36 | 86 connects innovators, pioneers, investors, and visionaries to shape the business community of the future.

Tennessee has long been a meeting ground for outsiders, adventurers, and dreamers. It’s often here, at the longitude and latitude of 36 & 86 in Music City, where those minds come together to create something bold and new.

36 | 86 Festival is where entrepreneurs grow their business, refine their pitch, and establish lasting relationships that lead to game-changing funding and mentorship.

36 | 86 creates an environment of professional intimacy unique to peer festivals and conferences. Industry leaders, investors, and innovators from across the globe gather to share ideas and build connections — all playing out against the vibrant backdrop of downtown Nashville.
TENNESSEE HAS A VIBE

See how it came together in 2019.
AGENDA
TRACKS

At 36|86, you design your own schedule. Choose a track or select from a slate of keynotes, intimate AMAs, dynamic panel discussions, fireside chats, and hands-on workshops.

36|86: HEALTH
Healthcare Innovation
Designed to reflect the Southeast’s vibrant healthcare startup and investment culture, this track will reflect innovations across healthcare, life sciences, biomedical devices, and health tech.

36|86: BUILD
Early-stage Founders + Capital
Designed to engage with the next generation of growing startups and the funds that help them get there, this track reflects the authentic challenges and opportunities early-stage companies experience.

36|86: SCALE
Scaling Founders + Capital
Designed to showcase industries that power Tennessee’s business and capital landscape, and to attract companies, investors, and organizations that are institutional or operate in high-growth stages.

36|86: ENTERTAINMENT
Music Tech + Digital Media
Designed to illustrate innovations in the Southeast and other emerging ecosystems in music tech, entertainment, and digital media, and make 36|86 a place for first looks at the future of media.

36|86: CULTURE
Creative Economy + Ecosystems
Designed to reflect the vibrant creative economy in Tennessee, the Southeast, and other emerging regions, and to spur innovative thinking in the realms of design, community-building, and startup ecosystems.
Section 36/86 features fresh new talent, top venture capitalists, and some of the most brilliant entrepreneurial minds of today.

FEATURED PAST SPEAKERS

- Aia Sarycheva
  Investor, Rise of the Rest Seed Fund at Revolution

- Allie Burns
  CEO, Village Capital

- Bill Lee
  Governor of Tennessee

- Bob Corker
  Former United States Senator

- Jai Sajnani
  Investor, New Enterprise Associates

- Jeffrey P. Bigham
  Machine Learning + Accessibility Research Leader, Apple

- Jessica Mckellar
  Founder & CTO, Pilot

- Kate Anderson
  Cofounder & Operations Director, iFundWomen

- Seth Bernstein
  President & CEO, AllianceBernstein

- Tiffine Wang
  Senior Investment Manager, Singtel Innov8 Ventures
2019 BY THE NUMBERS

DIGITAL ENGAGEMENT
- 4,000+ email subscriptions
- 14,000 followers
- 582,000+ social media impressions

INVESTMENT TYPES
- 33.8% Early-stage VC
- 18.6% Seed Fund
- 15.7% Angel Investor
- 6.9% Late-stage VC
- 4.9% Corporate VC
- 8.3% Private Equity
- 6.4% Other
- 5.4% Alt. Funding
- 6.4% Other

50% out-of-state investors (not Tennessee-based), representing 23 states

33% of entrepreneurs have raised capital

300+ Entrepreneur + Investor/Corporate meetings with My Business Matches
“During Launch Tennessee’s annual 36|86 Festival, AllianceBernstein CEO Seth Bernstein said Amazon’s decision to bring 5,000 jobs to Nashville presents opportunities and challenges to his company.

“When Amazon announced it was moving, it validated our thesis that tech talent was not going be a challenge long term in Nashville.””

– Nashville Business Journal (Circulation: 345,151 monthly)

“That’s the kind of connection that happens at 36|86 — the confluence of entrepreneurs, innovators, startup founders, and investors from all over the country to network, learn, and maybe even find their next unicorn.”

– The Tennessean (Circulation: 70,651 daily)
Ready to design your dream engagement at 36|86? Our team will partner with you to create a custom experience that showcases your brand to our exclusive audience of investors, entrepreneurs, and business leaders. All opportunities include digital and in-person engagement created with your team to reach our audience while elevating your message.

INFLUENCE

Design a 36|86 brand vision featuring premium exposure that weaves your expertise and experience into our theme and content. Take a leading role at a venue, lounge, or luncheon, or sponsor the next season of our podcast, Disrupt the Continuum, taped live onsite.

$75,000 — 36|86 Presenting Sponsor (1 available)
- Ownership of the main conference venue (Wildhorse Saloon), featuring prominent and creative custom branding splashed throughout all 36|86 venues
- Most prominently featured sponsor on all digital platforms and signage
- Custom interactive activation designed onsite, created in partnership with you
- Representation in main stage content, designed in partnership with you
- Marketing and promotional campaign leading up to 36|86 designed for your brand and our audience
- 10 GA + 5 VIP tickets

$20,000 — Conversation Lounge (1 available)
- Ownership of programmed lounge at 36|86, including branding
- Theme or content designed in partnership with you (e.g., workshops, cocktails & conversation, etc.)
- Interactive activation designed onsite, created in partnership with you
- Featured sponsor on all digital platforms and signage
- 4 GA + 2 VIP tickets

$15,000 — Luncheon Sponsor (4 available)
- Ownership of one themed luncheon with mini-content, designed in partnership with you
- Luncheon admission for 5 non-ticketed guests
- Prominent branding splashed throughout luncheon venue
- Featured sponsor in promotional campaign leading up to and during 36|86
- 3 GA + 2 VIP tickets

$15,000 — 36|86 Podcast Sponsor
- Official sponsor of podcast season, which includes 8 episodes
- Opportunity to guest host one episode
- Branding on step-and-repeat used as the backdrop for podcast and visible in promotion for duration of season
- Callouts before every episode in season
- 3 GA + 2 VIP tickets

$30,000 — Stage/Venue Sponsor (3 available: Ole Red, Famous Saloon, Acme)
- Ownership of one 36|86 venue, with branding splashed throughout select venue
- Programming representation with the opportunity to co-develop content/theme (maybe even sponsor a pitch competition)
- Custom interactive activation designed onsite, created in partnership with you
- Featured sponsor on all digital platforms and signage
- 6 GA + 3 VIP tickets

SPONSOR OPPORTUNITIES

$30,000 — Ole Red
- Ownership of Ole Red
- Programming representation with the opportunity to co-develop content/theme (maybe even sponsor a pitch competition)
- Custom interactive activation designed onsite, created in partnership with you
- Featured sponsor on all digital platforms and signage
- 6 GA + 3 VIP tickets

$20,000 — Famous Saloon
- Ownership of Famous Saloon
- Programming representation with the opportunity to co-develop content/theme (maybe even sponsor a pitch competition)
- Custom interactive activation designed onsite, created in partnership with you
- Featured sponsor on all digital platforms and signage
- 6 GA + 3 VIP tickets

$20,000 — Acme
- Ownership of Acme
- Programming representation with the opportunity to co-develop content/theme (maybe even sponsor a pitch competition)
- Custom interactive activation designed onsite, created in partnership with you
- Featured sponsor on all digital platforms and signage
- 6 GA + 3 VIP tickets
## DISCOVER

36|86 attendees remember the brand and design that guides them from venue to venue, and introduces them to innovation in an inviting, comfortable setting. Become a brand sponsor to showcase your company on lanyards, swag, or the 36|86 app, and be the brand attendees recognize.

### $2,500+ — Marketplace Showcase Booth
- Interactive booth space in the Marketplace during a designated time
- Prime exposure for your startup
- Exposure on Marketplace promotional material
- Are you an ecosystem builder or venture capital organization that wants to send a crew of companies? Let’s talk!
- 2 GA Tickets

### $5,000 — Pop-up Activation at Innovation Happy Hour (6 available)
- Curated activation to engage Innovation Happy Hour attendees with your branding
- Complimentary Innovation Happy Hour admission for 2 non-ticketed guests
- 2 GA + 1 VIP tickets

### $10,000 — Lanyard Sponsor
- Branding on 36|86 lanyards worn by all 2020 attendees, speakers, investors, and entrepreneurs
- 4 GA + 2 VIP tickets

### $15,000 — Charge-up! Sponsor
- Sponsor Rabbit charging stations
- Featured in 15-30 second commercial when attendee uses charging station
- Branding featured at each charging station
- Promotional space on conference app
- 3 GA + 2 VIP tickets

## CONNECT

Be the conduit for our exclusive audience of entrepreneurs, investors, and business leaders for informal, yet intentional, networking. We’ll work with you as the sponsor of a lounge or matchmaking event, providing premier brand visibility and promoting digital and one-on-one engagement.

### $20,000 — Meetup Lounge (Wildhorse Saloon, 3rd floor)
- Ownership of lounge designated as primary location for meetings, with branding in specified space
- Custom interactive activation designed onsite, created in partnership with you
- Included in promotional spots during 36|86 to drive traffic to lounge via conference app, social media, and stage call-outs from MC
- Co-ownership and branding on our facilitated networking app, all digital platforms, and signage
- 4 GA + 2 VIP tickets

### $15,000 — Listening Lounge (Wildhorse Saloon, 2nd floor)
- Ownership of lounge designated for meetings and keynote audience overflow
- Activation in themed space designed in partnership with you
- Included in promotional spots during 36|86 to drive traffic to lounge
- Branding represented in creative signage throughout space
- Ownership and branding on our facilitated networking app
- 3 GA + 2 VIP tickets

### $5,000 — Morning Coffee (2 available)
- Gather at one of the venues to start the day fresh — we can create a space for an informal conversation or just leave room to mingle
### ELEVATE

36|86 is designed for founders at every stage and from every background. Support our scholarship program to open the door to thinkers, doers, and makers building the next big idea.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
</table>
| $5,000 — Friend of 36|86 | - Sponsor 36|86 scholarships for 5 founders nominated by you or our ecosystem builders  
- Opportunity to distribute swag at a pop-up station throughout 36|86  
- 2 GA + 1 VIP tickets |
| $25,000 — 36|86 Scholars (2 available) | - Send 50 female, minority, and veteran entrepreneurs to 36|86  
- Recognition on attendee badges  
- Opportunity to co-design and co-host a pop-up meet & greet, office hours, or mix & mingle with scholars in lounge  
- 5 GA + 3 VIP tickets |

### ENTERTAIN

36|86 is an experience for attendees, speakers, and sponsors alike. Attendees value the rich content at 36|86, but they keep coming back for meaningful connections with peers, mentors, investors — and even clients! Sponsor an after-hours event where guests unwind and unplug.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
</table>
| $17,500 — VIP Kick-off Experience (2 available) | - Sponsor our exclusive 36|86 kick-off evening at the newly opened National Museum of African-American Music  
- Be part of history during the inaugural season of this long-anticipated landmark institution  
- Co-ownership of VIP Kick-off Experience, an exclusive event for 200 VIP attendees including 36|86 speakers, sponsors, and investors  
- Speaking opportunity at the evening event  
- Creative branding splashed throughout VIP Kick-off Experience  
- Naming rights for a custom cocktail, food, or swag station  
- Reserved table with seating for 5  
- 3 GA + 2 VIP tickets |
| $2,500 — VIP Kick-off Experience Table Sponsor (10 available) | - Mix and mingle with 36|86 VIP guests at the National Museum of African-American Music  
- Be part of history as an attendee at the National Museum of African-American Music during its inaugural season  
- Logo placement at a designated table  
- Seating for 5 at a reserved table, where you’ll mingle with other 36|86 VIPs  
- Recognition on event materials  
- 2 GA tickets |
| $10,000 — Closing Night Happy Hour | - Ownership of our legendary closing night happy hour  
- Brand splashed throughout happy hour venue  
- Naming rights of event cocktail, food, or swag station  
- Complimentary happy hour admission for 5 non-ticketed guests  
- 2 GA + 2 VIP tickets |
| $15,000 — Entrepreneur Kick-off Experience (2 available) | - Co-ownership of the coolest party in town to welcome attendees  
- Speaking opportunity during the event  
- Creative branding splashed throughout the venue  
- Activation or swag station with your branding at the event  
- Complimentary Entrepreneur Kick-off Experience admission for 5 non-ticketed guests  
- 3 GA + 2 VIP tickets |
| $15,000 — Innovation Happy Hour | - Ownership of Wednesday evening post-conference happy hour open to all guests  
- Brand splashed prominently throughout Innovation Happy Hour venue  
- Naming rights of event cocktail or food station  
- Activation designed in partnership with you during Innovation Happy Hour  
- Complimentary Innovation Happy Hour admission for 10 non-ticketed guests 3 GA + 2 VIP tickets |
| $7,500 — Nightcaps | - Curated pop-ups around Nashville for small groups to mix and mingle  
- Coordinated by us, designed in partnership with you |
36|86 offers extraordinary value: an environment of professional intimacy unique to peer festivals and conferences, with easy access to influencers and potential customers from across the US — all playing out against the vibrant backdrop of downtown Nashville.
ACTIVATIONS + BRANDING IDEAS

Produced by Evolution Event Solutions
falon@evolutioneventsolutions.com
JOIN US.

Brittany Burgess
Director of Partnerships
brittany@launchtn.org
+1 513.600.1234

ATTEND3686.COM