Introducing 36 | 86 Global: A Fully Interactive Digital Experience

In August 2020, investors, entrepreneurs, pioneers, innovators, and visionaries will come together, from all over the world and from a diverse pool of industries, to shape the business community of the future. Now more than ever, we can connect as one, driving change and evolving toward better global solutions.

Join us for **10 days, 40+ sessions**, and countless speakers, panelists, conversations, and stories **designed to inspire, inform, and connect**. Rooted in Tennessee and in the spirit of community, culture, and connection, 36 | 86 will bring together a global audience online.
300+ Entrepreneur + investor meetings

50% out-of-state investors (not Tennessee-based)

representing 23 states

33% of entrepreneurs have raised capital

2019 BY THE NUMBERS

INVESTMENT TYPES
36% features fresh new talent, top venture capitalists, and some of the most brilliant entrepreneurial minds of today.

53% Female or underrepresented speakers

Featured Past Speakers

Julia Hartz
CEO & Cofounder
Eventbrite

Tyson Clark
Google Ventures (GV)

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

Lon Binder
CTO
Warby Parker

Bill Lee
Governor of Tennessee

Kim Armor
Managing Director
Comcast Ventures

Alex West Steinman
Cofounder & CEO
The Coven

Jeremy King
CTO
Walmart

Seth Bernstein
President & CEO
AllianceBernstein

Jay Clayton
Chairman of the SEC

Al Gore
Former Vice President

Chris Heivly
VP Innovation
Techstars

Jonathan Shieber
TechCrunch

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

Uli Beeker
Former Adidas & Reebok
CMO

Arlan Hamilton
Founder
Backstage Capital

Aaron Levie
CEO
Box

Fred Smith
Founder & CEO
FedEx

Karen Cahn
Founder & CEO
iFundWomen

Bill Ready
CEO of Braintree & Venmo

Bob Corker
Former United States
Senator
36 | 86 will take place over two weeks, with five primary tracks.

Aug. 17-18

**Health:** Innovative strategies and advances in health and healthcare

Aug. 19-20

**Entertainment:** Technologies and topics surrounding the entertainment industry

Aug. 21 + 28

**Culture:** Businesses that operate in cultural spheres, and improving the culture around startup ecosystems and venture

Aug. 24-25

**Build:** Topics and themes around early-stage company-building and investment

Aug. 26-27

**Scale:** Topics and themes around scaling or established companies, startups, and investment

This “edu-tainment” experience will combine community, culture, and connection in new ways — a unique approach to the 36 | 86 tradition, but with extraordinary depth and potential for expansion.

Attendees will gain the same relevant takeaways related to company-building and innovation. We'll deliver the 1:1 audience engagement that can drive attendees' businesses forward.
PROGRAMMING

We’re doubling-down to ensure all of our content is timely, engaging, and entertaining; making it as interactive as possible; and anticipating the needs and preferences of our audience.

This is not another Zoom conference.

Our new event format offers sponsors the opportunity to engage with attendees in a variety of ways.

Panels
Primarily pre-recorded, with a moderator and guests. 36|86 attendees will have a chance at more intimate Q&A with panel guests via livestream. Some conversations will feel like traditional panels, and others will make the audience feel like a “fly on the wall,” hearing unfiltered ideas from people at the top of their industry.

Fireside Chats
Similar to panels. Pre-recorded 1:1 conversations with premier speakers, and live Q&A (as available).

Workshops
Instructional and interactive.

AMAs
Executed in-person at the “studio” in Nashville, especially if guests are local; as promotional events on Instagram Live; or as happy hour-style engagements.

36 Questions with …
Rapid-fire 36 questions with investors, entrepreneurs, etc. Potential as micro-content to promote the festival before, during, and after the two-week event.
PROGRAMMING

Single Character Story
Pre-recorded mini-docs featuring one person, highlighting their story and craft. Each will be roughly five minutes, introduced by the host live on-set. Ideal format to integrate sponsors and shine a light on Tennessee companies.

Investor/Entrepreneur Networking
A key foundation of 36 | 86 is the ability to connect with a concentrated segment of a relevant audience. We will use a networking tool to facilitate connections between startups and investors, investors and investors, startups and corporates — and like-minded individuals in the innovation ecosystem.

Networking/Meetups
- General virtual networking via Bizzabo app
- Curated virtual networking via Brelia
- Designated virtual events (yoga, mini-classes), breakouts, happy hours, etc., throughout the festival

Expert Breakdowns/Sponsor Commercials
We’ll issue call for submissions for pitch decks, digital ads, and products, and investors/industry experts will review and record a video breakdown of the submissions.

Pitch Competition/Pitches
Participating companies (with long lead times) will craft a video pitch, in which they may integrate storytelling and more graphical elements in a more refined way. Judges’ Q&A will take place live during the festival.

Pitch Competitions (mix of pre-recorded & live)
- 36 | 86: Student Edition
- LaunchTN Pitch Competition
- Specialty Pitch Sessions
Our team will work with you to design an experience that caters to your needs and engages our audience to enhance brand awareness and build lasting relationships. Explore the opportunities described here — and let’s talk!

**Package Sponsorship:** Design a 36|86 brand vision featuring premium exposure that weaves your expertise and experience into our theme and content. Take a leading role in featured content or opportunities to engage with our community virtually.

$75,000 — 36|86 Festival Presenting Sponsor

- Listed as the most prominent sponsor, with creative custom branding splashed throughout 36|86 digital platforms
- Own the Build & Scale tracks, with branding featured creatively throughout the content detailed in the deck. Recorded content will live in LaunchTN’s digital library
  - The **Build** track will include four content pieces Aug. 24-25, aimed at topics and themes around innovation and early-stage entrepreneurs and investors
  - The **Scale** track will include four content pieces Aug. 26-27, aimed at topics and themes for scalable startups, capital providers, and mature businesses
- Creative commercial spots featured during select track (pre-recorded or as shout-outs from speakers, branded swag featured in pre-recorded content)
  - 36|86 will co-produce a four-part "mini-series" commercial to be featured throughout the two-week event
- Opportunity to participate in or co-produce two pieces of content in selected track and moderate an AMA following your co-produced content
- Sponsor a “Zoom Scramble” networking event where your team members will host a room to guide the conversation and help us identify surprise guests to drop in!
- Marketing and promotional campaign leading up to 36|86 designed for your brand and our audience before, after, and during 36|86, including:
  - One targeted and branded email teaser prior to 36|86
  - One daily feature on 36|86 social channels during the two-week event
  - Daily shoutout during owned tracks from hosts or speakers
  - One branded email sent after the festival to all attendees
  - Logo placement on monthly “#ThrowbackThursday” 36|86 email for the following year, and two emails to feature presenting sponsors’ co-produced content
- Opportunity to have team members represented in our 1:1 matchmaking platform to talk face-to-face with the 36|86 community
- This is a collaborative partnership and our team can explore additional opportunities to collect data, feature your brand and engage with our audience!
$40,000 — 36|86 Festival Presenting Track Sponsor: Sponsor a 36|86 track (3 available)

- The five tracks — health, entertainment, culture, build, and scale — serve as a link between specific forms of content to help guide festival guests. Tracks guide an attendee’s journey through the digital experience by ensuring everyone knows what’s up next and what content is relevant to them. There are three track sponsorships available, including:
  - 36|86: Health
  - 36|86: Entertainment
  - 36|86: Culture
- Listed as sponsor of the designated track, with creative custom branding splashed throughout the content and on 36|86 digital platforms. Recorded content will live in LaunchTN’s digital library.
- Creative commercial spots featured during select track (pre-recorded or as shout-outs from speakers, branded swag featured in pre-recorded content)
- Opportunity to participate in or co-produce one piece of content in selected track and moderate an AMA following your co-produced content
- Opportunity to host or participate in one additional engaging content element during your themed track
- Marketing and promotional campaign leading up to 36|86 designed for your brand and our audience before, after, and during 36|86 including:
  - One targeted and branded email teaser prior to 36|86
  - One daily feature on 36|86 social channels during the designated track
  - Logo placement on monthly “ThrowbackThursday” 36|86 email for the following year when the designated track is featured
  - Opportunity to have team members represented in our 1:1 matchmaking platform to talk face-to-face with the 36|86 community
- This is a collaborative partnership and our team can explore additional opportunities to collect data, feature your brand and engage with our audience!
A La Carte Sponsorship Opportunities

Choose your 36|86 path to engage with our audience and showcase your brand. Each of the opportunities listed below will be co-produced with the 36|86 team to identify unique ways to connect with our audience of entrepreneurs, investors, and community builders.

$15,000 — Sponsor a Pitch Competition (2 available)
Sponsor one of two pitch competitions featuring top startups in Tennessee. The LaunchTN pitch competition invites LaunchTN’s partners from all across Tennessee to tap their favorite emerging startup to compete and stake their claim as the company to watch in Tennessee. 36|86: Student Edition invites the brightest student entrepreneurs from Tennessee based colleges to showcase innovations developed during their time on campus. Check out stories from past winners from 36|86: Student Edition and the LaunchTN Pitch Competition on our blog!
- Official sponsor of the LaunchTN Pitch Competition
- Brand visibility throughout live and pre-recorded elements of the pitch competition
- Social media campaign to tease & promote participants
- Representation on the competition judging panel
- Creative commercial incorporated to showcase brand during 36|86 content
- Opportunity to announce the winner featured during main programming
- Opportunity to co-host interview with the winners on the 36|86 Podcast

$15,000 — 36|86 Podcast Sponsor
- Official sponsor of podcast season, which includes 8 episodes
- Opportunity to guest host one episode
- Branding used as the backdrop for podcast and visible in promotion for duration of season
- Social Media Campaign to accompany the podcast
- Visibility and select virtual video interviews
- Call-outs before every episode in season
2020 SPONSORSHIP

$10,000-$25,000 — Mini-Content Segment
- Co-produce a themed mini segment or series of segments
- Opportunity to participate in the segment
- Branding featured throughout segment
- Placement in online digital library
- Featured on social media platforms

$10,000 — Host Entrepreneur Spotlights
- Featured on digital platforms as a sponsor of 36|86 entrepreneur stories
- Opportunity to “host” select stories with rapid-fire questions
- One story will be featured on socials each day over the two-week festival
- Select stories will be featured during the main content

$5,000 — Expert Breakdown or Mind Break
- Work with our team to co-produce a mini segment to showcase your brand and engage with our attendees. The segment will take place during the mini-content features, lasting from 5-15 minutes between main programming
- Promoted on socials and 36|86 digital platforms

$5,000 — Zoom Scramble/Surprise & Delight
- Host a Zoom scramble network event for a select number of 36|86 guests
- Multiple members from your team can host a room and ask rapid-fire questions with the group
- Help invite a surprise guest to drop in on participants
- Opportunity to collect information from participants

$2,500 — Host Office Hours
- Offer your expertise and the opportunity to engage 1:1 with attendees
- We will host the experience on our platform and promote your team’s offerings on our website
JOIN US.

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ATTEND3686.COM