



improving's

# CODELAUNCH

2024  
Brand Alignment  
Guide

**HOUSTON**

FEB 28

**MINNEAPOLIS**

MAY 9

**TORONTO**

AUG 28

**GUADALAJARA**

OCT 16

**DFW - WORLD CHAMPIONSHIP**

NOV 20



# WHAT IS CODELAUNCH?

THINK "LIVE SHARK TANK<sup>®</sup>  
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



**1** EVENT PER QUARTER  
IN 2024 + World Championship

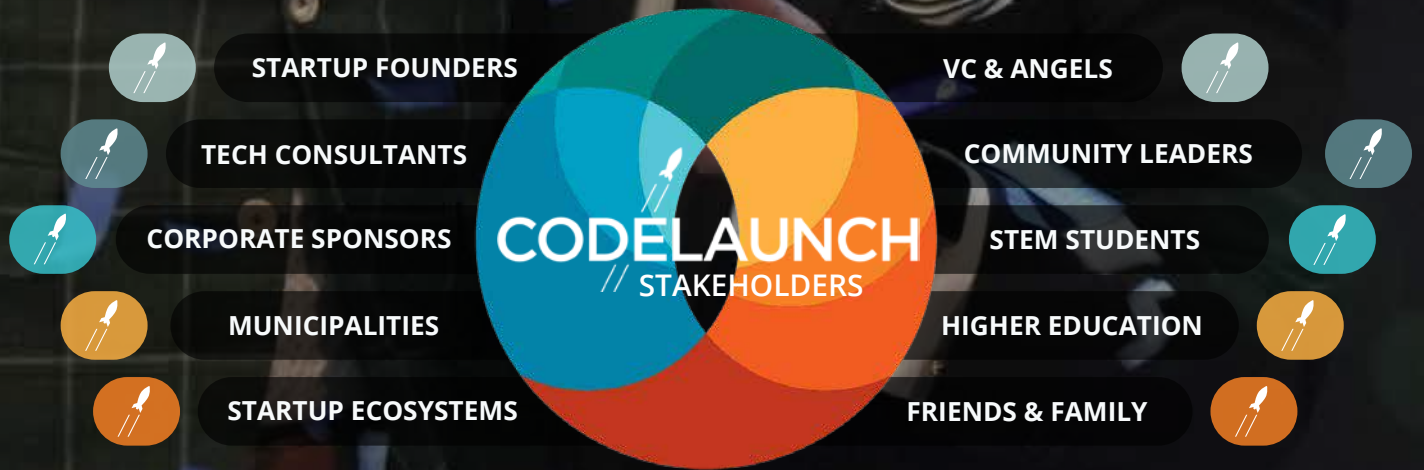
**\$42.2M+** IN FUNDING  
RAISED BY CL STARTUPS

**\$1.78M+** IN-KIND SERVICES  
PROVIDED SINCE 2013

**86** ACCELERATED  
FINALISTS SINCE 2013

**NO COST FOR STARTUPS TO APPLY**  
**NO EQUITY TAKEN BY CODELAUNCH**

# 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



# 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](#)



**PRESENTING**

\$35K

**ROCKET SERVICES**

\$2.5K+

**REFRESHMENTS**

\$1.5K

**APOLLO**

\$20K

**JUDGE ON STAGE**

\$3K

**SWAG**

\$1K

**MERCURY**

\$7.5K

**BOOSTER**

\$1.5K

**LOGO ONLY**

\$500

**BLAST OFF**

\$4.5K

**PRODUCTION**

\$1.5K

**COMMUNITY**

FREE

**HACKATHON**

\$500+

**AFTER PARTY**

\$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/\$35K**    **2/\$65K**    **3/\$80K**    **4+/\$95K**


World Championship Event = **Let's Discuss**



CodeLaunch Ohio 2022  
Presented by  Cyrannus

Date: August 25, 2022  
Time:  
Location: Davidson Theatre at Riffe Center  
Columbus, Ohio



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Columbus, Ohio

# 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



# PCL HACKATHON TEAM



*These sponsors are the essence and lifeblood of the CodeLaunch community.*

Perfect for Community Minded organizations which want to show off their digital product building skills and compete as the event's Hackathon Team champion.

## REQUIREMENTS

- A financial commitment and a four person professional software development team.
- Take part in our finalists PCL Draft live podcast event four weeks prior to the event when you choose your startup from our pool of curated best startups.
- Work in a two-day, 12 hour format to build, or accelerate development of the startup's digital product.

## BENEFITS

- PCL Jersey's with sponsoring brand, for each team member
- Special recognition in hackathon experience video played mid-show for entire audience.
- Special exhibit space location
- 10 drink tickets
- Entry Fee = Prize Money Eligibility Cap ( \$500 to \$2,500 )
- Chance to win the PCL Hackathon Team Championship Belt Trophy



# 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

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## AFTER PARTY

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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

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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

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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

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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.



# CONNECT WITH CODELAUNCH



## Jason W. Taylor



Jason@codelaunch.com



calendly.com/jtaylor-ca



@codelaunch-accelerator



@codelaunch

# Appendix A



But first... Our Presenting Presenting Sponsor Cyranus.IO is is a network of experts trying to add rational insight into a growing venture capital market hype for technologies, misaligned incentives and a must deploy constraint on DC. Capital is challenging a critical aspect of American capitalism. Cyranus is developing tools to connect founders with experts to create bullet proof strategies.

-CodeLaunch Weekly Podcast Excerpt

