

STARTUP TUCSON

Transforming our region's economy through
entrepreneurship and innovation.

Corporate Membership





Startup Tucson is a nonprofit organization at the nexus of our region's economic development, and is committed to ensuring that the opportunity to be a part of the transformation remains accessible and open to all, so that indeed all boats will rise in the tide. We help entrepreneurs take their first steps.

Our Corporate Membership Program is designed for you to join us in this mission and help support entrepreneurs in building the next Tucson.

VISION

We imagine a Tucson that is known to entrepreneurs and startups nationwide as an ideal place to start and grow a business.

PURPOSE

We exist to elevate entrepreneurs to create innovations that build a more equitable, vibrant, and forward-looking economy.



TUCSON NEEDS ENTREPRENEURS

There are 30.2 million small businesses and startups in the United States. These businesses employ almost 50% our total workforce, or 58.9 million people. The ability to craft a passion into an idea, launch a company, and building a thriving business is not only a critical element of a robust regional economy, but also has demonstrated to be vital ingredient in lifting traditionally marginalized communities out of poverty.

With support, startups can grow into meaningful contributors to community revitalization while empowering the individuals who create them.

Currently, Southern Arizona is experiencing a shift in the entrepreneurial landscape-- largely driven by new technology companies and investment to the region. Tucson's tech industry has grown by 90% in the past five years and is now at the top of "The Next 25 Markets" where tech companies are seeking operational opportunities. And this is just our tech sector--our ecosystem includes entrepreneurs founding creative, food and all sorts of businesses that are building our economy.

Whether this momentum is a bubble or catalyst that propels generations of equitable growth is largely reliant on ground-level organizations, cross-sector collaboration and workforce development that creates a stable foundation.

ENTREPRENEURS NEED STARTUP TUCSON

While there are great risks in building startups and small businesses, the success rates of companies continue to improve. With modern entrepreneurial education, comprehensive mentoring and coaching, and supportive peer networks, startups can succeed.

Entrepreneurs in cities like ours need:

- On-going on-ramps into the ecosystem
- Low-cost services designed to help them before they start seeing profits
- Industry-agnostic programming that helps beyond the traditional "startup"
- A "stacked" learning experience that builds on itself

Our unique constellation of programs is designed to launch and grow high-impact businesses by increasing the quality, quantity and diversity of entrepreneurs in our community. We meet entrepreneurs where they are at, walking side-by-side with them to help them build healthier businesses, while always pushing them to be customer-centric, fiscally strategic, and keep an eye on scalability.

Founded in 2012, Startup Tucson is a 501(c)3 nonprofit that has been a vital part of the rapid growth of our diverse community. Our services help entrepreneurs decrease risk in their businesses by providing them with essential and evidence based-strategies. We have a proven track record of helping homegrown companies create jobs, attract investment, and propel Tucson towards resilient economic growth.

In 2019 alone Startup Tucson:

- Provided 600 hours of one-to-one mentorship
- Hosted over 86 events and trainings focused on entrepreneurs
- Assisted in 225 new products/concepts being presented
- Startup Tucson companies self-reported a total of \$24.5 million of investment funding
- Startup Tucson companies added a total of 48 full-time and 24 part-time new jobs



STARTUP TUCSON NEEDS YOU

Startup Tucson's constellation of services work in unison to increase the diversity, quality, and number of startups in your community. Our methodology -- informed by national best practices, but tailored to local ecosystems -- emphasizes reducing the RISKS associated with starting a business and tools needed to plan for scaling. Our educational lens, focused on lean startup methodologies, step-by-step ongoing coaching, tailored mentoring, and community building, is aimed at mitigating risks at each stage of growth.

However, many early-stage entrepreneurs don't have the working capital yet to invest in the education, mentoring, and coaching that is so vital in the beginning stages of building a company. As one of the few organizations that specializes in early-stage, diverse, and non-traditional entrepreneurs, we have a critical need for sponsors and partners to help bridge the gap and ensure that our programming can stay low-cost, while maintaining rigor and quality. By becoming a Corporate Member, your support helps us continue our mission to serve diverse founders and transform our region's economy through entrepreneurship and innovation.

Startup Tucson has a variety of partner and membership options to match all budgets and organizational goals.

WHY NOW?

Small businesses that are less than 5 years old, create nearly all of the net new jobs in the American economy and are especially important in fueling net new job creation during economic downturns.

With unemployment rates higher than ever and small businesses and entrepreneurs are being forced to pivot to survive, now more than ever is the time to invest in traditional and first-time entrepreneurs displaced by COVID-19. With more unemployed and underemployed individuals in the wake of COVID-19, individuals will turn to entrepreneurship to forge a path forward and existing entrepreneurs will need to learn new methods and skills faster than ever to stay alive.



CORPORATE MEMBERSHIP

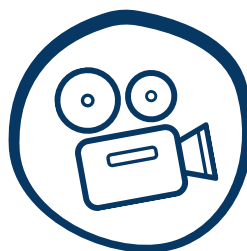
Supporting Startup Tucson and our entrepreneurs year-round



RECOGNITION



**PROFESSIONAL
DEVELOPMENT**



MEDIA



**COMMUNITY
ENGAGEMENT**

Specific benefits associated with your chosen program or event will be designed with you to most align with your marketing goals but generally will include the following. All sponsor and memberships of Startup Tucson are tax-deductible. The saturation of each of these items will depend on your chosen membership level and specific objectives:

Sponsor Statements and Shout-outs: Including, but not limited to brief statements by your representative or the moderator and additional shout-out recognition throughout the event you choose or within media related to the event or sponsorship of your choice.

Logo Placement: Logo placement and sponsor promotion as appropriate for each event or program marketing including website and social placement, email newsletter, on banners and branded on-site items, stage presence, SWAG, etc.

Media Placement: Sponsor recognition within press releases, social mentions, video, radio, TV, print, and email as appropriate for each event or program.

Corporate Intrapreneurship Workshops: Choose from certain Professional Development programming for your team lead by Startup Tucson in a variety of intrapreneurship topics including design thinking, lean experimentation, branding, etc.

FORGE Community Membership: Ability to join our physical community at the Arizona FORGE in Downtown Tucson. This includes use of drop-in space and event space.

Employee Engagement Opportunities and Attendance at the Event/Program: Your employees will have the ability to attend as participants or mentors.

SIGNATURE

\$100,000 +

ARIZONA
COMMERCE AUTHORITY

PARTNER

\$50,000+



CITY OF
TUCSON



POWERED BY
U.S. Small Business
Administration

ADVOCATE

\$25,000 +



Southern Arizona Leadership Council



FHR
cares



THOMAS R. BROWN FOUNDATIONS



uaventurecapital

CHAMPION

\$10,000 +



PIMA COUNTY

Hecker & Pew PLLC

OSBORN
MALEDON

SUPPORTER

UNDER \$5,000 & IN-KIND



ARIZONA FORGE



TUCSON
METRO
CHAMBER



VantageWest
CREDIT UNION

BRINK[®]
creative digital

La Suprema
WORKS AND EVENTS



THE UNIVERSITY OF ARIZONA
**CENTER FOR
INNOVATION**

DESERT ANGELS



Tucson Media Studio

XPROSE
MEDIA GROUP

MORE OPTIONS:

BECOME A PROGRAM UNDERWRITER

In addition to a general Corporate Membership, you can also choose to sponsor a specific program or service that aligns with your organizations vision, mission, or communication goals. We are happy to provide more detailed information on any of the options below that are in alignment with your interests.



**Sponsor
Discovery
Events**



**Sponsor our
Ecosystem
Guide**



**Sponsor
Startup
Education**



**Sponsor
Diversity &
Inclusion**

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"Connection, support, education, networking, guidance, and enthusiasm are just a few of the benefits working with Startup Tucson provides.

Starting a business tests you in ways never imagined... their team helps you manage this scary time and get yourself launched!"

- Maria DelliVeneri, Founder

MORE OPTIONS:

IN-KIND NEEDS

As a 501(c)3, we always appreciate in-kind donations to support our mission. Specifically, we are always in need of the following items:



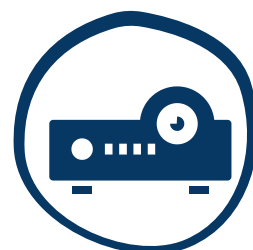
TECH
EQUIPMENT



EVENT
FOOD/BEV



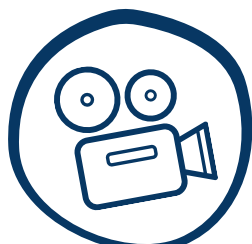
PRINTING



OFFICE
SUPPLIES



MARKETING
SUPPORT



MEDIA
SUPPORT



PROFESSIONAL
DEVELOPMENT



FUNDRAISING
HELP

MORE OPTIONS:

YOUR TIME

Startup Tucson is only possible because of the generous support from mentors, volunteers, and interns.



MENTORS



VOLUNTEERS/INTERNS

OUR BOARD



HARRY GEORGE
RADIANCE THERAPEUTICS



KATINA KOLLER
VISTAGE AND LA SUPREMA



JOANN MCMASTER
DESERT ANGELS



DAVID SMALLHOUSE
ARCH VENTURE PARTNERS

"Startup Tucson has become the concierge for all things related to launching a business.

From networking to connectivity, finding physical space, education, pitch competitions, showcase events or coffee and drinks, the go-to organization is Startup Tucson.

Our innovation ecosystem has no heartbeat or library or gathering place or soul without Startup Tucson"

FLETCHER MCCUSKER,
UA VENTURE CAPITAL

2019 Winner Best Nonprofit



OUR STAFF

LIZ POCOCK, JD



Liz Pocock has over nine years of experience in economic development, community building and non-profit organizational management. Licensed in Arizona, Liz received her J.D. from UA and is now teaching there as an Adjunct Professor of Entrepreneurship for the Eller Business School. Prior to joining Startup, Liz was the Supervising Research Attorney and Development Director for the National Law Center where she implemented international legal commercial reform and training projects for the State Department, USAID, and the World Bank. Outside of Startup, Liz is a trained mediator, Downtown Tucson Partnership Board Member, Google Women Techmaker and a member of the SBDC and Pima Community College Business Advisory Groups. She is currently serving on the Tucson Convention Center Commission. She was a Tucson 40 under 40 recipient in 2019 and 2020 Tucson Women of Influence.

DRE THOMPSON, MA



Dre Thompson is the Executive VP at Startup Tucson and the Festival Director of TENWEST Impact Festival. Dre's prior work includes owning her own creative agency, being a founding member of two startup companies, being a research faculty and master trainer at New York University Department of Population Health, a researcher at the Chicago-based social science think-tank Chapin Hall, and numerous nonprofits and social service agencies. Dre is also an Adjunct Instructor at the Arizona State University. Dre serves as the Governance Chair on the Board of Tucson Young Professionals.

KENESHIA RAYMOND



Keneshia is the Program Manager at Startup Tucson. For 10+ years, she has provided online and in-person education through her current company Blissful Creatives. Previously, she was the VP of WedTech Summit—the first of its kind technology conference. After developing successful conferences and summits, and speaking at various events and conferences, she knew she wanted to do even more. She found a love for tech, mentoring and educating small businesses, early-stage startups with a focus on women in business.

SOPHIA GONZALEZ



As the Community Coordinator, Sophia oversees the hospitality and functionality of the Roy Place Business Innovation Hub. With an urban development and experiential education lens and with a background in food festivals, cultivation, and ecosystem, she is energized to enter the entrepreneurial ecosystem to make, facilitate, and encourage connections across Tucson, the region, and beyond. Innovation and creativity are already taking place here and she is eager to affirm and draw out the good work and actors committed to making Tucson an exciting place to grow.

Thank You

WE CAN'T WAIT TO PARTNER



STARTUP
TUCSON