

BIZTECH CHALLENGE



Powered by NexusLA

SPONSORSHIP PACKET

2023

[BIZTECHCHALLENGE.COM](https://biztechchallenge.com) ★

“
We love the work that Nexus
does, especially in the tech
space. We're proud partners
of the BizTech Challenge
and we're excited
for next year's competition.

—
David Rieveschl
Stone Pigman, Judge



BizTech Challenge x Nexus Louisiana

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The BizTech Challenge was specifically designed to increase innovation and entrepreneurship in STEM-based fields amongst students attending Historically Black Colleges & Universities (HBCUs).

This comprehensive hands-on learning and mentorship program aims to build innovation ecosystems between university administrators, faculty, and students, and the public and private sector.



NEXUS LOUISIANA

[NEXUSLA.ORG](https://nexusla.org)

Nexus Louisiana's mission is to accelerate the growth of high-potential companies by providing access to coaching, capital and connections.

Our programs leverage regional collaboration to foster mentorship, investment, and opportunity for local entrepreneurs to grow their ideas and transform the entrepreneurial ecosystem in Louisiana.

2022 BizTech Challenge Recap



KEYNOTE SPEAKER
NIKKI WALKER

Director of DEI & Community
Engagement, Domo



FEATURED SPEAKER
CHRIS HILLIARD

Co-Founder & CEO, Suds Laundry

39

Teams
Registered

13

Semi-Finalist
Teams

7

Final Teams

3

Winners



100+
Event Attendees

25

Business Mentors

10

Faculty Coaches

77

Student
Participants

6

Judges

1

Unified Goal



“This has been nothing short of amazing! Nexus Louisiana made sure that we were well equipped with everything needed to develop our ideas by making the tools, resources and themselves easily accessible.”

—
Victoria Hardy, '22 1st Place Winner
Establish Student, Dillard University



BizTech 2023 Timeline

August 1 — Registration Opens

September 30 — Registration Deadline

October 30 — Application Deadline

November 7 — Finalist Notified

November 24 — Live Pitch Competition

“
It’s our first time attending and I’m grateful to NexusLA for making this a reality. It’s been weeks of preparation and we couldn’t wait to take center stage to showcase our business.”

—
Shay-Ann Audain, Vizio-Air
Grambling State University



Sponsorship Packages

Standard Perks

As an official 2023 BizTech Sponsor you'll be able to enjoy the following perks in addition to whichever tier you choose.

- Logo recognition on social media
- Logo placement on website
- Opportunity to mentor a team
- Access to networking mixer
- Inclusion of branded promotional materials in swag bags

PRIDE - \$5,000

4 premium seat tickets to the 50th Annual Bayou Classic Football Game

4 premium seat tickets to the 50th Annual Bayou Classic Battle of the Bands & Greek Show

2 tickets to the Louisiana Legislative Black Caucus Bayou Classic Scholarship Jazz Brunch

Virtual recruiting opportunity

PRIDE • TRADITION • EXCELLENCE • LEGACY

TRADITION - \$15,000

6 premium seat tickets to the 50th Annual Bayou Classic Football Game

6 premium seat tickets to the 50th Annual Bayou Classic Battle of the Bands & Greek Show

4 tickets to the Louisiana Legislative Black Caucus Bayou Classic Scholarship Jazz Brunch

Logo representation on digital screens

Logo inclusion on select marketing materials

Verbal acknowledgement during the competition

Opportunity to be a semi-finalist judge (virtual)

Recruiting opportunity (virtual or on-site)

Reserved seating during competition

Recognition in the competitions post-event newsletter

EXCELLENCE - \$35,000

10 premium seat tickets to the 50th Annual Bayou Classic Football Game

10 premium seat tickets to the 50th Annual Bayou Classic Battle of the Bands & Greek Show

6 tickets to the Louisiana Legislative Black Caucus Bayou Classic Scholarship Jazz Brunch

Premium representation on digital screens

Opportunity to serve as a finalist judge during the live pitch competition

Opportunity to display company branded banners and signage during events

Curated and published 15 second LinkedIn & Instagram post-competition reel

Recognition as a premier sponsor in all press releases and media coverage

Naming rights to networking mixer

Exclusive speaking opportunity during networking mixer

LEGACY - \$50,000

4 suite tickets to the 50th Annual Bayou Classic Football Game

4 suite tickets to the 50th Annual Bayou Classic Battle of the Bands & Greek Show

10 premium seat tickets to the 50th Annual Bayou Classic Football Game

10 Premium seat tickets to the 50th Annual Bayou Classic Battle of the Bands & Greek Show

10 tickets (table) to the Louisiana Legislative Black Caucus Bayou Classic Scholarship Jazz Brunch

Exclusive recognition as a presenting sponsor in all press releases and media coverage

Dedicated 30-second to 1 minute company video displayed online and on-site

Dedicated promotional email to competition participants and supporter network

Exclusive speaking opportunity during the competition

Opportunity to announce award winners

Dedicated kick-off blog post

Featured article in the competition recap newsletter

Inclusion in all official award presentation photographs

WANT TO LEARN MORE? LET'S TALK!

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