



# WEST SLOPE STARTUP WEEK

**DURANGO, CO**  
**OCTOBER 5-9, 2026**

Support our mission to provide **FREE** educational programming for rural Colorado entrepreneurs by becoming a sponsor for the 8th annual West Slope Startup Week

WSSW would not be possible without our community of supporters helping in a variety of ways. If the following describes you, please reach out to Cheri at [development@startupcolorado.org](mailto:development@startupcolorado.org):

- Key sponsor tiers are designed based on the growth of WSSW and the needs of the event. If you are interested in a level that better suits your budget, let us know.
- You can provide in-kind support. Venues, snacks, drinks, equipment, supplies—it all makes a difference!

**4K+**

**NEWSLETTER  
SUBSCRIBERS**

**500+**

**ATTENDEES**

**1600+**

**SOCIAL MEDIA  
FOLLOWERS**

**80+**

**EDUCATIONAL  
SESSIONS & EVENTS**

**100+**

**REGIONAL  
SPEAKERS**

<b>Visibility Opportunity</b>	<b>Presenting \$25,000</b>	<b>Title \$10,000</b>	<b>Track \$7,500</b>	<b>Program \$5,000</b>	<b>Session \$2,500</b>	<b>Partner \$1,000</b>
Name on event signage and printed materials (for full week)	X	X	X	X	X	X
Sponsor the event at-large, Tracks, events, or sessions based on level	WSSW "Presented by"	*sponsor 2 Tracks	*sponsor 1 Track	*sponsor 1 event	*sponsor 1 session	
Sponsor announcement inclusion at key WSSW events	X	X	X	X		
Name and logo on event website	X	X	X	X	X	X
Logo on all pre- and post-event emails and other communications	X	X	X	X	X	X
Social media shoutout (Instagram, Facebook, LinkedIn)	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>	
Opportunity to have a booth at the event (1-5 days based on level)	X	X	X	X		
Opportunity to lead an educational or resource session (additional approval required)	X	X				
Additional customizable benefits—blog feature and Q&A, presentation opportunities, and more!	X					



“Supporting events like this contributes to a thriving ecosystem of collaboration, creativity, and economic growth.”

– Michael Best & Friedrich LLP (2024 and 2025 sponsor)

## 2025 Event Impact

- Attendees represented **78 cities**.
- **14 industries** were represented across attendees, including Technology & Innovation, Creative & Marketing, Health & Wellness, Finance, Food & Beverage, Outdoor Recreation, Sustainability & Environment, and more.
- Keynote speakers included Colorado Attorney General Phil Weiser, Colorado State Treasurer Dave Young, and Desert Sun Coffee Roasters Owner, Zachary Ray.
- The event featured nine targeted content tracks, including a Spanish-language program.
- An estimated direct economic boost of over **\$570,000** for Durango as the host town.
- Launched the first-ever Night Market for Rural Creatives, featuring 22 vendors from around the state.
- 75% of attendees said they made important contacts, collaborations, or partnerships during the event.

## \*2026 Track, Program, and Session Sponsorship Details

### Title (\$10,000) and Track (\$7,500) Sponsors

- Title Sponsor: select 2 Tracks
- Track Sponsor: select 1 Track
- 10 Tracks Available: Climate, Money, Communications, People, Tech, Toolbox, Creatives, Fun!, Latine, Youth

### Program Sponsors (\$5,000)

*\*each program/event has 100-200 attendees*

- Pitch Competition
- Opening Night Party
- Specialty Program (ex: 2025 included the Rural Creatives Night Market)
- Networking Celebration
- More to come as the schedule is finalized

### Session Sponsors (\$2,500)

- Choose one of 80+ sessions to sponsor
- Our team can suggest sessions that align with your values and audience