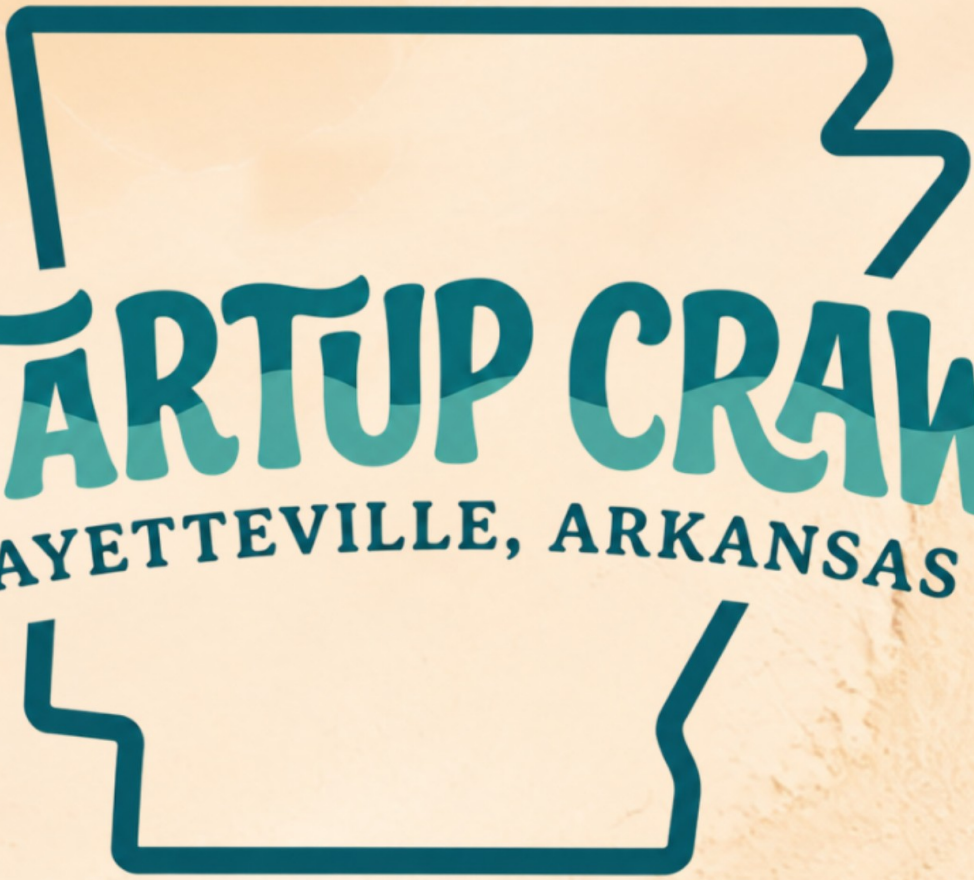




SEPTEMBER 25, 2026



STARTUP CRAWL

FAYETTEVILLE, ARKANSAS

SPONSORSHIP
OPPORTUNITIES

— FRI • SEP 25, 2026 • FAYETTEVILLE, AR

The most anticipated single-night celebration of *founders, innovators, and ecosystem builders* in the Heartland.

—
The startup party returns to downtown Fayetteville for its 8th year.



— STARTUP CRAWL'S IMPACT

The Heartland's flagship founder night.



2,500+

average annual
attendees

75+

local startups
exhibiting each year

12+

local craft breweries
featured

Dozens

Small businesses, local partners, startup
support organizations represented

It's an entrepreneurial showcase you don't want to miss.

AUDIENCE SNAPSHOT

Who You Can Reach

Not a general-public festival crowd — a curated, ticketed audience built for real conversation.



3,000

ANTICIPATED
ATTENDEES

FOUNDERS + OPERATORS

Early- and growth-stage company builders, plus senior tech, product, design, and growth professionals.

INVESTORS + ECOSYSTEM

Local and regional VCs, angels, banks, and accelerator leads — plus support orgs, students, and community partners.

All packed into one walkable downtown footprint.

— THE MARQUEE EXPERIENCE

Startup Crawl 2026 Title Sponsorship

\$25,000

TITLE OPPORTUNITY

1 available

The headliner — your brand represented on every Startup Crawl touchpoint.

- “Startup Crawl presented by YOU” on all event promotions, media, and radio mentions.
- Logo on every printed asset — cups, shirts, passports, signage, website, social, and press.
- Stage remarks + premium booth at Event Headquarters with swag distribution.
- Dedicated sponsor spotlight + Startup Junkies Podcast feature across SJ channels.
- 30 event tickets + first right of refusal for the 2027 Title sponsorship.



— STARTUP CRAWL'S MOST KEPT SOUVENIR

Sponsor This Year's Crawl Cups

Every ticketed attendee will receive one of two of this year's custom, commemorative cups — Startup Crawl's premier souvenir, every year. These collectable cups are taken home and kept long after the event ends, giving logo placement the longest life of any sponsorship opportunity.



\$8,000

DUAL CUP SPONSOR

- Your logo on BOTH cups (shared with one other sponsor).
- 10 event tickets + on-site resource booth.
- Startup Junkies Podcast feature + social shoutout.

\$5,000

16 OZ CUP

Logo on the 16 oz cup (shared) · 6 tickets

\$3,000

6 OZ TASTER

Logo on the 6 oz taster (shared) · 4 tickets

★ **CUP EXCLUSIVE — \$10,000:** Sole-sponsor logo on BOTH cups, 12 tickets, premium booth, podcast feature. Limited to 1 — inquire if interested.



— BIG VISIBILITY, MOMENT-BY-MOMENT

Premium Exposure Opportunities

01 • 1 AVAILABLE

Music / Entertainment

\$7,500

“Live music powered by YOU.”

- Logo on performance-area banners + verbal recognition at each band intro.
- Resource booth at the event.
- Startup Junkies Podcast feature, promoted across SJ channels.
- 12 event tickets.

02 • 1 AVAILABLE

T-Shirt Sponsor

\$5,000

Earned merch — worn long after the night ends.

- Logo on the official crawl-completion shirt + redemption station.
- Hand shirts out at the redemption table — face time with every finisher.
- Startup Junkies Podcast feature + 8 event tickets.

— OWN THE BUSIEST FOOTPRINTS

Impact Activations

03 • 3 AVAILABLE

Beer Garden Sponsor

\$4,000

Naming rights on the night's busiest dwell zone.

- Naming + logo banners around the beer garden perimeter
- Logo cards at pour stations + option for a branded table inside the garden.
- Social media thank-you + 6 event tickets.

04 • 1 AVAILABLE

Startup Demo Alley

\$3,500

"Demo Alley presented by YOU" — the exhibitor spine.

- Signage at both ends of the alley + logo on the startup map.
- Personal introductions to exhibitors — built for investors, banks, accelerators.
- Resource booth + 6 event tickets.



ENGAGE WITH REAL PRESENCE

Community Support Level

05 • 1 AVAILABLE

Passport Sponsor

\$3,500

In every attendee's hand, all night.

- Logo on ~1,100 passports — the navigation tool every attendee carries.
- Logo at the passport-redemption table.
- Social shoutout + 4 event tickets.

06 • 1 AVAILABLE

Food Truck Court

\$2,500

A permanent dwell zone of the night.

- Banner naming the food truck court.
- Table tents across the court seating.
- Social shoutout + 4 event tickets.

07 • 1 AVAILABLE

Check-In / Wristband

\$2,000

The first brand touch of the night.

- Logo on event wristbands — on every attendee all night.
- Logo on the check-in welcome signage.
- Social shoutout + 2 event tickets.



— SO MANY WAYS TO PARTICIPATE

Ways to Engage

08 • 12 AVAILABLE

Beer Sponsor

\$1,000

- Logo featured alongside a brewery at one of twelve stops along the crawl.
- Stop-sign placement + social media mention.
- 2 event tickets.

09 • 6 AVAILABLE

Resource Booth

\$1,000

- Booth presence for organizations that want to connect with the startup community.
- Designed for non-startups that still want to be featured at the Crawl.
- 2 event tickets.

10 • CUSTOM ACTIVATION

Let's talk.

Have an idea that isn't on the menu? We build tailored packages around sponsor goals — reach out and we'll design it together.



— JOIN THE PARTY — COMMIT EARLY

Lock In Your Spot

PRINT CUTOFF · LATE SUMMER

Guarantee every printed asset.

Cups, shirts, passports, and signage go to production in late summer — committing early locks your logo onto every piece of branded merch.

MARQUEE TIERS GO FIRST

Early sponsors get the spotlight.

Title, Music, and Cup levels are the only single-sponsor placements on the night's most-photographed assets — and earlier commitments ride the full runway of pre-event social, press, and podcast features.

Placements are first-come, first-served — reach out early.



PARTNER WITH STARTUP JUNKIE

Let's make this the best crawl yet.

Partner with us to power the Heartland's flagship founder night.

GET IN TOUCH

Daniel Koonce

Sponsorship, Startup Junkie

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Friday, September 25, 2026 · Downtown Fayetteville, AR