

T B T W P R E S E N T S

**727** TECH  
DAY v.26

**SPONSORSHIP PROSPECTUS**





## WARNING:

Most event sponsorship decks open with a mission statement and a photo of people clapping at a keynote. They tell you about the power of community, the importance of innovation, and why the region is poised for growth.

You have read that deck before. **This is not that deck.**

SECTION 01.

# What TBTW Built In Year One

Tampa Bay Tech Week launched its inaugural event in April 2026. The results were not what a first-year event typically produces. They were what a mature, well-resourced event produces after years of refinement. That gap — between what year one usually looks like and what TBTW actually delivered — is the most important data point in this entire document.

**60+**

SPEAKERS

**40+**

EVENTS ACROSS 5 AREAS

**100+**

STARTUPS

**90%**

SENIOR EXECUTIVES

**10K+**

COMMUNITY IMPACT

**50K+**

REGIONAL TECH PROS

**700+**

SOFTWARE COMPANIES

**30%**

TECH JOB GROWTH



SECTION 02.

# The National Recognition Is Already Here

Tampa Bay Tech Week's inaugural year didn't just build local credibility. It put the event on the radar of national players now pursuing strategic partnerships. **Three national conferences proactively reached out to TBTW. They came to us.** Two partnerships are in active development.

**The window to be positioned as a founding community partner before these partnerships fully formalize is open right now. It will not stay open.**



## WARNER BROS.

One of the most recognized entertainment and media companies in the world is in conversation with Tampa Bay Tech Week about a strategic partnership. The intersection of content, culture, and technology is exactly where TBTW operates — and Warner Bros.' interest validates that the event's cultural positioning is being felt nationally.

## SUNO

## SUNO

The AI music generation platform — one of the most talked-about AI consumer products of the last two years — is an upcoming project partner with Tampa Bay Tech Week. Suno's presence signals what kind of innovators are paying attention to what is being built here.

SECTION 03.

# The Reach Is Not Just The Room

The most common mistake brands make with event sponsorship is measuring the investment by who walks through the door. The room is only one ring of what TBTW's platform actually reaches.

RING 01.  
**THE ROOM**

## 300 – 500 Attendees

Founders, operators, investors, corporate tech leaders, and civic builders on July 27th. Curated, intentional, engaged.

RING 02.  
**THE PLATFORM**

## 5K – 15K Reach

Email campaigns. Social media. Digital amplification. Sponsor recognition. Post-event visibility.

RING 03.  
**CONTENT LAYER**

## 20K–100K+ Reach

YouTube. Streaming content. Google Ads. Social distribution. Editorial storytelling. Long-tail digital exposure.

SECTION 04.

# The Event

727 Tech Day is Tampa Bay Tech Week's hyper-local expansion into Pinellas County — a full-day innovation experience built for and by St. Petersburg, Clearwater, and the communities shaping the western corridor of Tampa Bay. This is not a Tampa event relocated to St. Pete. It is a Pinellas County event, rooted in the specific industries and the specific moment this region is living through right now.

**SUNRISE** Opening Yoga Experience

**MORNING** **Collaborative Labs:** Defense Tech & Maritime Economy · The Innovation District at 10 years

**MIDDAY** Sponsored Lunch + AI Workshop · Build Your First Autonomous AI

**AFTERNOON** **Nova 535:** Fintech · AI + Marketing · AI as a Revenue Engine · Founder Funding Fireside

**4:00PM** **St. Pete Athletic Club:** Happy Hour Networking

**7:00PM** **Estate:** Closing Night Experience

One day. One county. **The 727 shows up.**



**“ Innovation doesn't happen in silos. It happens when people come together.**

## SECTION 05.

# The Sponsorship Packages

Six tiers built to match where your company is right now and where you want to be positioned in this market. The two entry tiers are intentionally limited — not as a sales tactic, but because the brands that hold those positions will be treated with the same care as the brands at the top of the stack.

## COMMUNITY PARTNER

### \$1,000

#### 2 SPACES ONLY

You are in the room. You are in the communications. Your brand is part of the day. The entry point into the 727 Tech Day ecosystem and the broader TBTW partner community.

- Logo on the 727 Tech Day website as Community Partner
- Logo in all pre-event email communications to registered attendees
- Social media recognition post across TBTW channels prior to the event
- Logo in the printed event program
- 2 complimentary All Day passes

## ECOSYSTEM PARTNER

### \$2,500

#### 3 SPACES ONLY

You have a presence, and a place in the room. The right entry point for brands building genuine community credibility with the founders, operators, and investors who attend this event.

- Everything in the Community Partner tier
- Logo on event signage at the venue
- One branded 6-foot table or display during your chosen session
- Verbal shout-out from the stage during your selected block
- Dedicated branded social media post across TBTW channels — not just a logo tag
- 3 complimentary All Day passes
- Invitation to the post-event sponsor debrief and TBTW ecosystem introduction call

## MORNING SESSION SPONSOR

**\$5,000**

You set the tone for the day. Your brand is woven into every moment of the morning — from the opening yoga experience to the two highest-profile panels on the program. Morning sponsors are associated with the sessions that draw the most senior attendees on the roster: defense and government leaders, economic development officers, institutional stakeholders, and the investors and founders tracking St. Pete's next decade.

### What's included:

- Logo on all morning session signage, screens, and printed materials
- Verbal recognition at the opening of each morning session by the moderator
- Logo on the 727 Tech Day website and Luma event
- Dedicated social recognition across TBTW channels
- One branded table or activation space during the morning block
- 4 complimentary All-Day passes
- Inclusion in all pre-event and post-event email communications to registered attendees

### Sessions your brand owns:

#### OPENING YOGA EXPERIENCE

The moment people photograph and post. Your logo is the first touchpoint of the entire day — on the welcome signage, on the mats if desired.

#### PANEL: ST. PETE'S MARITIME & DEFENSE TECH ECONOMY

20+ organizations at the Hub at Port of St. Pete. \$91,500 average salary. Hub 2.0 expansion heading to a 2026 voter referendum. Zero vacancy. This panel draws the hardest-to-reach audience of the entire event.

#### PANEL: THE INNOVATION DISTRICT AT 10

\$3B+ economic impact. 0.88 square miles. 7%+ of all city jobs. 560 acres. 30+ member organizations. Elected officials, institutional leaders, and founders all in the same room.



## AFTERNOON SESSION SPONSOR

**\$7,500**

The afternoon is where the day shifts from listening to building. Sponsored lunch. Hands-on AI workshop. Four commercially loaded panels at Nova 535 covering fintech, AI, marketing, and capital. Founders, operators, and investors actively evaluating tools, partners, and opportunities — all in the same rooms.

### What's included:

- Logo on all afternoon session signage, screens, and materials
- Branded lunch experience: table placement and verbal recognition
- Verbal recognition at the opening of each afternoon session by the moderator
- Logo on the 727 Tech Day website and Luma events
- Dedicated social recognition across TBTW channels
- One branded table or activation space at Nova 535
- 6 complimentary All-Day passes
- Inclusion in all pre-event and post-event email
- First right of refusal for afternoon sponsorship at 813 Tech Day

### Sessions your brand owns:

#### SPONSORED LUNCH + NETWORKING

The undivided, relaxed attention of every attendee during the most social hour of the day. People remember who fed them.

#### WORKSHOP: BUILD YOUR FIRST AUTONOMOUS AI WORKFLOW

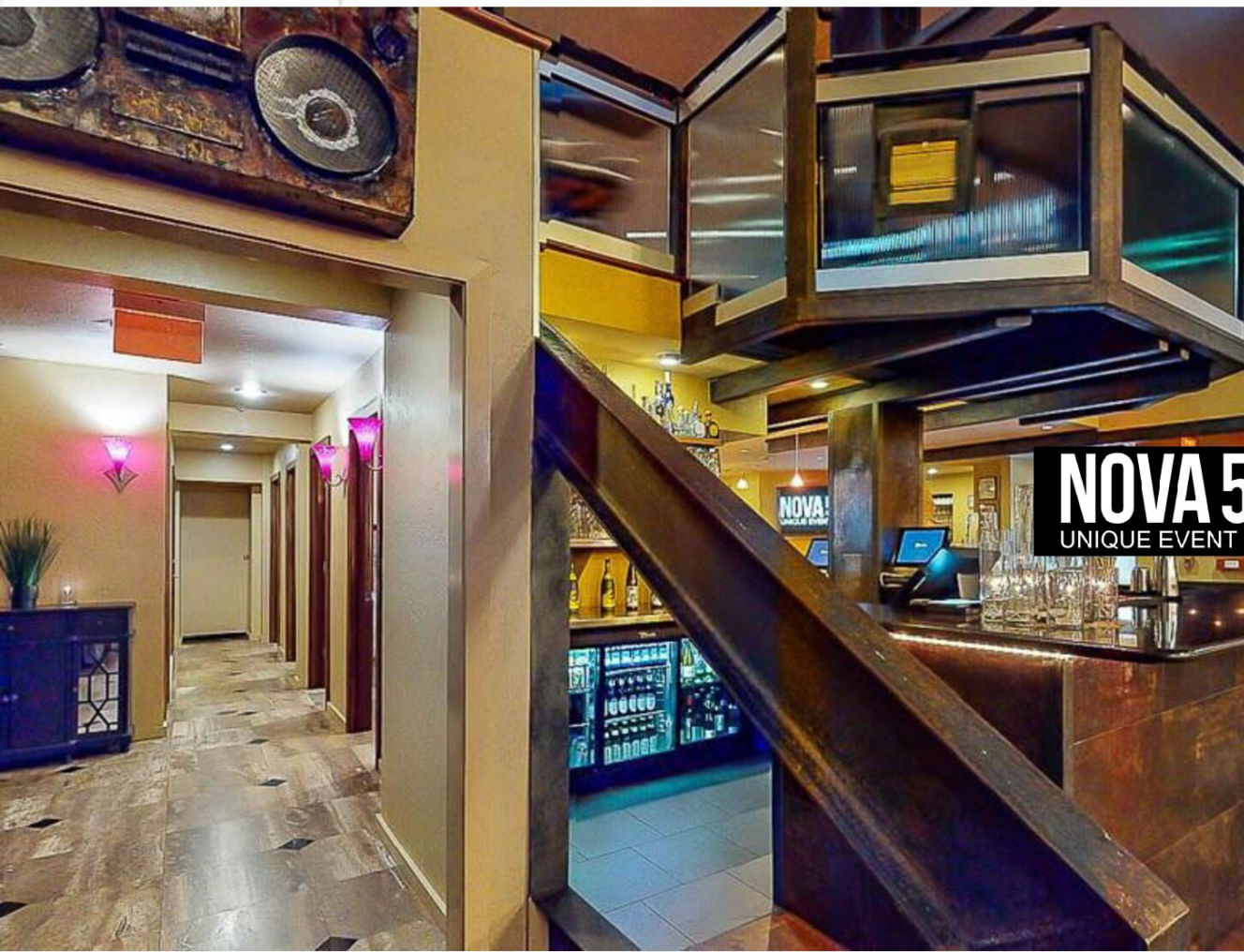
Agentic AI — #1 rising trend of 2026 at 134% YoY growth. A facilitated session to build a real autonomous workflow in under an hour. No coding required.

#### PANEL: FINTECH BUILT IN ST. PETE

Raymond James. Velera. Florida's fintech sandbox law. Prosper Firm. Startup funding pathways. Your brand aligned with the financial infrastructure that makes this city a serious player.

#### PANEL: AI + MARKETING · PANEL: AI AS A REVENUE ENGINE · PANEL: FOUNDER FUNDING FIRESIDE

Three sessions covering what's working in AI marketing right now, how AI drives pipeline directly, and the conversation about what's actually getting funded.



## FULL DAY PRESENTING SPONSOR

**\$15,000**

This is the one. As Full Day Presenting Sponsor, your brand doesn't just appear at 727 Tech Day — it becomes the event. From the first yoga mat at sunrise to the last conversation at Estate, your company's name is on every surface, in every room, and in every communication that touches the 300–500 innovators on July 27th — plus thousands more who follow TBTW's channels.

### You own everything! Morning, afternoon, and evening, plus:

- Everything in the Morning Session and Afternoon Session tiers
- Happy Hour Networking at St. Pete Athletic Club — your brand on bar signage, welcome display, and every touchpoint
- Closing Night stage, on the screens, in the memory of everyone there
- "Presented by [Your Brand]" on ALL 727 Tech Day materials — website, emails, signage, social, Luma, and stage graphics
- Homepage Presenting Sponsor logo — top of page, largest placement, live from launch day
- Named in the opening and closing remarks by the 727 Tech Day organizer
- 2-minute branded welcome moment — stage opportunity at the opening session
- Logo on all event photography watermarks and post-event content
- Branded activation space at every venue throughout the entire day
- Dedicated social campaign — minimum 5 branded posts across TBTW channels
- 10 complimentary All-Day passes for your team and guests
- First right of refusal for Full Day Presenting Sponsor at 813 Tech Day (August 13, 2026)
- First right of refusal for 727 Tech Day 2027 Presenting Sponsorship
- Direct introduction to the Tampa Bay Tech Week Founding Circle



“ You're not just in the room. You're building with the people in the room.”



SECTION 06.

# The Catalyst Vantage Add-On

**Your sponsorship ends on July 27th.**

**Your story does not have to.**

The traditional event sponsorship model has a fundamental flaw: it ends. The room empties, the banners come down, and the impressions stop. Catalyst Vantage was built to fix that. A traditional sponsorship reaches the people in the room. A Catalyst Vantage position reaches 20,000 to 100,000+. And the content lives permanently.

## SIGNAL

**+\$5,000**

Your presence is broadcast.  
Your story begins.

- Required creative strategy session
- 30–60 second cinematic editorial piece
- Social distribution — Instagram, LinkedIn, Facebook
- YouTube upload and SEO optimization
- HyLo newsletter feature
- 1 revision round included

## STORY STAKES

**+\$10,000**

Deeper story. Real skin in the game. Your investment in Tampa Bay is on record.

- Everything in Signal
- 90-second to 2-minute narrative content
- Google Ads — targeted media buy included
- HyLo Quarterly Ecosystem Intelligence Report
- Co-branded event presence
- Social amplification across 2 event cycles
- 1 revision round included

## IMPACT FEATURES

**+\$18,500**

Full production. Full reach.  
Your story runs everywhere we run.

- Everything in Story Stakes
- 3–5 minute brand feature documentary
- Streaming TV / Connected TV distribution
- Google Display and YouTube pre-roll campaign
- Featured in Tampa Learn Sessions
- Panel or speaking opportunity at the event
- HyLo data intelligence briefing
- 3-event extended content cycle
- 2 revision rounds included

## CATALYST CINEMA

**\$35,000 - \$50,000 (Annual)**

You are a co-architect of the Tampa Bay innovation story.  
Multiple positions available.

- All HyLo events across the full calendar year
- Multi-episode cinematic brand series
- Full streaming TV and Google Ad annual campaign
- Co-branded HyLo content series
- Quarterly strategic data intelligence access
- Priority speaking and hosting rights
- Joint press and media positioning
- 2 revision rounds included — final investment confirmed after strategy session

*Every Catalyst Vantage engagement begins with a required creative strategy session. No production starts without it. Media buy and distribution spend are included — budget allocation is managed by HyLo, never disclosed as a line item.*

[catalystvantage.us](http://catalystvantage.us)

SECTION 07.

# Package Summary

PACKAGE	INVESTMENT	PASSES	AVAILABILITY
Community Partner	\$1,000	2	2 SPACES ONLY
Ecosystem Partner	\$2,500	3	3 SPACES ONLY
Morning Session Sponsor	\$5,000	4	Limited
Afternoon Session Sponsor	\$7,500	6	Limited
Full Day Presenting Sponsor	\$15,000	10	1 Available
+ Catalyst Vantage Signal	+\$5,000	—	Add to any tier
+ Story Stakes	+\$10,000	—	Add to any tier
+ Impact Features	+\$18,500	—	Add to any tier
+ Catalyst Cinema	\$35K-\$50K	—	Annual · Multiple available

SECTION 08.

# Why This Moment

## St. Petersburg is at an inflection point.

The defense tech hub at the Port is at full occupancy and expanding. The Innovation District is entering its second decade with \$3B in documented economic impact. Raymond James and Velera — two of the most significant financial institutions in the Southeast — are both headquartered here. The venture capital conversations that used to happen exclusively in Miami and Austin are starting to happen in St. Pete.

Three national conferences have recognized what is being built here and are pursuing partnerships with Tampa Bay Tech Week. Warner Bros. and Suno are the first names in that conversation. They will not be the last.

The brands that partner with 727 Tech Day on July 27th will be on the right side of that story — and the window to be positioned as a founding community partner before this scales is open right now.



SECTION 09.

# Contact Us

Have a question? Reach out to the team for partnerships, event details, or general inquiries. Let's connect and build something great together.

**GENERAL INQUIRIES**

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