WASHINGTON, DC IS NOT ONLY

the nation’s capital; it is a local city that is home to dynamic startups, creative concepts, culture shapers, and innovative thinkers.

Washington, DC’s presence at SXSW, led by the Washington DC Economic Partnership (WDCEP), shines a light on the city just beyond the national mall. That city where Jose Andres, Mike Isabella, and Spike Mendelsohn’s food concepts live. Where Blackboard innovated the way people learn. Where AOL changed the internet. Where local theater, galleries, and street art intersect with national landmarks. Where, every day, We DC.

Join us as WDCEP + the city of the District of Columbia tell the #WeDC story at SXSW in March 2016.
Activate your brand at the WeDC house. Reserve space from one to three areas, host an outdoor event on the patio, or support the city of Washington, DC. From space activation to hosting a party, there are multiple opportunities to partner with the WeDC House at SXSW.

WHO WE TALKED TO
AT SXSW 2015

- Over 72,000 attendees from over 82 countries
- More than 18 million people reached with #WeDC on Twitter
- More than 6,000 visitors to the WeDC House
- 200+ potential business leads
- More than 4,500 contact made
- 51+ articles written about SXSW Washington, DC initiative
- More than 30 DC companies featured at the WeDC House

WDCEP OUTREACH

- Social media channels: 8,000
- Email Distribution list: 30,000
- Monthly site visitor average: 6,000

2nd & Trinity (across from the Austin Convention Center)
March 12-14, 2016
ACTIVATION SPONSORSHIPS

**WEDC LOUNGE TITLE SPONSOR**

$45,000 ($15,000/day) 3 days only

The lounge will be open daily (Saturday through Monday) 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 House across from the Austin Convention Center will offer our Title Sponsor a premier branding opportunity for three days to thousands of passerby’s and visitors.

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

- Title sponsor will be 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’s 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.

As a sponsor, you will receive:

- Dedicated bar branded with you company’s name
- 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 charging stations at the WeDC venue.
WE DC PARTY WITH MAYOR MURIEL BOWSER
Saturday, March 12 / 8pm to midnight

We Innovate. We Build. We Create. We DC. The WeDC Party will be the premier event bringing together more than 700 people from the DC and SXSW tech, film, and music communities. This event will provide a platform to network with key stakeholders, city officials, and to promote the unique and diverse culture of Washington, DC.

EVENT SPONSORSHIPS

Gold Sponsor
$15,000

- Official host of the “We DC Party” at SXSW
- 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’s social media channels (Facebook, LinkedIn, Twitter, Instagram)
- Guaranteed access for 10 people to attend the party with expedited VIP access

Silver Sponsor
$10,000

- 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/We DC’s social media channels (Facebook, LinkedIn, Twitter, Instagram)
- Guaranteed access for 5 people to attend the party with expedited VIP access

Bronze Sponsors
$5,000

- 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’s social media channels (Facebook, LinkedIn, Twitter, Instagram)
- Guaranteed access for 2 people to attend the party with expedited VIP access

WeDC Table Sponsor
$1,500

*Must be a DC company, brand, or artist

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

THE NON PARTISAN

Saturday, March 12 / 5 to 7pm
$30,000 (limited to three partners)

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.

WE DC STARTUP SHOWCASE

Sunday, March 13 / 3 to 5pm
$30,000

The DC Startup Showcase will be an opportunity for DC start-ups to promote their companies and employment opportunities to potential investors, partners, media, talent, and users.

Presenting Partner

$5,000

- Logo recognition on the following: 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/We DC’s social media channels (Facebook, LinkedIn, Twitter, Instagram)
WE DC LUNCHEON SPEAKER SERIES

$7,500

In Washington, DC we turn our lunches into learning or networking opportunities. Power lunches in DC mean strengthening a relationship, exchange great ideas, or learning from a great leader. Align your brand with our luncheons as we present topics relevant to the SXSW Interactive audience.

The WeDC Luncheon Speaker Series will be promoted as a break to the SXSW attendee day with a full service lunch buffet and bar, provided complementary to registered attendees.

- Sponsor recognition to be displayed as “WeDC Luncheon Speaker Series powered by [sponsor name]”
- Recognition as a sponsor through the duration of the brunch with signage on bar screens
- Acknowledgement through online DC SXSW calendar, social media, and printed collateral
- Opportunity to place promotional items throughout the bar area of the venue

PANEL DISCUSSION SPONSOR

$2,500

A series of panel discussions will take place in the WeDC House highlighting the ever changing environment of Washington, DC focused on technology, sports and entertainment. Be a part of the conversation and engage the SXSW community. As a sponsor, your benefits include:

- Verbal acknowledgement of company during panel session
- Panel co-branded with sponsor’s logo to include print and digital
- Acknowledgement as a sponsor of the WeDC House throughout the 3-day activation

CUSTOM OPTIONS

Host a networking event, cocktail hour, panel discussion, and more in the WeDC house. Have the option to create a public forum for SXSW attendees or host a private affair for VIPs and special guests.

As a Customized Sponsor, you will receive:

- Access to the venue during your designated time (2 hour minimum). (WDCEP will assist with flipping the room, but sponsor will be responsible for activating and cleaning of the space.)
- Opportunity to activate the space (with WDCEP approval)
- 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 REMIX

January/February 2016 / Venue: TBD

Before Washington, DC heads south, WeDC will host a pop-up preview of the WeDC house right here in the city. This evening event will provide more than 500 guests with the true SXSW experience highlighting tech, music, and film.

SUPER SPONSOR

$20,000
(limited to 4 sponsors at $5,000/each)

- Official host of the “WeDC @ SXSW Remix” event.
- Opportunity for welcome remarks to party attendees.
- 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
- A reserved table, prominently located to promote your company
- Promotion on WDCEP/WeDC’s social media channels (Facebook, LinkedIn, Twitter, Instagram)

BAR SPONSOR

- Dedicated bar branded with you company’s name
- Recognition as a sponsor on event signage
- Social media promotion leading up to the event and during
- Opportunity to provide branded beverage napkins, cups and promotional items

SHOWCASE DEMO TABLE

$75

*Must be a DC company, brand, or artist. Limited to 15 companies
- A display table to promote your company, brand, or product inside the We DC Showcase in the venue
- Promotion of your company on signage and social media
TO DC WITH LOVE: WIN A TRIP TO SXSW 2016

Qualified applicants accepted for sponsored program

When Washington, DC returns to SXSW, we will need official DC storytellers to help spread the word. The WeDC House, in partnership with Foster.ly is seeking DC-based ambassadors to help spread the city’s story while at SXSW. Ambassadors will receive travel, accommodations, and the opportunity to exhibit their company at the WeDC Startup Showcase in exchange of wearing WeDC swag, handing out WeDC literature, and volunteering at the WeDC House.

Applicants must be based in Washington, DC and own and operate a tech-based startup.

• Title sponsor of the sweepstakes program
• Integrated digital campaign through social media and dedicated landing webpage promoting the sweepstakes
• Promotion during appropriate WDCEP events

TECH STARTUPS - WIN A TRIP TO WASHINGTON, DC

Are you looking for a place to grow and nurture your startup in a space that fosters growth, investment, connection, customer development, and like-minded partners? Are your future customers located in the Washington, DC region? Do you need a place that offers a balance of culture and innovation? Then, come see for yourself!

Throughout the duration of the WeDC House’s activation, SXSW interactive attendees that are founders and decision-makers at technology-based companies can enter to win a trip to explore the local side of Washington, DC.

• Title sponsor of the sweepstakes program
• Integrated digital campaign through social media and dedicated landing webpage promoting the sweepstakes
• Promotion during appropriate WDCEP events

*Seeking accommodation, travel and hospitality partners to participate

CONTACT

Damelia Shaw
Director, Business Development & Events Marketing
202-661-8675
dshaw@wdcep.com

Stevi Robinson
Business Development Specialist
202-661-8672
srobinson@wdcep.com

Tiffany Thacker
Director, Business Attraction
202-661-8678
tthacker@wdcep.com

Julie Weber
Director of Marketing
202-661-8679
jweber@wdcep.com