

BIG[®]

ACADEMIC ALLIANCE
VENTURE SHOWCASE

Sponsorship Prospectus

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MAY 18-19, 2027 | CHICAGO, IL

BIG TEN VENTURE SHOWCASE

The BIG Stage For The Next BIG Thing

About BTAA

A Strategic Collaboration of Leading Research Institutions

The Big Ten Academic Alliance (BTAA) unites world-class research universities to advance academic excellence through shared leadership, cooperative initiatives, and joint investments. Founded in 1958 as the academic counterpart to the Big Ten athletic conference, the Alliance builds on decades of trust and collaboration to strengthen each member institution and amplify their collective impact.



ABOUT THE EVENT

An Exclusive Platform for Big Ten University Innovations

The Big Ten Venture Showcase is an invitation-only event connecting the most investable university-affiliated startups from across the Big Ten Academic Alliance with a curated group of national investors. This is a showcase, not a competition, designed for companies that are actively fundraising or preparing to raise capital.

19

BIG TEN AA UNIVERSITIES

Academic institutions representing **\$20B** in sponsored research, over **110** National Academy of Inventors Fellows, and **178** Nobel Laureates

2

DAYS OF ACCESS

An exclusive high-impact invite-only event with startups, investors, and BTAA universities

60

ELITE STARTUPS

Live pitches from startups seeking capital in sectors including Biotech & Life Sciences; MedTech & Digital Health; Software, AI & Compute Infrastructure; Advanced Manufacturing, Robotics & Industrial Systems; Climate, Energy & Advanced Materials; and Quantum & Frontier Physics.

100+

ACTIVE INVESTORS

Blue-chip, regional, and corporate investors throughout the country who understand the critical value that university innovations bring to the future of our economy & society

Sponsorship offerings

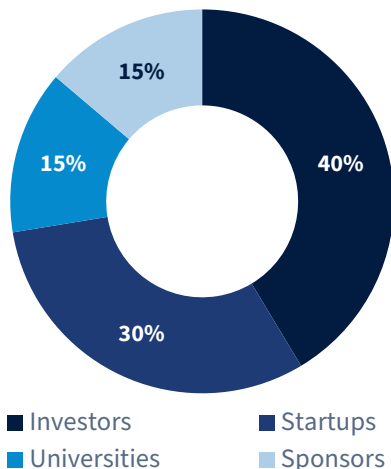
Title (\$25k) *max 3*
Pitch Series (\$15k) *max 6*
Partner (\$5k)
Ecosystem (\$2.5k)



WHY PARTNER WITH BTVS?

Gain brand exposure, with your logo featured in high-visibility locations including emails, website, conference program, and venue.

Anticipated
Showcase Attendees



Who Should Sponsor?

Organizations and companies committed to advancing transformational university research, innovation, and the commercialization of breakthrough technologies will find this event to be an unparalleled opportunity. The Showcase brings together the most promising university-based startups, student ventures, and research-driven technologies emerging from the Big Ten academic community.

Corporate R&D Leaders, Strategic Acquirers

For established corporations, the event offers a window into the future of innovation. Sponsors gain direct exposure to the next generation of research-based startups, as well as insights into sector-defining trends. Connect directly with venture fund managers, corporate innovation leaders, and technology transfer offices across BTAA universities.

Professional Services Firms: Law, Accounting, and Banking

Firms supporting corporate formation, IP strategy, venture financing, and growth-stage startups will find a high-value concentration of potential clients and partners. Meet the most active angels, venture investors, strategic partners, and university-based founders—all convened in a single venue. Sponsorship positions your firm as a trusted contributor to the innovation pipeline and strengthens your visibility with both early-stage and institutional stakeholders.

Ecosystem Partners and Economic Development Organizations

Whether your organization supports innovation through programming, mentorship, capital, incubation space, or regional economic development, the Showcase offers unmatched access to emerging talent and technologies. Sponsors align themselves with the BTAA's research community and demonstrate commitment to cultivating entrepreneurial excellence across the Midwest and beyond.

Sponsor Tier Matrix

Title (\$25k) *max 3*
Pitch Series (\$15k) *max 6*
Partner (\$5k)
Ecosystem (\$2.5k)



Access & Recognition

BENEFIT	TITLE \$25k	PITCH SERIES \$15k	PARTNER \$5k	ECOSYSTEM \$2.5k
Conference Tickets (event is invite-only, space is limited)	4	2	2	1
Pre-Event Cocktail Reception	✓	✓	✓	✓
Opt-In Attendee list with contact information	✓	✓	✓	
Verbal sponsor recognition throughout	✓	✓		
Coordination of sponsor dinner (cost not included)	✓	✓		
Dedicated VIP meeting room	✓			

Engagement Opportunities

BENEFIT	TITLE	PITCH SERIES	PARTNER	ECOSYSTEM
Pre-Event office hours and/or seminar (optional)	✓			
Speaking Opportunity	Welcomes	Pitch Introductions		
Presenter of “Investors’ Choice” Award		✓		

Brand Visibility & Logo Placement

BENEFIT	TITLE	PITCH SERIES	PARTNER	ECOSYSTEM
Logo placement in website, advertising emails, program, and at venue	✓	✓	✓	✓
Logo placement in startup alley	✓	✓	✓	
Ability to provide branded giveaways at main event	✓	✓	✓	

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