

ALASKA ENTREPRENEURSHIP WEEK 2026

Sponsor Prospectus

Invest in the infrastructure that connects Alaska's entrepreneurial ecosystem and delivers it statewide.

The Opportunity

Alaska has dozens of organizations that support entrepreneurs: lenders, advisors, accelerators, nonprofits, government agencies, and chambers of commerce. Most operate in isolation and serve a single region. Entrepreneurs outside Anchorage often have no idea what resources exist, let alone how to access them.

AKEW is the coordination layer that solves this. During one concentrated week each September, the entire ecosystem becomes visible, accessible, and delivered to every community in the state. Sponsoring AKEW is not buying an ad placement. It is investing in the infrastructure that makes entrepreneurship support work across Alaska.

Showcase What Exists

Every organization, program, and resource appears on one statewide calendar. AKEW creates the visibility that makes the ecosystem work.

Fill the Gaps

By assembling the full picture, AKEW exposes what is missing and recruits organizations and entrepreneurs to address unmet needs.

Deliver It Everywhere

Through City Leads in 7+ regions, AKEW ensures the ecosystem reaches Fairbanks, Juneau, Kenai, Mat-Su, Valdez, rural communities, and online.

2025 Impact at a Glance

120+

Events Across Alaska

50+

Organizations
Involved

7+

Regions with City
Leads

3

Governor
Proclamations

0

Paid Staff (100%
Volunteer)

Why Sponsor AKEW

Sponsorship is not a charitable gift to an event. It is a strategic investment in the economic infrastructure of Alaska. Every dollar (or in-kind contribution) goes directly to coordinating and delivering the statewide entrepreneurship ecosystem. Here is what sponsors get in return:

Statewide Visibility	Brand exposure across the full AKEW ecosystem: website (year-round), email campaigns, social media, event materials, and in-person acknowledgment at events in 7+ regions.
Decision-Maker Audience	AKEW's audience is not passive. Attendees are business owners, aspiring entrepreneurs, lenders, advisors, legislators, and nonprofit leaders actively building something.
Community Alignment	Association with a Governor-recognized, SBA-backed initiative that reaches underserved communities. This is a differentiator for CSR reporting and stakeholder communications.
Direct Access	Higher-tier sponsors get direct engagement opportunities: keynote introductions, featured event hosting, and co-branded content with statewide reach.
Measurable Impact	Post-event impact report with attendance data, geographic reach, event counts, and sponsor visibility metrics. Real numbers, not vague impressions.
Tax Deductibility	All sponsorships (cash and in-kind) are tax-deductible. AKEW operates through a 501(c)(3) nonprofit fiscal sponsor, and a receipt for the full contribution amount will be provided.

Institutional Credibility

- **Governor's Proclamation** for 3 consecutive years of official state recognition
- **Municipality of Anchorage** has offered renewed support for AKEW's statewide mission
- **U.S. Small Business Administration (SBA)** has offered continued collaboration for 2026
- **Alaska SBDC** ongoing statewide business advising partnership
- **Junior Achievement of Alaska** youth entrepreneurship integration
- **50+ organizations** across Alaska participating annually

Who Sponsors Reach

Audience Segment	Description
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Entrepreneurs & Business Owners	Active and aspiring business builders across all industries and stages
Support Organizations	SBDCs, incubators, accelerators, chambers, nonprofits, lenders
Government & Policy	State legislators, municipal officials, federal agency staff (SBA, EDA)
Educators & Students	University programs, community colleges, youth entrepreneurship
Media & General Public	Press coverage, social media reach, community event attendance

Sponsorship Tiers

Sponsorships can be made in **dollars or in-kind** (donated goods, services, or venue space). For in-kind contributions, the sponsorship tier is determined by the fair retail value of the donation. All contributions are **tax-deductible** through AKEW's 501(c)(3) nonprofit fiscal sponsor.

TITLE SPONSOR	\$10,000+
<p><i>Maximum visibility. Maximum impact.</i></p> <ul style="list-style-type: none">✓ Premier logo placement on ALL materials, website, emails, and event signage✓ Named "Title Sponsor" in all press releases, media mentions, and social posts✓ Keynote introduction opportunity at a flagship event✓ Featured sponsor profile on the AKEW website (year-round)✓ Dedicated social media spotlight posts (minimum 3)✓ Logo on event lanyards, banners, and digital signage statewide✓ Post-event impact report with sponsor visibility metrics✓ Direct line to AKEW leadership for co-branded event opportunities	
GOLD SPONSOR	\$5,000 - \$9,999
<p><i>High visibility across the full ecosystem.</i></p> <ul style="list-style-type: none">✓ Logo on website sponsor section and all printed/digital materials✓ Recognition at opening and closing events✓ Social media mention posts (minimum 2)✓ Logo in email campaigns sent to full AKEW distribution list✓ Sponsor profile on the AKEW website✓ Post-event impact report	
SILVER SPONSOR	\$2,500 - \$4,999
<p><i>Strong presence across web and events.</i></p> <ul style="list-style-type: none">✓ Logo on website sponsor section✓ Recognition in event programs and digital materials✓ Newsletter mention to AKEW subscriber list✓ Social media mention (minimum 1)✓ Post-event summary report	

COMMUNITY SPONSOR

\$1,000 - \$2,499

Support the mission. Be part of the coalition.

- ✓ Logo on sponsor wall (website)
- ✓ Recognition in event program
- ✓ Included in sponsor thank-you social media post

In-Kind Sponsorships

Donated goods, services, or venue space are valued at fair retail price and placed into the corresponding tier. Examples: venue hosting, catering, printing, A/V equipment, software licenses, professional services, media buys. Contact AKEW to discuss the value of a proposed in-kind contribution.

Tax Deductibility

AKEW operates through a **501(c)(3) nonprofit fiscal sponsor**. All sponsorships, whether cash or in-kind, are tax-deductible to the fullest extent allowed by law. A written acknowledgment and receipt for the full contribution amount will be provided for tax purposes. Consult a tax advisor for specific deductibility guidance based on the sponsoring entity's situation.

What Your Investment Funds

AKEW has zero paid staff. Every dollar of sponsorship goes directly to enabling the week:

- **Regional Coordination** across 7+ geographic areas, including rural communities with no other entrepreneurship programming
- **Statewide Marketing** reaching entrepreneurs, business owners, and support organizations through web, email, social, and media outreach
- **Technology Infrastructure** including event calendar, registration systems, CRM, and the AKEW website that powers decentralized organizing year-round
- **Materials and Logistics** for City Leads who coordinate events, speakers, and venues on the ground in their communities
- **Accessibility** ensuring events are free or low-cost so entrepreneurship resources reach people regardless of ability to pay

How to Become a Sponsor

- 1. Reach Out** Email contact@akew.org or visit akew.org/sponsors/ to start the conversation.
- 2. Choose Your Level** Select a tier based on cash contribution, in-kind value, or a combination of both.
- 3. Confirm & Invoice** AKEW will provide a sponsorship agreement and invoice (or in-kind valuation) through the fiscal sponsor.
- 4. Get Recognized** Sponsor benefits begin immediately upon confirmation. Branding and recognition continue through the week and beyond.

Ready to Invest in Alaska's Entrepreneurial Future?

Email contact@akew.org with subject line "Sponsorship"
or visit akew.org/sponsors/

Alaska Entrepreneurship Week 2026 | September 14-18