

# A S T I A

Astia is a unique, not-for-profit, with a distinct focus and mission - to foster the full participation and leadership of women in entrepreneurship and as accelerators of high growth businesses. Astia provides innovative programs that ensure companies gain access to capital, achieve and sustain high-growth, and develop the executive leadership of the women on the founding team

Headquartered in Silicon Valley with programs in Silicon Valley, New York, and London, Astia is well positioned to work with start-ups from around the globe as they access venture capital.

The Astia Programs offer its sponsors the opportunity to extend international reach and presence in the venture capital, private equity, legal, accounting, corporate, human capital, technology, and entrepreneurial community.

*For questions, please contact*

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## Our Results

Astia Conferences feature high-caliber, high-growth women-led companies in the technology, life science, and clean tech sectors. Suitable for companies at all stages, Astia Conferences have an impressive record of success.

Since 2003:

- Presenting companies have raised over **\$488 million**
- On average, **more than 60%** of the presenting companies have received funding or been acquired
- There have been **11 exits** for presenting companies, including 2 IPOs

## The Services We Provide

Astia's programs are supported by over **400 members** of Astia's Advisor Network that includes more than 80 former and current CEOs and 100 investors.

We provide **extensive resources** and **customized services** to help entrepreneurs achieve sustainable high growth or a successful exit, including:

- Direct access to investors, industry leaders and technical visionaries, including a network of potential customers and acquirers
- Strategic business planning advice focused on accelerating fundraising and positioning companies for high growth
- Fundraising advice including funding strategy and alternative investment options
- Leadership skills development
- Online community portal, providing a platform for interaction between entrepreneurs, investors, service providers and Astia
- Team recruitment
- Free legal services
- Technology and marketing analyses by industry experts
- Sales strategy sessions

## The Astia Programs

**Doing it Right Program:** built by entrepreneurs for entrepreneurs, this 2-month, intensive program with both a novice and experienced track, prepares entrepreneurs for their fundraising efforts. Sponsors participate in all components of the program – serving as screeners who select the companies, experts who lead the sessions, and coaches to the elite class of selected companies. The Doing it Right Program is the hallmark of Astia's greater than 60% funding success rate.

**it Conference** – in its 7th year, this is the flagship event of the Astia year. Select companies present over three days to an audience of investors. Sponsors will gain premium exposure to the investor attendees as well as the presenting companies.

**Spring Entrepreneur Program:** this one week intensive program prepares entrepreneurs for their fundraising efforts. Selected participants are then invited to present at the Astia Investor Forum, held one month following the program. Working with experienced experts for a one month period, entrepreneurs are perfectly prepared for their investor presentations. The Spring Entrepreneur Programs are held in New York, London and coming in 2010, Bangalore.

*Astia plays a critical role in contributing to the number of quality women-led venture investment opportunities for VCs. It represents a high potential, under-invested opportunity.* Priya Mathur, Board Member CalPERS, Investor Advisory Council Member

## 2009 Organization Sponsorship Opportunities

For each annual organizational sponsorship level the Sponsor will receive:

- Prominent placement in high traffic areas of Astia's website and other marketing collateral, including identification in monthly newsletter that goes to >11,000 readers
- High profile in our international media campaign
- Opportunity to network with and gain Corporate exposure to the Astia community and develop relationships with leading women-led companies
- Complimentary inclusion at all Astia programs in all four markets
- Ability to use support of Astia (and its logo) in corporate marketing efforts
- Personalized introductions to potential clients (from Astia clients, Advisors, Board members and other community members)

### Platinum Sponsor

**\$100,000**

Fenwick & West, The Althea Foundation, Three Guineas Fund\*

#### *Additional benefits at this level*

- Event host, including opening remarks, for at least one premier event annually (Astia Venture Capital Awards, Astia Conference, Astia Leadership forum, Astia Entrepreneur Program)
- Opportunity to participate on panels as well as help secure speakers
- Participation in quarterly Advisory Board meetings
- Participation on Program Planning Committees (Life Science, Technology)
- Unlimited passes to Astia program

\* Founding Sponsor

### Gold Sponsor

**\$50,000**

Microsoft (sustaining)

#### *Additional benefits at this level*

- Event host, including opening remarks, for at least one premier event annually (Astia Venture Capital Awards, Astia Conference, Astia Leadership forum, Astia Entrepreneur Program)
- Opportunity to participate on panels as well as help secure speakers
- Participation in quarterly Advisory Board meetings
- Participation on Program Planning Committees (Life Science, Technology)
- Unlimited passes to Astia program

### Silver Sponsor

**\$25,000**

Pillsbury Winthrop Shaw Pittman (sustaining), Deloitte, Mintz Levin, Moss Adams, Nixon Peabody, DLA Piper, Osborne Clarke

#### *Additional benefits at this level*

- Event host, including opening remarks, for at least one premier event annually (Astia Venture Capital Awards, Astia Conference, Astia Leadership forum)
- Opportunity to participate on panels as well as help secure speakers
- Participation in quarterly Advisory Board meetings
- Participation on Program Planning Committees (Life Science, Technology, Clean Tech)

## 2009 Event Sponsorship Opportunities

For each events sponsorship level below, the Sponsor will receive:

- Sponsor logo placement in event-specific area of Astia's website and other event-specific marketing collateral
- Ability to use support of Astia (and its logo) in corporate marketing efforts

### **Entrepreneur Sponsor** **\$15,000**

#### *Additional benefits at this level*

- Opportunity to moderate or participate on a panel for the event
- Opportunity to make welcome or closing remarks for one speaker
- Opportunity to join Astia program planning committee for the event
- Full page ad in the event program
- Five passes to the event

### **Affiliate Sponsor** **\$10,000**

#### *Additional benefits at this level*

- Opportunity to moderate or participate on a panel for the event
- Opportunity to join Astia program planning committee for the event
- Half page ad in the event program
- Three passes to the event

### **Supporting Sponsor** **\$7,500**

- Opportunity to join Astia program planning committee for the event
- Quarter page ad in the event program
- Two passes to the event

### **Contributing Sponsor** **\$2,500**

- Opportunity to join Astia program planning committee for the event
- Name listed in event program
- Two passes to the event

Astia is funded by leading corporations, VCs and service providers including: Fenwick & West; Pillsbury Winthrop Shaw Pittman LLP; Bank of America, Wells Fargo; Microsoft; DLA Piper; Mintz Levin; Citigroup Private Bank; SAP; Nixon Peabody; Silicon Valley Bank; Moss Adams; The Althea Foundation; Cargill Ventures; Cisco; Levensohn Venture Partners, Northern Trust; Cooley Godward LLP, Osborne Clarke and Reed Smith, as well as many others.

Current Astia sponsors remain available as a reference to new and potential sponsors.