



SPONSORSHIP PACKET

NYU STARTUP WEEK 2026

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@techatnyu



startupweek@techatnyu.org



Tech@NYU

WHO ARE WE?

Startup Week is a week of entrepreneurial inspiration at NYU every spring, bringing together students, NYU alumni, and NYC founders. Dive into workshops and panel discussions designed to provide the tools and insights needed to start building a startup of their own. They learn from industry experts, connect with mentors, and explore the world of business development, funding, marketing, and more. NYU's Startup Week is every aspiring entrepreneur's chance to forge invaluable connections, transform their ideas into reality, and set your entrepreneurial journey in motion.

AT OUR 2025 EVENT...

600+

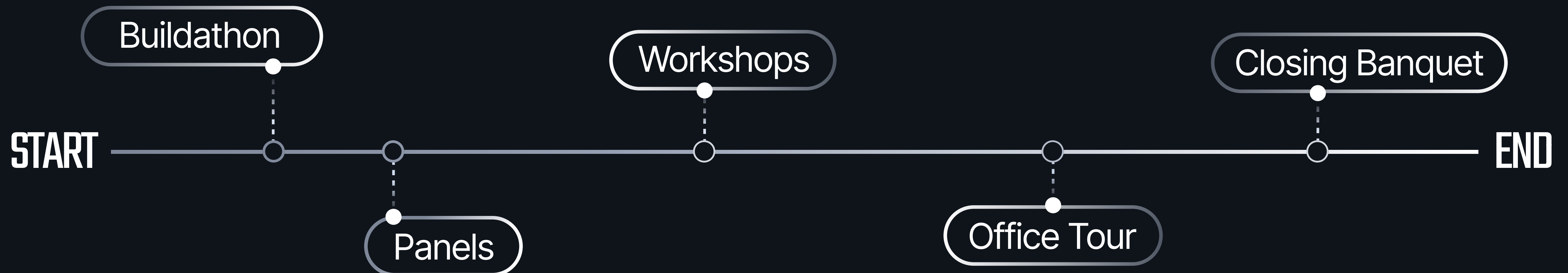
attendees

20+

companies
represented

\$8000

amount in prizes



Tech@NYU Mission

Tech@NYU fosters a community for **900+ passionate student members** to bond over innovation and creativity in the industry. Our three flagship programs - Tech Treks, Mentorship, and Startup Week - immerse students across all levels of tech from industry names to emerging startups. Ultimately, we serve as a collaborative hub **for artists, makers, and hackers** to build together, learn new skills, and explore limitless opportunities.

Startup Week History

Tech@NYU's Startup Week is one of NYU's **largest tech-fest events**, becoming the leading event for the club and welcoming students and founders alike from across NYC. In the past, we have partnered with engineers and founders from eBay, Foursquare, Keybase, Stack Overflow, Glossier, etc. to host hackathons, workshops, and panel discussions on controversial and innovative topics in tech.

2025 STARTUP WEEK HIGHLIGHTS



STARTUP WEEK BUILDATHON

Our 36-hour Buildathon challenged participants to innovate on **real-world problems**, supported by expert workshops, technical mentorship, and **over \$8K in prizes**. Winning teams also received expedited interviews from sponsoring companies.



KEYNOTE EVENT

Our signature panel featured NYU alum Terri Burns, **founder of Type Capital** and **former Google Ventures partner**. As a **Forbes 30 Under 30** honoree, she shared sharp insights on the challenges and opportunities shaping the future of entrepreneurship.



FUTURE OF TECH PANEL

Our Future of Tech panel brought together industry leaders to discuss emerging trends, disruptions, and opportunities in technology. Speakers explored topics like **medical AI** and **blockchain**, highlighting new innovations and challenges ahead.

2024 STARTUP WEEK HIGHLIGHTS



KEYNOTE : STEVEN GUTENTAG

Steven Gutentag (Stern '10), **co-founder of Thirty Madison**, shared how he built a \$220M digital healthcare company from his time at NYU. His story showed how sponsor-supported programs spark the next generation of entrepreneurial leaders.



STORYBOARD TO SCREEN

Featuring Wesley Block of **Kino AI (YC S23)**, this panel explored how technology is reshaping creative industries. Students engaged with founders driving innovation at the intersection of art and AI—made possible through sponsor collaboration.



CHASING NET ZERO

Leaders from **Revel** and **Grain Ecosystem** discussed how startups are tackling sustainability through technology. Sponsors help empower these conversations, inspiring students to pursue bold solutions for a greener future.

PAST PARTNERS



SPONSORSHIP TIERS

All packages are negotiable and flexible, add-ons are also available. Please reach us at startupweek@techatnyu.org if interested. Benefits for in-kind donations (goods or services) are to be discussed individually.

	Seed (\$500)	Series A (\$1,000)	Series B (\$1,500)	Series C (\$2,000)	Unicorn (On Inquiry)
Logos	Select Events ¹	SW Site	tech@nyu & SW Site	All sites, social media posts and events	All sites, social media posts and events
Product Placement	Select Events	3 Events	All events	Priority on all events	Priority on all events
Social Media ²	1 Post	2 Posts	3 Posts	3 Posts, 2 stories 1 reel	3 Posts, 2 stories 1 reel
In-event Promotions ³	0	1	2	Special Mention	First Mention
Dedicated Event	No	No	Yes	Yes	Yes

BUDGET ALLOCATION:



¹Select events will be determined in direct coordination with the Tech@NYU Startup Week team.
²Social media promotion highlights the partnership across our 14k+ follower channels.
³In-event promotions consist of brand integration such as product placement, demos, or shoutouts during chosen events.

REACH

Our club caters to both undergraduate and graduate students, from fields such as computer science, finance, entrepreneurship, interactive media arts, and engineering. Our members share an aspiration for launching their own startups and pursuing a career in the startup ecosystem or tech industry at large.

3.7k+ followers



@tech@nyu

8.6k+ followers



@tech@nyu

3.1k+ followers



@techatnyu

2.4k+ subscribers



Newsletter