FOLSOM-RANCHO CORDOVA TECH WEEK

2027 SPONSORSHIP OPPORTUNITIES

March 1–5, 2027
Folsom and Rancho Cordova, California

Where technology, entrepreneurship and community move forward together.



A regional platform built for meaningful connection

Folsom-Rancho Cordova Tech Week brings founders, technologists, investors, civic leaders, students and community builders into one shared experience.

Five days of ideas, practical learning, founder access and memorable experiences give partners reasons to meet, participate and be remembered.



PARTNER WITH THE PEOPLE BUILDING WHAT COMES NEXT.

March 1–5, 2027

The 2026 event proved the demand

300+

attendees

50+

panelists

12

panels

13

pocket + networking events

2

keynotes

4

days of programming

One week. Multiple high-value audiences.

FOUNDERS + OPERATORS	Practical growth, capital, talent and partnerships.
TECHNOLOGISTS	AI, product, industrial innovation and live demos.
INVESTORS + ECOSYSTEM	Deal flow, founder access and regional intelligence.
PUBLIC-SECTOR LEADERS	Modernization, workforce and economic development.
STUDENTS + YOUNG BUILDERS	Exposure, mentorship and hands-on innovation.
COMMUNITY CONNECTORS	Nonprofits, educators and regional advocates.

The experience extends far beyond a ballroom

LEARN

Panels, keynotes and workshops

BUILD

Hackathon and product demos

LAUNCH

Startup pitch competition

CONNECT

Founder breakfasts, mixers and happy hours

EXPERIENCE

Wellness, creativity and live entertainment

INSPIRE

Youth robotics and community innovation

ORGANIC MOMENTUM

Visibility earned—not bought

30,438

LinkedIn impressions

1,533

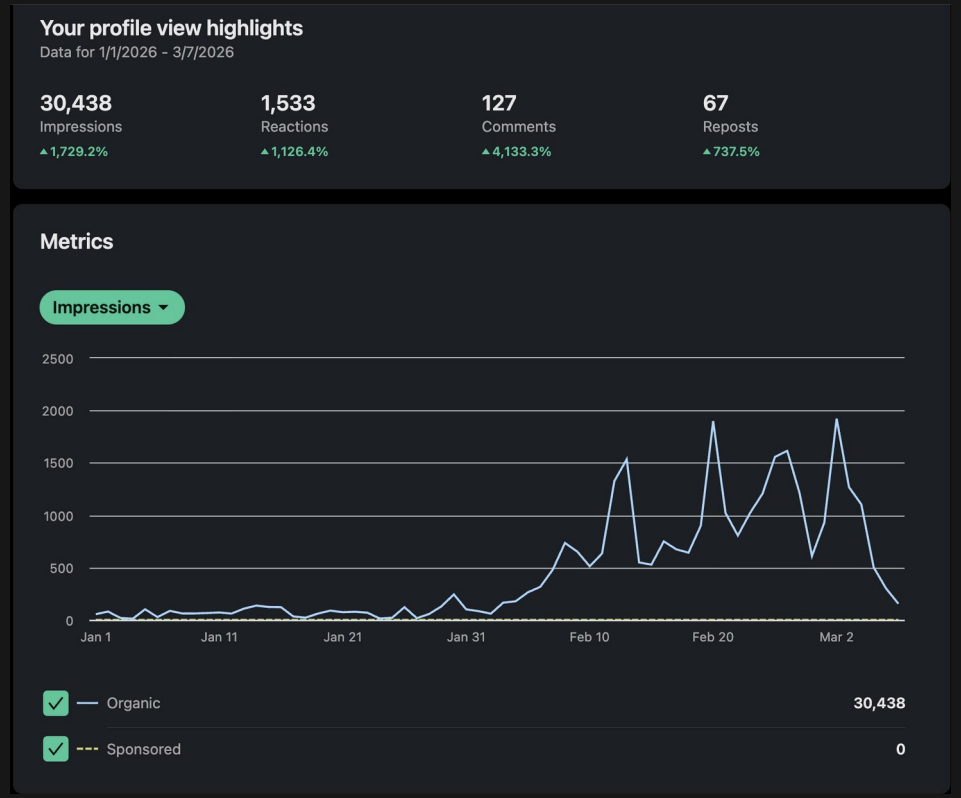
reactions

4,004

page searches

283

new followers in 66 days



0 sponsored impressions

Sponsorship should create business outcomes

01

BE SEEN

12 months of exposure on the FCTW events platform.

02

BE PRESENT

Face-to-face access to decision-makers and builders.

03

BE USEFUL

Own content, experiences or resources attendees value.

04

BE REMEMBERED

Associate your brand with regional progress and possibility.

Every package can be aligned to awareness, talent, pipeline, thought leadership or community impact.

Choose the level of presence that fits your goal

PRESENTING	**$12.5K**	**1 exclusive**	Lead annual placement, title sponsorship, category exclusivity, premium activation and 10 event passes.
INNOVATION	**$7.5K**	**up to 3**	Large annual logo, 4 dedicated social spotlights, standard activation and 8 event passes.
ECOSYSTEM	**$5K**	**up to 6**	Medium annual logo, 2 dedicated social spotlights, standard activation and 6 event passes.
COMMUNITY	**$3K**	**open**	Standard annual logo, 1 dedicated social spotlight, shared literature placement and 4 event passes.
SUPPORTING	**$1.25K**	**open**	Small annual logo, directory listing, group social recognition and 2 event passes.

Every tier includes 12 months of platform exposure. Detailed benefits follow.

Annual platform exposure and promotion

Every tier includes a sponsor directory listing with logo, company description and website link for 12 months from activation on the fctechweek.com events platform.

ANNUAL BENEFIT	Presenting	Innovation	Ecosystem	Community	Supporting
Homepage + shared sponsor section logo	Largest	Large	Medium	Standard	Small
Sponsor directory placement	First position	Featured	By tier	By tier	By tier
Dedicated social spotlights (total)	6	4	2	1	—
Group social recognition	Included	Included	Included	Included	Included
FCTW email recognition	2 features	1 feature	1 roundup mention	1 roundup mention	—

Logo sizes are relative. Social and email quantities cover the full 12-month term; dates agreed at activation.

Event participation and sponsor benefits

EVENT BENEFIT	Presenting	Innovation	Ecosystem	Community	Supporting
Event passes	10	8	6	4	2
On-site activation	1 premium space	1 standard table	1 standard table	Shared literature placement	—
Title sponsorship	“Presented by” designation	—	—	—	—
Category exclusivity	Included	—	—	—	—
Stage recognition	Executive welcome	Verbal thank-you	Verbal thank-you	Group thank-you	Group thank-you
Content opportunity*	1 proposed featured session	1 proposed panel role	1 proposed product demo	—	—
Post-event recap	Custom	Standard	Standard	Summary	Summary

*Organizers approve content for relevance. Passes follow standard event rules; reserved sessions and Pocket Events remain subject to capacity. Activation details are confirmed in the sponsor agreement.

Activation ideas that add value—not clutter

TALENT

Recruiting lounge, student access or skills workshop

PIPELINE

Hosted founder roundtable or curated introductions

THOUGHT LEADERSHIP

Practical session, executive conversation or demo

PRODUCT

Hands-on experience, challenge or use-case showcase

COMMUNITY

Scholarships, nonprofit challenge or youth program

HOSPITALITY

Breakfast, mixer, recharge space or closing moment

A simple path to the right partnership

1

Choose your objective

Awareness, pipeline, talent, thought leadership or community impact.

2

Select a level

Choose a sponsorship tier that fits your goals.

3

Design the activation

We align the experience, content and visibility.

4

Measure the impact

Receive a post-event recap tied to your partnership.

Build the week with us.

Folsom-Rancho Cordova Tech Week
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Partnership inquiries

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YOUR BRAND BELONGS IN THE ROOM WHERE THE REGION'S FUTURE GETS BUILT.