

MARCH 11-14 2022

CF HOUSE SPONSOR OPTIONS

Activate Your Brand During
SXSW 2022 at the Center of Gravity
for Entrepreneurs in Texas



house
SXSW[®]



Join the Capital Factory House at SXSW!

Plant yourself in the center of downtown Austin — within walking distance of the Convention Center and the hotels where SXSW programming takes place — looking down from our penthouse view of the Texas Capitol, Sixth Street, and Congress Avenue. Tap into our curated audience of entrepreneurs, investors, and innovators from around the world to drive the right attendees to your events, increase media exposure, and hit specific business metrics. With a menu of options, you can take over our venue for the day or plug and play into one of our existing programs.



THIS IS UNIQUE.

Capital Factory House is the only place at SXSW that makes curated introductions at scale. You can feel the energy as soon as you walk into the room — people are making real connections and business is happening. This doesn't happen by accident: we directly coordinated 1,000 one-on-one meetings among our CF House guests in just two days during the last SXSW.

Capital Factory is also the home of the [Center for Defense Innovation](#) where you can find Army Futures Command, Army Applications Laboratory, AFWERX, DIU, NavalX, NGA, National Guard, and many other 3-letter agencies — who control billions of dollars in budget — looking for disruptive startups and technologies to buy.



MORE STARTUPS
MORE FOOT TRAFFIC
MORE EXCITEMENT
STARTUP CRAWL

The Startup Crawl has been the biggest party at SXSW since 2011. One hundred startups and partners set up tables to demo their products and talk to thousands of potential customers, investors, and employees who can be found walking from table to table with their beverage of choice. The Startup Crawl kicks off CF House at SXSW 2022 on Friday and will run 4pm-9pm.

Startup Crawl Sponsorship Opportunities

- Title Sponsor | \$50,000
- Public Lounge | \$25,000
- Megastop | \$10,000
- Other Brand Activations | \$7,500 - \$15,000

BE THE FUN!

Each of these branded opportunities will place your company front and center at CF House and in our promotional activity leading up to SXSW 2022.

BACKSTAGE (VIP LOUNGE)

MARCH 11-14

\$100,000 | SOLD

The most innovative startup founders and VIPs at SXSW get invited "Backstage" at CF House and are escorted up to our 16th floor penthouse. This unique space will be swarming with heavy-hitters who range from Fortune 500 CEOs to national press and royalty. Includes 100 Backstage Passes.

MEMBER LOUNGE

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\$60,000

Our 5th floor boasts a constant parade of creative and business traffic throughout all four days of SXSW. 1,000+ Capital Factory members have access and can bring guests to this lounge in the center of downtown to relax, recharge, and connect. Includes 100 Members Lounge Passes.

SECRET SALON

MARCH 13

\$50,000 CO-HOST

One of the original "secret parties" at SXSW, the Secret Salon hosts Capital Factory founder Joshua Baer's personal VIP list of the top startup founders, Fortune 500 CEOs, venture capitalists, and officials at SXSW. This private event is held at an undisclosed location a few blocks away from Capital Factory. Includes five tickets to the event plus co-host branding on the invitation and name tags.

HOWDY LOUNGE

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\$20,000

Make a great first impression at the registration station by the ground floor entrance where all attendees check in for CF House and the Startup Crawl. This is a great location for handing out swag and hosting an information booth.



INVESTOR OFFICE HOURS

\$20,000 per day

This is one of the most impactful SXSW activities that happen at Capital Factory — we made 1,000 one-on-one introductions during the last SXSW alone! Investors cycle through all day to meet with specific startups curated to match their investment thesis. If you want to position your company directly in the middle of startups and investors, this is the option for you.



DEMO SPACE & MEETING ROOMS

Book a dedicated space at the Capital Factory House to use for demos, to host meetings, or to present your own custom content during SXSW. We have various sizes, configurations, and locations throughout Capital Factory available — but all feature onsite support from our venue team, including: AV, Internet access, video streaming, space set-up, and more.

- **VOLTRON (SEATS 150) | \$25,000/ DAY**
- **CAPTAIN AMERICA (SEATS 100) | \$25,000/DAY**
- **ANTONE'S (SEATS 40) | \$15,000/DAY**
- **WILLIE (SEATS 20) | \$9,000/DAY**
- **CAPTAIN MARVEL (SEATS 12) | \$7,500/DAY**
- **WONDER WOMAN (SEATS 12) | \$7,500/DAY**
- **BLACK PANTHER (SEATS 10) | \$7,500 /DAY**
- **IRON MAN (SEATS 10) | \$7,500/DAY**
- **DEVVIE (SEATS 30) | \$7,500/DAY**
- **JOHNNY FIVE (SEATS 16) | \$4,500 DAY**



PRODUCED CONTENT

If you have an idea for content you'd like to present at SXSW — but you could use a hand in designing and promoting it — we are happy to help. Our team will work with you to identify topics and source speakers from our Speaker Bureau. We'll also design and coordinate an Eventbrite page to manage registrations and will help promote it through our network and social media channels as part of the CF House marketing activity.

Produced sessions will be limited to 10 total and are first come, first served. Submissions are due by January 10, 2022, to allow our teams ample time for planning.



PANEL DISCUSSION
\$15,000



FIRESIDE CHAT
\$10,000



KEYNOTE PRESENTATION
\$10,000





HOW TO GET INVOLVED

Contact sponsorships@capitalfactory.com for additional details on these exciting sponsorship opportunities and to secure your spot at Capital Factory House during SXSW 2022.

ABOUT CAPITAL FACTORY

Capital Factory is the center of gravity for entrepreneurs in Texas — the number one state for startups in the United States.

Thousands of entrepreneurs, programmers, and designers gather day and night, in-person and online, for meetups, classes, and coworking. With boots on the ground in Austin, Dallas, and Houston, we meet the best entrepreneurs from across Texas and introduce them to their first employers, mentors, and customers.

According to Pitchbook, Capital Factory has been the most active investor in Texas since 2010. Learn more about us at capitalfactory.com.



see you there!



CAPITAL FACTORY

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