

CODELAUNCH WORLD CHAMPIONSHIP 2024

BRAND
ALIGNMENT
GUIDE



HALL ARTS
HOTEL

DAY 1 - RECEPTION, NOV 19

Gilley's
DALLAS

DAY 2 - EVENT DAY, NOV 20



WHAT IS CODELAUNCH?

THINK "LIVE SHARK TANK[®]
EPISODE WITH AN
INTERACTIVE
AUDIENCE" — Jason W. Taylor,
CodeLaunch Founder

*CodeLaunch Has Been Injecting Rocket Fuel
into Startup Ecosystems Since 2013*



"CodeLaunch really is the
'Greatest Startup Show On Earth'."
Mark Shultz, CEO of Phix Health
DFW 2021 Finalist

1st WORLD CHAMPIONSHIP
IN 11 YEAR CODELAUNCH HISTORY

**\$42.2M+ IN FUNDING
RAISED BY CL STARTUPS**

**51+ Exhibiting Brands
and Startups**

8 World Class Finalists
from HOU, MN, CAN, MX

improving's CODELAUNCH



INVESTOR EXPERIENCE

INVESTORS & FINALISTS RECEPTION
NOV 19 HALL ARTS HOTEL 6PM-8PM

INVESTORS AND 8 FINALISTS ONLY

GUESTS SPEAKERS & SHORT PRESENTATION

OPEN BAR & HORS D'OEUVRES

WORLD CHAMPIONSHIP

NOV 20 GILLEY'S DALLAS 4PM-9PM

VIP INVESTORS TABLE & TICKETS
FOR 6 GUESTS

INVESTORS CHAMPION VOTING

EMAIL BLAST

COCKTAIL SERVICE OPTION

SOCIAL MEDIA TAGS

EXHIBIT TABLE (OPTIONAL)

AFTER PARTY INVITE

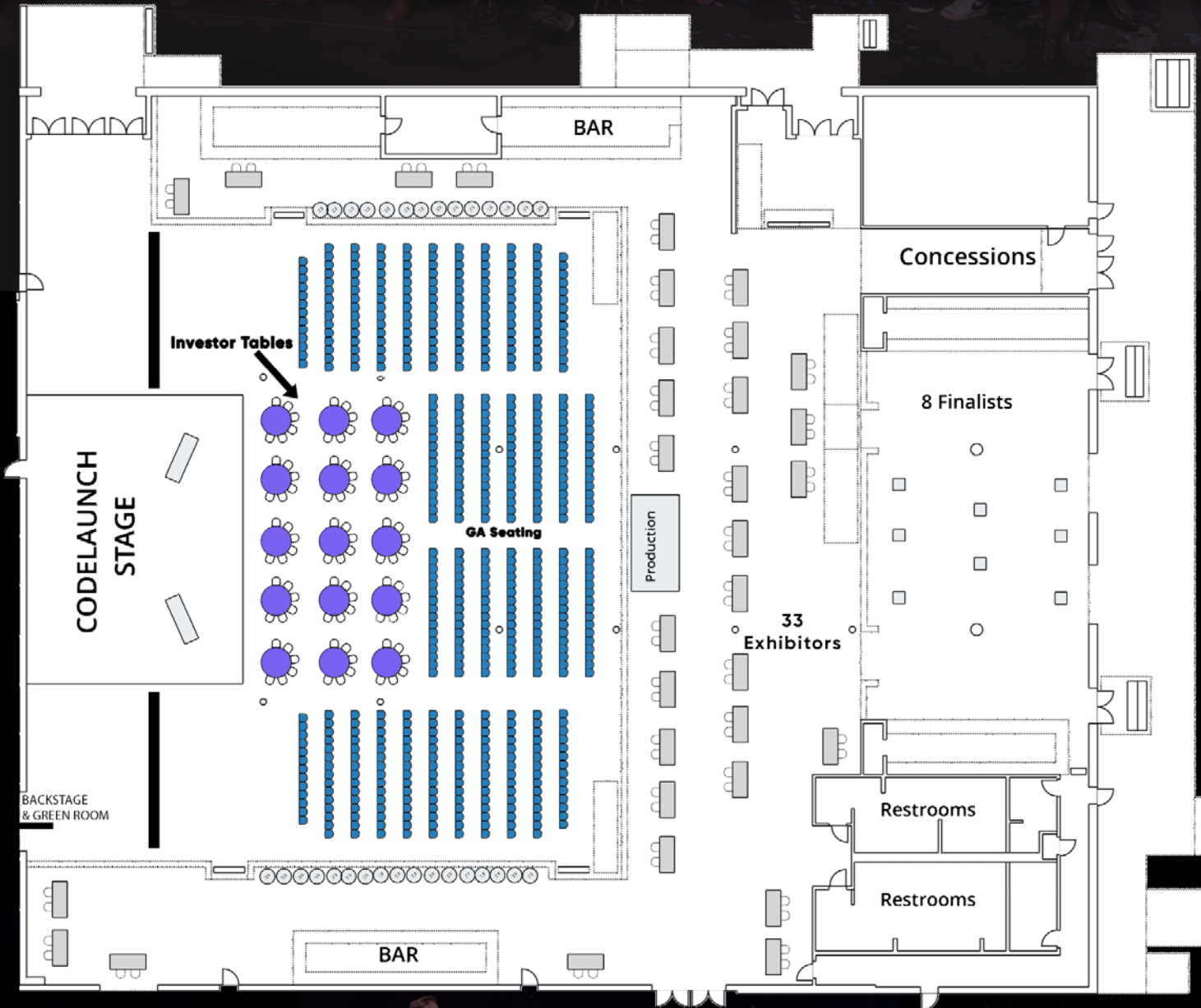
OPTION TO MAKE LIVE INVESTMENT

LOGO WEBSITE/EVENT

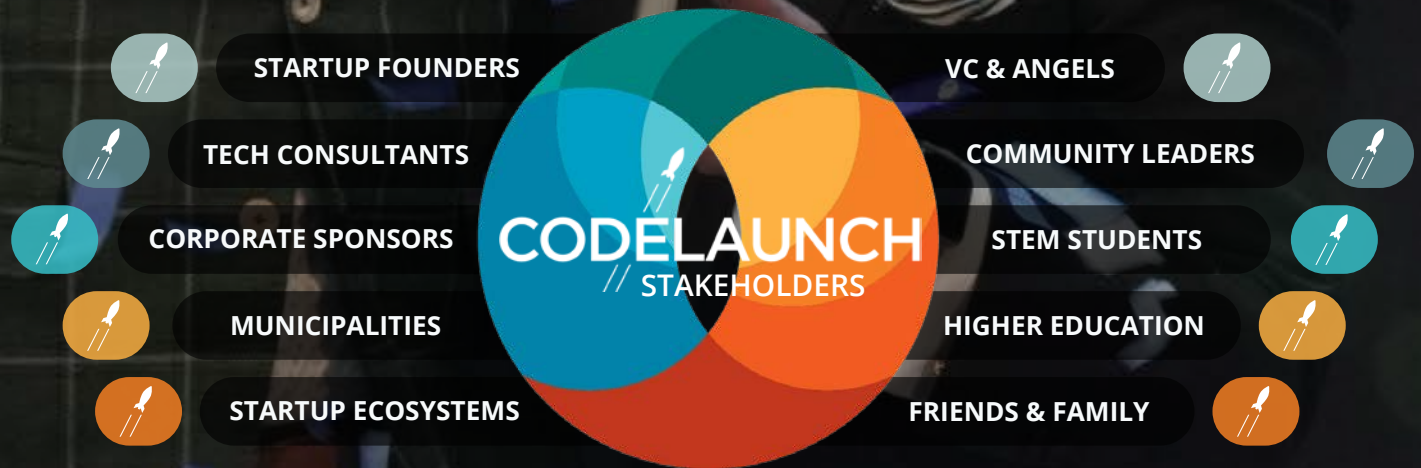
\$1,200



The Greatest Startup Show On Earth



OUR STAKEHOLDERS



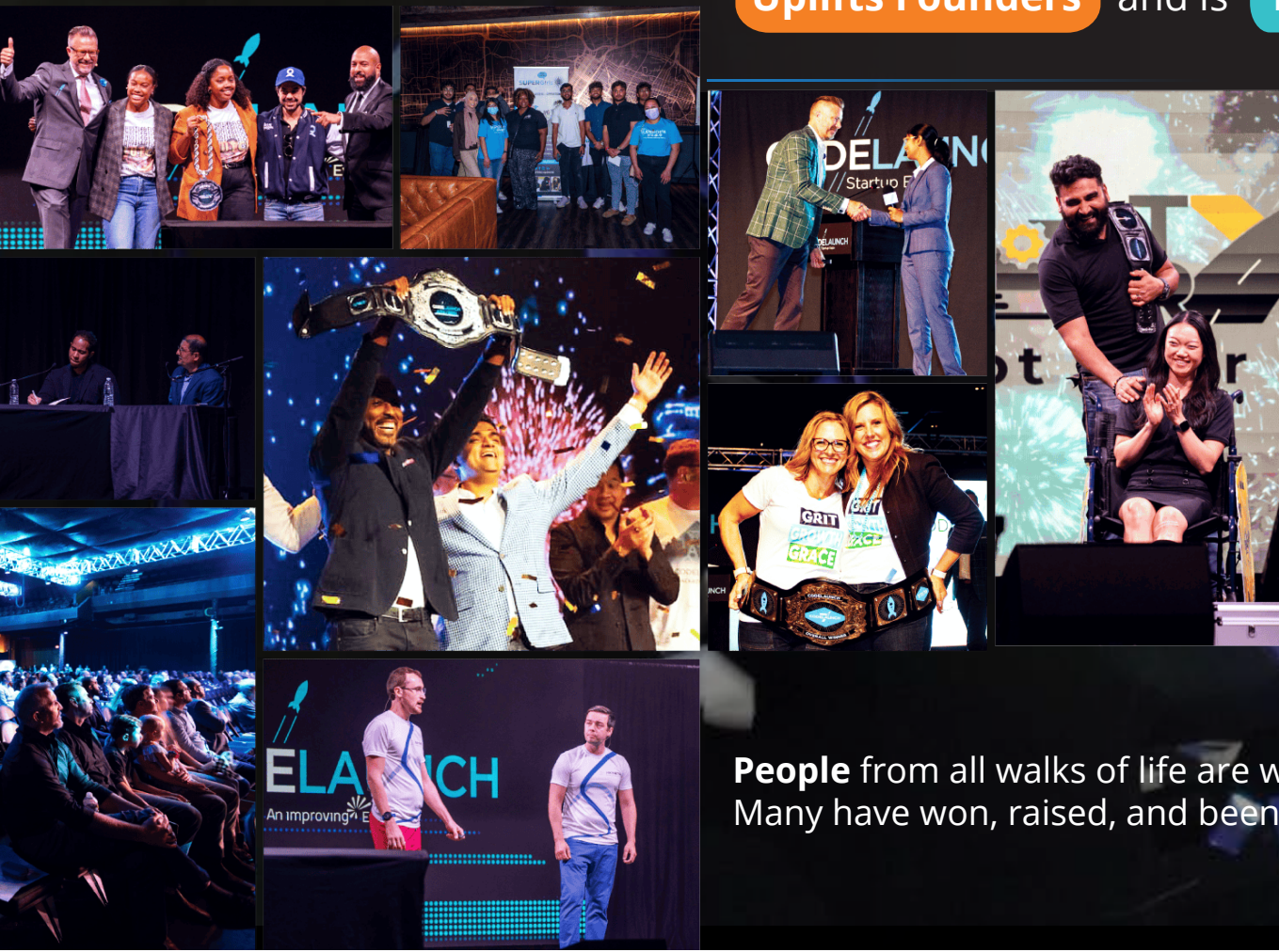
OUR IMPACT

CODELAUNCH is a powerful platform that

Uplifts Founders

and is

Inclusive



People from all walks of life are welcome.
Many have won, raised, and been accelerated.

MARKETING REACH & DEMOGRAPHICS

TOTAL IMPRESSIONS

2023

325352

4 EVENTS

2 COUNTRIES

EST. IMPRESSIONS

2024 

406690

5 EVENTS

3 COUNTRIES



Email Reach

 **25K** COMMUNITY CONTACTS

 **40K** VC & ANGELS (In America)



65K TOTAL

Developers

Startup Founders

VC/Angels

Community Leaders

Corporate Professionals

C-Suites

Municipalities

Higher Education



MEN
60%



WOMEN
40%

80% pursuing or have a college degree

7

email blasts
per event

4,750

average
opens per
email blast

33,200

total opens
per event
cycle

ALL PARTNERS & SPONSORS

Align with CodeLaunch and Grow your Brand – **Sponsorships and Partnerships** For Every Budget

Benefits for all Sponsorships & Partnerships

- Exhibit Space (depending on venue and supply).
- Permanent Logo and Link on CodeLaunch.com.
- Free General Admission Passes & Attendance Promo Kit for your community.
- Promotion of your brand as our partner on most Social Media platforms, LiveStreams, and In-Person hype events.
- Recognition at the CodeLaunch event amongst rotating partner logos, and in the digital attendee guide.

Alignment Types & Cost – [Click for Details](#)

<u>PRESENTING</u>	\$35K	<u>ROCKET SERVICES</u>	\$2.5K+	<u>REFRESHMENTS</u>	\$1.5K
<u>APOLLO</u>	\$20K	<u>JUDGE ON STAGE</u>	\$3K	<u>SWAG</u>	\$1K
<u>MERCURY</u>	\$7.5K	<u>BOOSTER</u>	\$1.5K	<u>LOGO ONLY</u>	\$500
<u>BLAST OFF</u>	\$4.5K	<u>PRODUCTION</u>	\$1.5K	<u>COMMUNITY</u>	FREE
		<u>AFTER PARTY</u>	\$2K		

CUSTOM – BESPOKE

We customize, mix, and match sponsorship benefits and costs to suite your goals. Let's find a combination together that suits your brand perfectly.

BLAST OFF & ROCKET SERVICES
Add a JUDGE seat for \$500

PRESENTING

Our highest level of sponsorship. At every possible depiction or mention the event is branded as CodeLaunch, Presented by **YOURBRAND**.

See Appendix A for examples of Presenting sponsorship brand visibility.

BENEFITS

- Optional opportunity to speak on stage
- Optional video during finale show.
- Optional opportunity play a judge role or seat a 3rd party judge of your choice
- Optional value-added services to the winner and be recognized as such during the finale.
- Best exhibit space we can give you in each venue.
- Join on-stage during the finale when winners are announced.
- Attendee data, and Applicant data sets are available to Presenting Sponsors
- Discounts available for multiple events
- Invitation to any official After Party
- 20 Drink tickets

How else can CodeLaunch serve you?

We want to accommodate our presenting sponsors in any way we can.

Events
& Cost

1 EVENT/\$35K

World Championship Event



APOLLO

Apollo sponsors are *"one small step from presenting, but one giant leap from Logo only"* and enjoy these benefits:

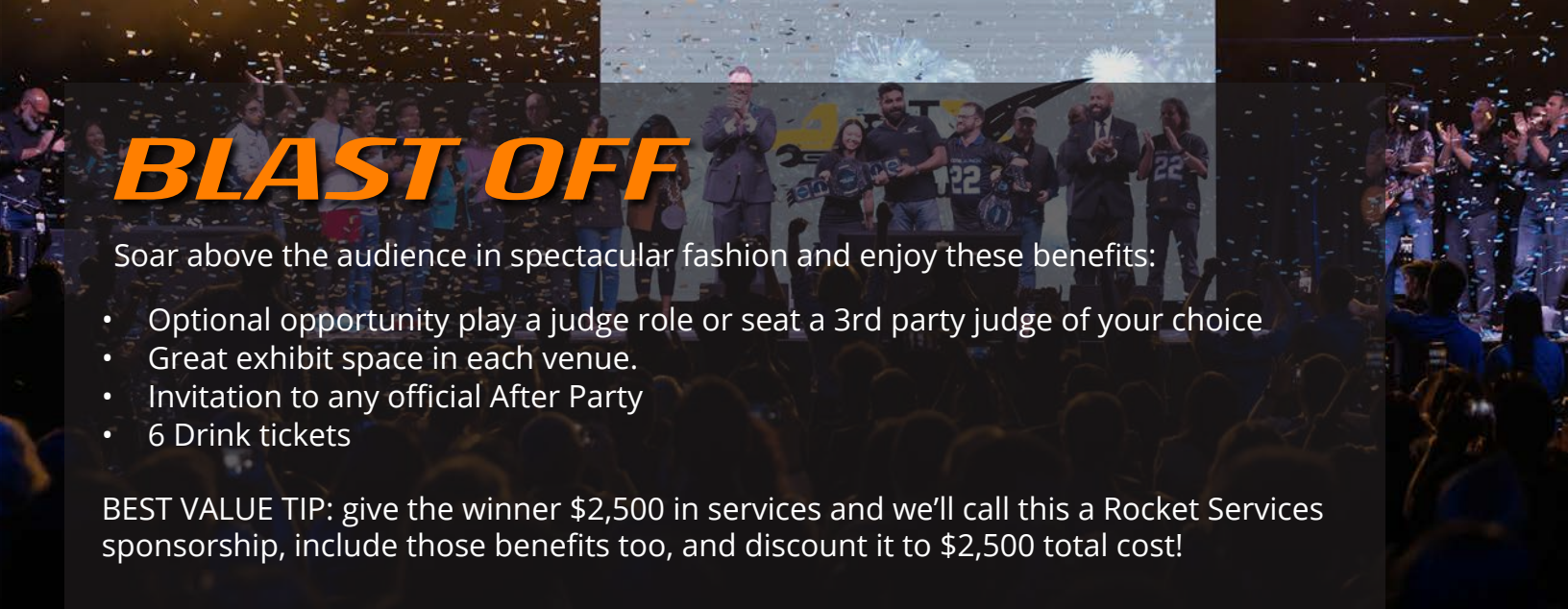
- Optional opportunity to speak on stage
- Optional video during finale show.
- Optional opportunity play a judge role or seat a 3rd party judge of your choice
- Optional value-added services to the winner and be recognized as such during the finale.
- Best exhibit space we can give you in each venue.
- Join on-stage during the finale when winners are announced.
- Attendee data, and Applicant data sets are available to Apollo Sponsors
- Invitation to any official After Party
- 10 Drink tickets

MERCURY

Mercury sponsors are a critical step on the way to the moon and back, and enjoy these benefits:

- Optional video during finale show.
- Optional opportunity play a judge role or seat a 3rd party judge of your choice
- Optional value added services to the winner and be recognized as such during the finale.
- Premier exhibit space in each venue.
- Attendee data, and Applicant data sets are available to Mercury Sponsors
- Invitation to any official After Party
- 10 Drink tickets





BLAST OFF

Soar above the audience in spectacular fashion and enjoy these benefits:

- Optional opportunity play a judge role or seat a 3rd party judge of your choice
- Great exhibit space in each venue.
- Invitation to any official After Party
- 6 Drink tickets

BEST VALUE TIP: give the winner \$2,500 in services and we'll call this a Rocket Services sponsorship, include those benefits too, and discount it to \$2,500 total cost!

ROCKET SERVICES

Impress the audience, and your community with your generosity and leadership by helping a startup launch!

NOTE: Requires a financial commitment plus giving the winner a package of product or services worth at least \$2,500. Must be valuable to an early-stage business venture to be eligible.

- Exhibit space in each venue.
- Invitation to any official After Party
- 6 Drink tickets
- Special recognition in the digital attendee guide as a ROCKET SERVICES sponsor.
- Each Product or Services sponsorship type is Exclusive at each event. i.e. Only one legal Rocket Services sponsorship per event.
- Emcee mentions your brand at the finale moment, right before champions are revealed.
- Special Recognition in Show Production at Finale moment.



BOOSTER

Best exhibiting sponsorship for our smaller budget friends in the small and medium sector.

- Exhibit space in each venue.
- Invitation to any official After Party
- 2 Drink tickets

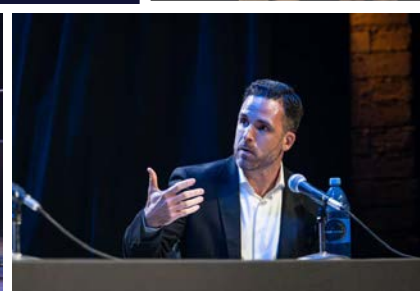
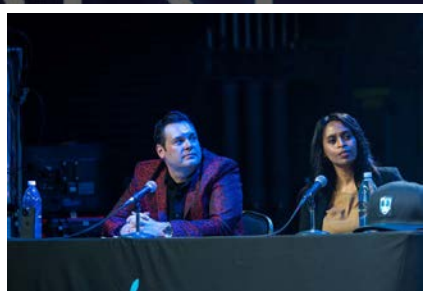
JUDGE ON STAGE & PRODUCTION

JUDGE ON STAGE

Judge's are part of the show and your chance to shine under the lights on stage! You'll be featured in the official show video, get to ask questions and give out your Judge's Choice for the "winner". Join us pre-show in the green room for refreshments.

- Invitation to any official After Party
- Free Refreshments back stage
- Connect with our finalist founders back stage
- Brand, Name, and Title prominently portrayed on stage production throughout your interactive segments.

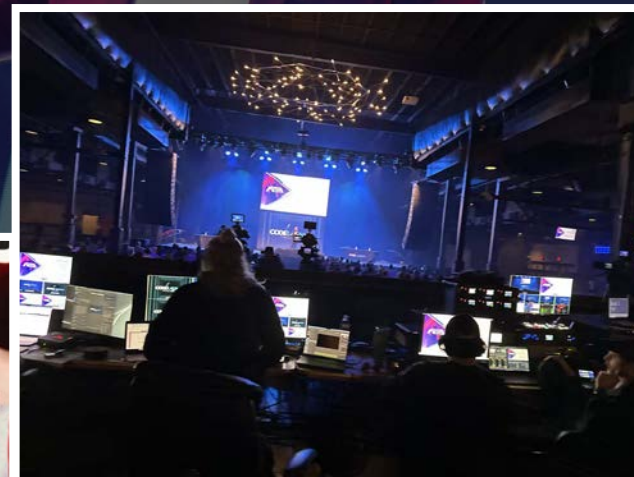
Panelists and Emcee



PRODUCTION

Help us cover the cost of our renown Hollywood quality show production.

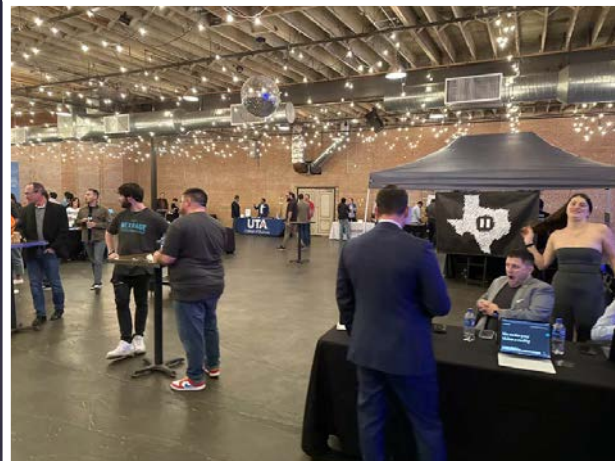
- Your logo is visible by all at the event, on our website, from the stage emcee, and in the digital attendee guide as our Production Sponsor
- Optional Exhibit Table while supplies last
- We'll hook you up with an attendance campaign ticket and ample free passes for your stakeholders and community
- Invitation to any official After Party



LOCAL STARTUPS & COMMUNITY PARTNERS

CodeLaunch is happy to provide the following benefits to local startups of any type, and local brands and organizations who uplift entrepreneurs or help startups in any way:

- Complimentary exhibit tables (as supplies dictate)
- Attendance promotion kits
- Logo recognition on our website, social media, videos and at the event



OTHER WAYS TO SPONSOR

AFTER PARTY

Help us cover the cost of our traditional local “after-party” with VIP guests (judges, finalists, sponsors, crew, Improving VIPs).

- Your logo is visible by all at the event, on our website, from the stage emcee, and in the digital attendee guide as our After Party Sponsor.
- We'll hook you up with an attendance campaign ticket and ample free passes for your stakeholders and community who are welcome at both CodeLaunch and the After Party.
- Grab the mic and address the crowd at the After Party – one to two minutes.



REFRESHMENTS

Help us cover the cost of refreshment minimums we incur.

- Your logo is visible by all at the event, on our website, from the stage emcee, and in the digital attendee guide as our Refreshments Sponsor.
- We'll hook you up with an attendance campaign ticket and ample free passes for your stakeholders and community.



SWAG

Help us cover the cost of swag giveaways we produce at every show.

- Your logo is visible by all at the event, on our website, from the stage emcee, and in the digital attendee guide as our Swag Sponsor.
- We'll hook you up with an attendance campaign ticket and ample free passes for your stakeholders and community.



LOGO ONLY

Align with CodeLaunch and support financially at this level and we'll make sure:

- Your logo is visible by all at the event, on our website, from the stage emcee, and in the digital attendee guide.
- We'll hook you up with an attendance campaign ticket and ample free passes for your stakeholders and community.



DAY 1 – RECEPTION EVENT

HALL ARTS HOTEL, NOVEMBER 19



HALL ARTS
HOTEL



DAY 2 – WORLD CHAMPIONSHIP EVENT

GILLEY'S DALLAS, NOVEMBER 20

Gilley's
DALLAS



The Next Generation in Venture-tainment!



CONNECT WITH CODELAUNCH



Jason W. Taylor



Jason@codelaunch.com



calendly.com/jtaylor-ca



@codelaunch-accelerator



@codelaunch

Appendix A



But first... Our Presenting Present-
ing Sponsor Cyrranus.IO is is a
network of experts trying to add
rational insight into a growing
venture capital market hype for
technologies, misaligned incen-
tives and a must deploy con-
straint on DC. Capital is challeng-
ing a critical aspect of American
capitalism. Cyrranus is develop-
ing tools to connect founders with
experts to create bullet proof
strategies.

-CodeLaunch Weekly Podcast Excerpt

