

SPONSORSHIP PROSPECTUS



NOVELDAY 2020



NOVEMBER 11, 2020

VIRTUAL INNOVATION CONFERENCE

www.novelday.org



NOVELCITY
CHAMBER

A NOTE FROM NOVELCITY

Since Novel Day 2012, we've challenged our audience to *"Think Novel and Take Risks."* We've also challenged the stakeholders in the innovation ecosystem to #BeNovel! Over the past eight years we've proven the NOVELDAY Innovation Showcase is not a mere event or concept, but it is the entry-point for a novel process of innovation and entrepreneurship. Paradigms are continuing to shift as information becomes more easily accessible. Our desire continues to be to move forward with our mission to dramatically increase the rate of innovation and improve economic environments, providing revolutionary platforms, events, and a world class resource network that facilitates information and innovation spillover.

NOVELDAY Innovation Showcase 2020 will build on the 2017 City of Kansas City's Proclamation to be a Novel City. Sponsored by the City of Kansas City, Missouri, this event is also aligned with Kansas City's Neighborhood Tourism Development Fund Program, objectives as we convene the innovation ecosystem, the startup community and the City of Kansas City to open this event platform up to a National and international audience as we play a leadership role and build on past pledges to develop our city and your city to be premiere innovation hubs.

Yours truly,

NOVELCITY Chamber of Innovation

#TheNovelEra



"This is the exact type of collaboration that will ensure Kansas City continues to build on its momentum and become the world class city we know it can be."



NOVELCITY
CHAMBER

Welcome to The Novel Era

NOVELDAY 2020

The Novel Era

In 2015, our leadership participated in the KC Rising Entrepreneur's Roundtable discussion. In 2016, we were invited to participate in a White House briefing. In these discussions the common theme focused on three areas which are hindrances to entrepreneurs working to grow their businesses. NOVELDAY 2017, 2018 & 2019 addressed these issues by showcasing NOVEL GROWTH solutions related to; 1) Diversity and inclusion in innovation, 2) Growing a quality consultative mentorship network and 3) Strategies for revenue growth and gaining access to capital.

In 2020, the impact of the novel coronavirus has transformed our lives, careers, communities and for some how we generate our cash flow! The disruption of covid19 presents many challenges, but it also presents novel opportunities to usher in the Novel Era as Novel Professionals disrupt the status quo in local and global markets. A recent study prior to the pandemic shows that 70% of senior executives believe innovation will be the top driver of growth and profitability. Amid this pandemic the demand for novel Professionals has dramatically increased making the innovation executive skill set highly sought after in the global workforce. Join an audience of novel for-profit and nonprofit entrepreneurs, innovators and leaders on Veteran's Day November 11, 2020 for NOVELDAY 2020. This Virtual Event organized by Novel City Chamber of Innovation will help you learn how to become a Profit Maximizing Professional in this Novel Era.

NOVELDAY 2020

Welcome to the Novel Era.



Who Attends?

We have a diverse following as you can expect to interact with attendees from around the world due to our affiliation with the International Business Innovation Association as well as our past events in Silicon Valley, New York, Kansas City as well as the White House in Washington DC. Audience make-up is as follows:

- C-Suite Executives
- Media Professionals
- Research Professionals
- Education Professionals
- Patent & Trademark Attorneys (and other attorneys)
- Venture Capitalists & Finance Professionals
- Tech Professionals
- Startups, Scalers, Makers, Social Entrepreneurs
- Chamber of Commerce Executives
- Community Leaders
- Professors, Students
- Economic Development Practitioners
- Local, State and Federal Government Officials



NOVELCITY
CHAMBER

Welcome to The Novel Era

NOVELDAY 2020

Virtual Event Features

Novel Day 2020 will be fast paced interactive innovation showcase with exciting guests, entrepreneurial education, networking, and forward looking innovations challenging attendees to imagine And Think Novel about the endless possibilities in This Novel Era.

- Media Press
- SocialFeen Cafe Meet and Greet
- Featured Events
 - The Profit Accelerator Session
 - Zoom Breakout Session Opportunities
 - SocialFeen Cafe Veteran's Day Showcase
 - Novel Professional Accelerator Launch
 - Novel City Chamber Membership Drive
 - Event Connectivity
 - Integrated Calendar
 - Multi-Media
 - Content Access



NOVELCITY
CHAMBER

Welcome to The Novel Era

NOVELDAY 2020

PAST PROJECT SUPPORTERS

(Financial/In-Kind/Presenters)



NOVELDAY 2020

SPONSOR LEVELS

NOVELDAY 2020

Social Media & Digital

Twitter _____

Facebook _____

NovelCityChamber.com _____

Home Page (Logo w/ hyperlink) _____

Sponsor Page (Logo w/ hyperlink) _____

General

NOVELDAY 2020 Press Release _____

NovelStreet Journal (mention) _____

Pre-Event Emails _____

Post-Event Emails _____

Event Invitation Flyers _____

Print & Digital _____

Digital _____

Event Access _____

Main Virtual Stage Naming Rights (> \$3,000 investment) _____

NovelStreet Journal Interview _____

Complimentary Reservations _____

List of Press & Attendees _____

VIP Recognition _____

Event Recordings _____

Event Analytics _____

Speaking Segment (2 minutes) _____

Membership _____

Novel City Ventures (1 Access Pass \$3600 Value) _____

Novel Professional Accelerator (3 Access Passes \$7200 Value) _____

Novel City T-shirts _____

Digital Event Bag _____

NOVEL
PARTNER
\$2500

NOVEL
FOUNDER
\$1000

NOVEL
PROFESSIONAL
\$500



8



8



4



4



2



2



About the Organizer

NOVELCITY Chamber of Innovation is a Kansas City-based 501c3 nonprofit and minority led business innovation center certified by the International Business Innovation Association.

Our mission is to maximize the value of unified diversity by convening, educating and engaging; entrepreneurs, innovators, and youth as well as mentors and consultants within the Media, Research, Education, Law, Finance and Technology industries.

For more information regarding partnership opportunities, contact:

Jabbar Wesley
Jw@novelcitychamber.com
816.678.1389

Also visit www.novelcitychamber.com
Follow us @NOVELCITY

EVENT PAGE

www.novelday.org



NOVELCITY
CHAMBER

Welcome to The Novel Era

NOVELDAY 2020