

Partnership Opportunities Guide





About us

CU Boulder's Innovation & Entrepreneurship Initiative is transforming how students, faculty, staff and alumni think about solving real-world problems. We believe that innovation

is for everyone, and our campus-wide culture of entrepreneurial thinking empowers individuals to turn bold ideas into lasting impact. Through accessible programs, hands-on learning and tangible funding opportunities, we are cultivating the next generation of founders, changemakers and creative problem-solvers.

Our offerings span from first-year undergraduate workshops to advanced startup accelerators, providing a pipeline of support for ventures at every stage. Signature programs like the Colorado Sustainability Challenge, New Venture Challenge, Social Impact New Venture Challenge and the High School New Venture Challenge fuel innovation on campus and position CU Boulder as a national leader in entrepreneurship and an engine for economic development across Colorado and beyond.

Join us!

Want to support CU Boulder innovation? We invite you to join us in shaping the future—with your support, we can expand access to entrepreneurial education, invest in breakthrough ventures and strengthen a vibrant ecosystem that supports visionary thinking, collaboration and creativity. Opportunities for engagement include: 1) supporting innovation programming at CU Boulder and/or 2) investing in ventures from our entrepreneurial ecosystem.

Want to invest?

Directly support and engage with CU Boulder's most promising emerging ventures! Your early access to semifinalist ventures offers a front-row seat to the cutting-edge innovation and entrepreneurial talent coming out of the CU ecosystem. This partnership amplifies your reach and strengthens the bridge between higher education and the broader entrepreneurial community. To learn more about investing directly in one of our ventures, contact Stan Hickory at hickorys@colorado.edu.



Our impact

“CU Boulder has been the perfect launchpad. There’s a real ecosystem here that supports bold ideas and scrappy teams....There’s a lot of freedom to take risks here—and that’s what entrepreneurship is all about.”

—Camden Dempsey (Leeds School of Business), VerEstate

“NVC gives participants first-hand experience pitching and positioning their business, working on a startup team, and, perhaps most importantly, connecting with Boulder’s world-class network of entrepreneurial mentors. For me, the feedback and support I got during NVC was critical to a pivot of my first business, which, six years later, grew to over 150 people and was acquired by a \$26B publicly-traded company.”

—Devon Tivona (CompSci, '14), Pana (acquired by Coupa)

“I’m so grateful for the wonderful learning experience through NVC. CU Boulder’s robust innovation network is truly incredible, and I feel so fortunate to be a part of it!” —Danielle Carroll (AeroEngr, EngrMgmt’21), Orbital Biodesign

1,280+

Total CU Boulder ventures who have participated in NVC

\$27.5 M+

Funding raised by NVC alumni

\$1.75 M+

NVC funding awarded to CU Boulder startups since 2017

The benefits of partnership

Join us in shaping the future of innovation. With your support, we can expand access to entrepreneurial education, invest in breakthrough ventures and strengthen a vibrant ecosystem that supports visionary thinking, collaboration and creativity. Together, we can ensure that CU Boulder remains a launchpad for world-changing ideas and the people bold enough to pursue them.

Together, we are building a world class entrepreneurial ecosystem in Colorado.

The Innovation and Entrepreneurship Initiative has two goals: to nurture the development of tomorrow's entrepreneurial leaders and support the launch and scaling of new ventures.

Access to our talent pipeline. Find your next entrepreneurial team member when you engage with CU Boulder students—they're highly sought-after innovators!

Your partner dollars make a difference.

Partnership money funds college scholarships for entrepreneurial-minded high school students through our High School NVC program and provides the seed money for new ventures to impact our world.

For all partners

- Your tax-deductible donation goes directly to fund the Innovation & Entrepreneurship Initiative
- Year-long recognition on the CU Boulder Innovation & Entrepreneurship Initiative website and in program materials
- Recognition at all our competition Finals
- Invitation to the annual VIP dinner
- Networking events and mentorship opportunities
- VIP treatment at the annual NVC Finals



Partner Recognition Levels

100% of your tax-deductible donation funds Innovation & Entrepreneurship Initiative and programming!	Iron (\$1,000 to \$2,500)	Steel \$2,500+	Bronze \$5,000+	Silver \$10,000+	Gold \$25,000+	Platinum \$50,000+
Custom sign at NVC Finals						X
Opportunity to speak or serve as a judge at the NVC Finals						X
Opportunity to speak at the annual VIP dinner						X
Opportunity to present winning prizes at the NVC Finals					X	X
Opportunity to meet with NVC finalists					X	X
Opportunity to interact with or lead learning sessions					X	X
One engagement opportunity with students, faculty or professional network interested in entrepreneurship					X	X
Premium social media video post					1	1
Premium social media post recognition				1	1	1
Premium logo recognition at NVC Finals				X	X	X
Opportunity to present prizes or an award at a designated competition Finals				X	X	X
Opportunity to host an NVC event				X	X	X
Recognition on social media			X	X	X	X
Logo recognition at select events			X	X	X	X
Invitation to annual VIP dinner	1	2	2	2	4	6
Logo recognition in NVC Finals digital program	X	X	X	X	X	X
Name recognition at the CSC* Finals	X	X	X	X	X	X
Name recognition at the HSNVC Finals	X	X	X	X	X	X
Name recognition at the NVC Finals	X	X	X	X	X	X
Year-long recognition on CU Boulder I&E website and program materials	X	X	X	X	X	X
CU Boulder I&E branded merchandise	X	X	X	X	X	X

Exclusive Partner Opportunities



Choose to be the Exclusive Partner for one of the following events or programs:

Platinum and Gold Partners	* Limited to one opportunity per level	
The New Venture Challenge		\$75,000
The Colorado Sustainability Challenge		\$50,000
Silver Partners	* Limited to one opportunity per level	
Boulder Founder Summit		\$15,000
Social Impact New Venture Challenge		\$15,000
Annual VIP Dinner		\$10,000
NVC Audience Choice Award		\$10,000
VIP Balcony at NVC Finals		\$10,000
Boulder Founder Summit Signature Dinner		\$7,500
Bronze Partners	* Limited to one opportunity per level	
Fall Mentor Mixer		\$5,000
NVC Mentor Network		\$5,000
HSNVC Audience Choice Award		\$5,000
NVC Best Student-run Venture Award		\$5,000
Spring Mentor Mixer		\$5,000
Steel Partners	* Limited to one opportunity per level	
HSNVC Dessert Reception		\$2,500
NVC Company Formation Workshop		\$2,500
NVC Funding Workshop		\$2,500
NVC IP Workshop		\$2,500
Iron Partners	* Limited to one opportunity per level	
HSNVC Judges and VIP Lunch		\$1,000
HSNVC Participant Lunch		\$1,000
NVC Round One Judges Lunch		\$1,000
Pitch Practice I		\$1,000
Pitch Practice II		\$1,000
Pitch Practice III		\$1,000

2024-25 Platinum Partners • \$50,000 +



2024-25 Gold Partners • \$25,000 +

Dan and
Cindy
Caruso



2024-25 Silver Partners • \$10,000 +

Cooley

2024-25 Bronze Partners • \$5,000 +



2024-25 Steel Partners • \$2,500 +



Dan
DeRose



Jeff
Gustavson



Shane
Percival



Kim
Tatsch

Marcy
Tatsch

Henry
Wright