



FUNDED HOUSE

Where funded companies and VCs plan the next round

This is the 3rd year of Funded House at SXSW

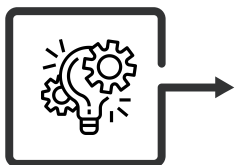




1. Front Cover
2. Outline
3. Overview
4. Where & When
5. Audience Info
6. Promotional Info
7. Sponsorship Levels
8. Sponsorship Levels
9. Media Sponsor
10. Additional Sponsor Benefits
11. StartUp Awards
12. Media & Community Partners
13. Team
14. SXSW 2023 Sponsors
15. Contact Info



Overview



Project Type:

Event / Moderated Panels / Audio & Video Podcasts /
Professional Office Hours / Networking Happy Hours



Title:

Funded House Activations



One-liner:

The exclusive place for funded companies, investors, and service providers to gather to discuss growth and the next round



Website:

FundedHouse.com

When & Where



Wallifornia and CES are similar to SXSW in that they bring together Innovators and VCs from all over the world. We will be actively participating in these conferences, building awareness for Funded House SXSW 2024.

****click the logo for more information****



October 31–November 02, 2023
Singapore



January 9–12 2024 – Las Vegas, NV



March 8–16 2024 – Austin TX

Audience Info



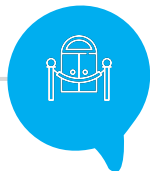
Target Market

- Funded companies seeking an A-round or later
- Venture Capitalists



Public or Private

- Private – Invitation Only



In-person Audience Size

- 500+ Funded Startups
- 200+ Venture Capitalists



Marketing Reach

- Newsletter subs: **10k+**
- Quora: **40k+**
- LinkedIn: **50k+**
- Facebook: **60k+**
- Instagram: **4k+**
- Twitter: **45k+**



Featured Media & Partners

- The CMO Show with Kate Gunning
- YTexas CEO Insider Podcast
- The Workology Podcast
- If Not Now Wen Podcast
- Texas-Squared Startup Newsletter
- MediaTech Ventures Newsletter



Promotional Info



Direct Outreach:

01: Funded House is primarily for pre-vetted guests. FH founders will reach out through their networks and invite Startups and VCs to apply for admission (there were over 600 applicants in 2019).

02: Startups who learn of Funded House upon their arrival at a Funded House event will have the opportunity to fill out a short application and do a live pitch.

03: VCs who learn of Funded House upon their arrival at SXSW will have to gain admission through the referral of a partner or previously admitted VC.

LinkedIn Outreach

The founders of the Funded House are well-known the startup world and have over 65k followers on LinkedIn collectively. Posts will go out through each of the founders accounts, inviting Startups and VCs to apply.

Email Outreach

Invitations will go out through individual emails and through the founders' and partners' respective newsletters.

Sponsorship Levels



General Partner

\$1,000,000 (Title) General Partner – **1 of 1 available as of 04/24/23**

Naming rights for the conference (e.g., "Funded House presented by [Sponsor Name]")
 Priority logo placement on all marketing materials, including the website, social media, and email campaigns
 Exclusive access to the VIP lounge for the sponsor's executives and VIP guests
 (25) complimentary full-access conference passes for the sponsor's team
 Opportunity to showcase the sponsor's latest products or services in a dedicated experience space
 (2) Dedicated speaking slot during the conference program, including a keynote session
 Private one-on-one meetings with keynote speaker(s) and other high-profile guests
 Sponsorship of the official SXSW opening party and/or closing party
 Sponsor-branded merchandise (e.g., t-shirts, water bottles, tote bags) for all attendees
 Extensive social media promotion and mentions before, during and after the conference
 2% of the sponsorship will go to our honorable *com StartUp awards, with a reach of 9 million + people

Venture Partner

\$500,000 (Platinum) Venture Partner – **3 of 3 available as of 04/24/23**

Logo placement on all marketing materials, including the website, social media, and email campaigns
 (10) complimentary full-access conference passes for the sponsor's team
 Opportunity to showcase the sponsor's latest products or services in a dedicated experience space
 Dedicated speaking slot during the conference program, including a keynote session
 Private one-on-one meetings with keynote speaker(s) and other high-profile guests
 Sponsor-branded merchandise (e.g., t-shirts, water bottles, tote bags) for all attendees
 Extensive social media promotion and mentions before, during and after the conference
 2% of the sponsorship will go to our honorable *com StartUp awards, with a reach of 9 million + people



Sponsorship Levels



Principal

\$250,000 (Gold) Principal - **3 of 3 available as of 04/24/23**

Logo on all marketing materials, including the website, social media, and email campaigns
Three complimentary full-access conference passes for the sponsor's team
Opportunity to showcase the sponsor's latest products or services in a dedicated experience space
Dedicated speaking slot during the conference program
Private meeting with keynote speaker(s) and other high-profile guests
Sponsor-branded merchandise (e.g., t-shirts, water bottles, tote bags) for all attendees
Social media promotion and mentions during the conference
Extensive social media promotion and mentions before, during and after the conference

Director

\$100,000 (Silver) Venture Partner - **3 of 3 available as of 04/24/23**

Logo on all marketing materials, including the website, social media, and email campaigns
Seven complimentary full-access conference passes for the sponsor's team
Opportunity to showcase the sponsor's latest products or services in a dedicated demo space
Sponsor-branded merchandise (e.g., t-shirts, water bottles, tote bags) for all attendees
Extensive social media promotion and mentions before, during and after the conference

Associate

\$50,000 (Bronze) Associate - **3 of 3 available as of 04/24/23**

Logo on all marketing materials, including the website, social media, and email campaigns
Five complimentary full-access conference pass for the sponsor's team
Opportunity to showcase the sponsor's latest products or services in a shared demo space
Branded merchandise (e.g., t-shirts, water bottles, tote bags) for all attendees
Social media promotion and mentions during the conference



Sponsorship Levels



Media

\$25,000 – 4 of 4 available as of 04/24/23

- Creation of 10-15 second branded bumpers and clips for sponsor's use
- Digital distribution of sponsor's content across various channels, including social media and websites
- Sponsorship of Funded House' podcast series
- Opportunity to have sponsored messages featured in podcast episodes
- Prominent logo placement on podcast marketing materials
- Omni-channel publishing to reach a wider audience
- Display of sponsor's logo and messaging on conference signage and marketing materials
- Assistance with post-production of sponsor's video content
- (2) complimentary full-access conference passes for the sponsor's team



Additional Sponsor Benefits



Sponsor

Access

Event Recognition: Event producer will recognize Sponsor at live events in front of the gathered audience at the beginning of the program by mentioning the Sponsor Name, reciting the approved Company Description, and/or publicly identifying representatives of the Sponsor in the audience when appropriate.

Display and Presentation: Sponsor Identification will be prominently displayed and placed on all Partner Media and Event Signage at the largest size and highest resolution appropriate and at the same or larger size of other similar levels of sponsorship.

Social Promotion: Event Producer will “retweet” or “re-post” designated, pre-approved messages posted by the Sponsor to the Partners followers on Social Media, including Twitter and Facebook from time to time and at the sole discretion of the Partner as to the appropriateness of the content. The designation will be made by the Sponsor or its designee and may include links to blog posts or event promotions outside of those contemplated by this Agreement.

Event Access: Excepting exclusive third-party events held within the venue, Event Producer will offer Sponsor a minimum of five (5) tickets to each event requiring registration. These tickets may be used by members of the Sponsor or its designees at the Sponsors sole discretion, though we ask to minimize direct competitors to other sponsors.

Attendee Lists: Event Producer will provide names and contact information for event attendees where applicable. This includes electronic registrations (e.g. Facebook events, Meetup, Eventbrite, Splashthat etc.) or written signup sheets. Sponsor will strictly use these for information purposes only and agrees not to contact attendees without their express prior approval.

StartUp Awards



Funded House is proud to announce the launch of our **StartUp Awards Program**, the *com 25K Award, which celebrates the culture and innovative product/service. The Award will recognize startups that demonstrate exceptional innovation and creativity in their respective fields.

Criteria for selecting winners will include:

01	INNOVATION	We will evaluate how innovative and groundbreaking the startup's product or service is.
02	SCALABILITY	We will assess the potential for the startup to scale and grow in the future.
03	IMPACT	We will consider the potential impact of the startup's product or service on the industry and society as a whole.
04	CULTURE	We will examine the startups' culture, values, and team dynamics, recognizing best practices.

Media & Community Partners



**Morrow / Global
Accelerator Network**



If Not Now Wen



Texas-Squared



Kauffman Fellows



F.I.E.S.T.A



The CMO Show



Consumer VC



Workology



Austin Next

Funded House Team



Paul O'Brien

CEO
MediaTech Ventures



Elijah May

Managing Partner
The Experience Firm



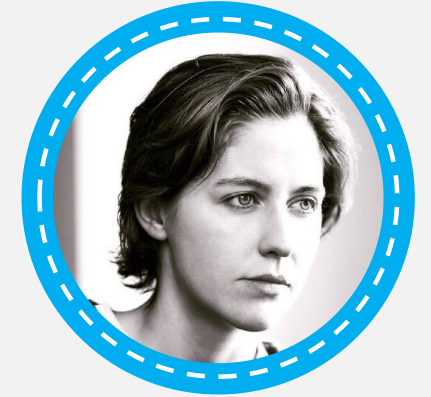
John Zozzaro

President
MediaTech Ventures



Marc Nathan

Founder
Texas Squared Agency



Sebhia Dibra

Partner & Vice President
MediaTech Ventures

2023 SXSW Funded House Sponsors



**Knobbe
Martens**


DigitalDen

Deloitte.

ALBERTA 
INNOVATES


GOLDEN SECTION


TEKREVOL


SelectFew

CIBC 



FUNDED
HOUSE

THANK YOU



Sponsorship Contacts

Elijah May
512-771-0099 m.
elijah@experiencefirm.com

Marc Nathan
713-569-3703 m.
marc@tsquaredagency.com

Sebhia Dibra
914-621-1090 m.
sebhia@mediatech.ventures