LinkedIn, Twitter, Instagram)
- Guaranteed access for 10 people to attend the party with expedited VIP access



### WeDC Startup Table Sponsor

**\$1,500**

#### Benefits include:

- A reserved table to promote your company, brand, product and to serve as a place to entertain your clients and VIPs

Note: \*Must be a DC startup, brand, or artist

## A LA CARTE SPONSORSHIPS

# The Non-Partisan Dinner

### Presenting Sponsor

**\$15,000 (limited to three)**

The WeDC House and Washington, DC's Mayor Muriel Bowser will host key elected officials for dinner and dialogue to connect and discuss key issues facing the regulatory environment for technology and innovation. This invite-only event provides sponsors with a platform to network with key leaders.

# WeDC Startup Showcase & Job Fair

### Supporting Sponsor

**\$5,000**

#### Benefits include:

- Logo recognition on marketing materials promoting the event (e-invitations, event website), welcome signage, and video screens throughout the venue.
- A highly visible table display to promote your company in a prominent location inside the venue
- Opportunity to provide promotional materials at the event
- Promotion on WDCEP/WeDC's social media channels (Facebook, LinkedIn, Twitter, Instagram)



## **CUSTOM SPONSORSHIPS**

What better way to showcase your brand than with a custom sponsorship experience at SXSW? Customized sponsors have the option to create a public forum for SXSW attendees or host a private affair for VIPs and special guests. Let WDCEP staff and event planning partners assist you in creating an authentic experience for your brand. (subject to approval).

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### **Benefits include:**

- Planning support and promotion of unique sponsor activations through various channels such as social media and online event listing
- Opportunity to co-brand your message with Washington, DC
- Recognition as a “WeDC” sponsor
- Refreshments may be ordered and provided by sponsor at their discretion and at an additional cost



# SXSW ROLL CALL EVENT

## WASHINGTON, DC

### February 16th - Location TBD

Before Washington, DC heads south, WDCEP will host a launch event and preview of the WeDC house right here in the Nation's Capital. This evening event will provide more than 500 guests with the true SXSW experience highlighting tech, music, and film.

#### Presenting Sponsor

**\$5,000 (\$20,000 for exclusivity)**

**Benefits include:**

- Official host of the "WeDC Roll Call" event
- Opportunity for welcome remarks to party attendees.
- Logo included on a branded "step & repeat" signage
- Logo recognition on the following: marketing materials promoting the event (e-invitations, event website), welcome signage, and video screens throughout the venue
- A reserved table, prominently located to promote your company
- Promotion on WDCEP social media channels (Facebook, LinkedIn, Twitter, Instagram)



#### Bar Sponsor

**\$3,500**

**Benefits include:**

- Dedicated bar branded with your company's logo
- Recognition as a sponsor on event signage
- Social media promotion before the event and onsite
- Opportunity to provide branded beverage napkins, cups or promotional items (sponsor must provide)

#### Showcase Demo Table

**\$300**

**Benefits include:**

- A display table to promote your company, brand, or product inside the WeDC Showcase in the venue
- Promotion of your company on signage and social media

Note: Must be a DC company, brand, or artist.



WASHINGTON, DC @ SXSW

## CONTACTS

It is the mission of the Washington, DC Economic Partnership, a 501(c)3 organization, to promote business opportunities throughout the District of Columbia and to contribute to business retention and attraction activities.

The Washington, DC Economic Partnership supports local and small DC businesses through our programs and services focusing on business development, education of the real estate market and business opportunities. To learn more about the Washington, DC Economic Partnership please visit [www.wdcep.com](http://www.wdcep.com).

WASHINGTON DC  
ECONOMIC  
PARTNERSHIP



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WASHINGTON, DC @ SXSW

# SPONSOR ORDER FORM

Deadline for sponsorship: Feb 24, 2017

Company \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

## Deadline for sponsorship: Feb 24, 2017

### SPONSORSHIP OPPORTUNITIES

#### WeDC House (March 11–13)

- Lounge Title Sponsor (\$45,000 or \$15,000/day)
- Bar Sponsor (\$7,500/day)
- Charging Stations (\$10,000)
- The Non Partisan Dinner (\$15,000)
- WeDC Startup Showcase (\$5,000)

#### WeDC Party

- Gold (\$20,000)
- Silver (\$10,000)
- Bronze (\$5,000)
- Table Sponsor (\$1,500)

#### SXSW Roll Call Event (Feb 2016)

- Presenting Sponsor (\$5,000)
- Exclusive Presenting Sponsor (\$20,000)
- Showcase Demo Table (\$300)
- Bar Sponsor (\$3,500)

### PAYMENT INFORMATION

#### CHECK

All checks should be payable to:  
Washington DC Economic Partnership  
attn: Accounting Department

#### CREDIT CARD

Visa     Mastercard     AmEx

Card Number \_\_\_\_\_

Security Code \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

TOTAL AMOUNT \$ \_\_\_\_\_

#### Mail / Fax payments to:

Washington DC Economic Partnership  
1495 F Street, NW Washington, DC 20004  
Fax: (202) 661-8671

### Terms & Conditions

**Representations and Indemnification.** Each party is solely responsible for any legal liability arising out of or relating to any advertising copy, intellectual property or creative content (the "Content") that it provides to the other party under this Contract. Each party hereby represents and warrants that it holds the necessary rights to permit the use of its Content by the other party for the purpose of this Contract, and that the use, reproduction, distribution, or transmission of its Content by the other party will not violate any criminal laws or any rights of any third parties, including, without limitation, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity. Each party agrees to indemnify the other, and the other's respective owners, employees, officers, directors, agents, affiliates, successors and assigns from any and all liability, loss, damages, demands, claims, or causes of action, including reasonable attorneys' fees and expenses that may be incurred by the other party, arising out of or related to its breach of any of the foregoing representations and warranties.

**Payment.** Sponsor will pay the total sponsorship fee and any additional contribution forty-five (45) days prior to the start of the event for its sponsorship in accordance with this Sponsorship Agreement.

**Sponsorship Cancellation.** >45 days out - 25% refund. 45 days or less - no refund.

**Termination.** WDCEP shall have the right to terminate this Contract by written notice given to "SPONSOR" at any time after any of the following shall occur: (i) "SPONSOR" breaches, in any material respect, any of the terms and conditions of this Contract, including, without limitation, any of its representations and warranties hereunder; (ii) "SPONSOR" or its guests engages in any illegal activity (iii) "SPONSOR" fails to make any payment required under this Contract when due. Both parties shall have the right to terminate this Contract by written notice given to the opposite party sixty (60) days in advance.

**Intellectual Property.** Neither party may use the intellectual property of the other without securing prior, written approval of the other party, which approval the other party may grant or withhold in its sole discretion.

**Force Majeure.** Each party shall be excused from its duty to perform any covenant or obligation under this Contract, except an obligation to pay any sums of money, in the event but only so long as the performance is prevented, delayed or hindered by any act, event, or condition which is beyond the reasonable control of the asserting party (each a "Force Majeure Event"). The term "Force Majeure Event" shall include, but not be limited to, acts of God, fire, earthquakes, floods, explosions, severe weather, terrorist attacks, war, riots, strikes, lockouts, actions of labor unions, epidemics,

condemnation or other taking by the action of any governmental body, or shortages.

**Liability.** In exchange for participating in the We DC activation at Crave organized by Washington, DC Economic Partnership, the sponsor knowingly and voluntarily assume any and all risk associated with event participation. In the event of any accident, illness, other incapacity, death or loss or damage to personal property associated with participation in such voluntary activities, the sponsor will assume and pay for all of medical and emergency care expenses, and any other costs related to damage, loss, or injury. Washington, DC Economic Partnership is not responsible for any costs resulting therefrom.

**Compliance with Laws & Permits.** "SPONSOR" hereby agrees to comply with all laws, regulations, statutes, and ordinances applicable to Sponsor in connection with its business activities and performance under this Contract. "SPONSOR" shall be responsible to obtain and secure all necessary permits and licenses required to perform under this Contract, including, without limitation, any necessary business licenses.

**Governing Law.** This Contract shall be governed by and construed in accordance with the laws of District of Columbia (now or hereafter in effect), without regard to its conflicts of laws, rules or policies. The District of Columbia shall be the sole jurisdiction for any disputes hereunder.



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