



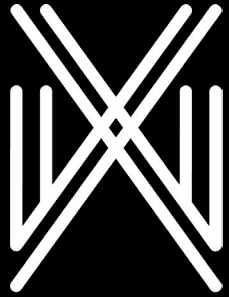
TENWEST[®]

IMPACT FESTIVAL

AN EVENT OF STARTUP
TUCSON



PART PARTY PART CONFERENCE



MISSION

We seek to showcase Southern Arizona as a center of creativity, innovation and entrepreneurship for local and national attendees. We aim to foster a culture of innovation by providing attendees an opportunity to discover how the connectivity of ideas and people across industries can create tangible impact in communities of all sizes.

TENWEST IS

- Part-Party, Part-Conference and the only festival of it's kind in Arizona that includes both Conference and Arts & Cultural components
- A place to explore the intersection of Technology, Entrepreneurship and Creativity with an emphasis on Impact and action
- Intentionally intergenerational, cross-industry, and diverse in its sessions, events, experiences and attendees

SINCE 2015
CELEBRATING 10 YEARS OF IMPACT IN ARIZONA



Expanded themes, added partner events, created \$25K IdeaFunding grand prize with Cox

AZ Commerce Authority/ UA sponsorship, expanded programming into Tucson Convention Center

Canceled due to COVID :(

Introduced Street Fest, TENWESTx, IdeaFunding 25th anniversary

Launched with 40 unique events

Integrated with University of Arizona (UA), hosted TEDx Tucson

Expanded partner events and grew into a 5-day conference.

Hosted virtual IdeaFunding

Largest year, launched podcast, MegaMixer, more regional/ national talent

2015

2016

2017

2018

2019

2020

2021

2022

2023

10WEST



TENWEST

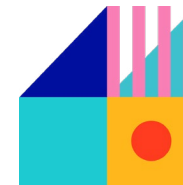
EVERYONE HAS A ROLE. DISCOVER YOURS.



TENWEST IMPACT FESTIVAL



TENWEST



TENWEST STARTUP by TUCSON

TENWESTx

OUR GROWTH

NOTABLE PARTNERS

- GoDaddy
- Meow Wolf
- PIXAR
- Steinway Musical Instruments
- Techstars
- Aspen Institute
- Village Capital
- Rocky Mountain
- Venture Partners
- Common Futures
- Science Moms
- OSIRIS-Rex
- TROVE
- Culdesac

NOTABLE EVENTS

TENWEST evolves to include new and recurring events each year that capture the spirit of innovation.

STREET FEST



IDEAFUNDING



TENWESTX



FUSE CONCERT



YEAR 7

\$1.6M
TOTAL ECONOMIC IMPACT

6600+ TOTAL ATTENDEES

30 LOCAL VENUES SUPPORTED

IDEA FUNDING

\$74K+

IN PRIZES
(34% INCREASE FROM 2022)

LARGEST COMPETITION EVER!

20 FINALISTS

120+ APPLICATIONS

STREET FEST

5K+
TOTAL ATTENDEES

10+ LOCAL BANDS

118+ LOCAL VENDORS

SPONSORS & PARTNERS

\$370K+

SPONSORSHIP RAISED
(23% INCREASE FROM 2022)

43 SPONSORS

20 COMMUNITY PARTNERS

IMPACT CONFERENCE

1.6K PASS HOLDERS
(40% INCREASE)

60+ SESSIONS

100+ SPEAKERS

12 KEYNOTES

DIGITAL IMPACT

17K+

2023 WEBSITE VISITORS
(41% INCREASE FROM 2022)

13K EMAIL SUBSCRIBERS

2M+ SOCIAL IMPRESSIONS

500K+ DIGITAL AD EXPOSURE



BY THE NUMBERS

LOOKING AHEAD

MARCH 2025



	TUES 25	WED 26	THUR 27	FRI 28	SAT 29	SUN 30
AM		TECH & INNOVATION	ENTREPRENEURSHIP	CREATIVITY	WELLNESS SUMMIT	TENWEST @ MADE IN TUCSON STARTUP ALLEY LIVE MUSIC COMMUNITY ART PROJECT
PM						
HAPPY HOUR	MEGA MIXER: KICKOFF PARTY @ Highwire	TENWEST CONNECTS	TENWEST CONNECTS	TENWEST CONNECTS		CORBETT'S TAKEOVER
X EVENT		TENWESTx Talks feat. Guy Raz (How I Built This) @ Centennial Hall	IDEA FUNDING PITCH COMP @ Rialto	TENWESTx with REGGIE WATTS @ 191 Toole		

WHAT'S NEW

- Shifting Festival to March to launch the Spring Festival season & strengthen partnerships with UA & PCC
- Spreading events across Downtown and Streetcar to promote more local venues
- Relocating the Conference outside TCC to incorporate interactive & experiential elements & expo opps
- Expanding targeted networking opportunities for attendees & TENWEST events by enhancing entertainment and cultural partnerships
- Continuing to feature local entrepreneurs vendors and partners
- Reaffirming festival and sustainability goals



SPONSORSHIP BENEFITS

SPONSOR AMOUNT	SPOTS AVAILABLE	RECOGNITION	FESTIVAL WIDE MEDIA PROMOTION & LOGO PLACEMENT	DAY, PREMIERE, MAJOR EVENT / COMPONENT PROMOTION + LOGO PLACEMENT	ON-SITE SHOUTOUTS BY TENWEST (DELIVERED BY SPONSOR)	TICKET CREDITS
----------------	-----------------	-------------	--	---	---	----------------

* All sponsors will receive 2 All-Access TENWEST tickets and 2 invites to VIP Preview event, wrap-party and special invitations to other VIP experiences with speakers and at events.

FESTIVAL TITLE	\$100,000	1	Recognition as "presented by" for full festival	FULL	including press - option of additional placement on-site during selected events	All Events (Up to 3)	10,000
FESTIVAL PRESENTING	\$50,000	3	Recognition as "brought to you by" for full festival	FULL	including press - option of additional placement on-site during selected events	Daily (Up to 2)	5,000
FESTIVAL SIGNATURE	\$25,000	4	Recognition as named sponsor for chosen festival day	STRONG	INTENSIVE for pre-post of selected day and on-site	Up to 5 (1)	2,500
FESTIVAL PREMIERE	\$10,000	No Limit	Recognition as named sponsor for chosen premiere festival component	SOME	STRONG on day of selected component pre and post, INTENSIVE on-site at selected premiere component	Up to 3 (1)	1,500
FESTIVAL MAJOR	\$5,000	No Limit	Recognition as named sponsor for chosen major festival component	Limited to social media, newsletter, website, app	SOME on day of selected component pre and post, STRONG on-site at selected major component	Up to 2	1,000
FESTIVAL SUPPORTER	\$2,500	No Limit	Recognition as supporter for individual day/event component	Limited to newsletter, website, app	SOME on-site at selected individual component	1	500

- **SIGNATURE** Sponsorships include the Conference days, IdeaFunding/Capital Conference, Weekend Events, large xEvents
- **PREMIERE** Components include specific large festival-wide components like registration, festival app, co-sponsorship of conference days or premieres events like the daily happy hour events
- **MAJOR** Components include smaller festival-wide components like parking, wifi, etc. or individual event components like keynotes, tracks, wellness events
- **SUPPORTER** Components include individual items for a particular day or event like coffee, appetizers, etc.

TENWEST OFFERS SPONSORS

- A chance to increase your marketing reach and exposure to new audiences and opportunities for collaboration and collisions
- A way to support the innovation ecosystem and founders and help to showcase local talent
- Engagement opportunities for employees, leadership and partners and special VIP invites and experiences
- A role in attracting regional and national attendees to discover Tucson and helping to bring in national thought-leaders to inspire and share best-practices

JOIN THE EXPANDING LIST OF TENWEST SPONSORS



Thomas R Brown Foundation
Arizona FORGE
Optics Valley
The Paint Kings
Osborn Maledon Law
Simply Bits

United Way
Arizona State College
Hecker & Pew
Vantage West
Downtown Tucson Partnership
Tucson Museum of Art

Desert Angels
Flinn Foundation
Greater Yuma
Pima County
Economic Development
YWCA and more...



Powered by Startup Tucson,
working to transform our
regional economy through
entrepreneurship
and innovation

CONTACT

Liz Pock
CEO
Startup Tucson
(760) 792-1198
liz@startuptucson.com

Jess Sueskind
Associate Producer
TENWEST
(520) 732-4588
jess@tenwest.com

Matt Baquet
Producer
Ranch House Media
(520) 403-6907
matt@ranchhouse.media

tenwest.com

