

STARTUP ARLINGTON PARTNER BENEFITS 2018

PROGRAM SUMMARY

Startup Arlington is a collaborative initiative between Arlington and members of the business community to attract and educate entrepreneurs outside of the Washington, D.C. region about the benefits of operating a business in Arlington.

Startup Arlington offers one growing tech company:



Free Living Space



Free Working Space



Transportation



Potential Financial Investment

PARTNER BENEFITS

Partners reap the benefits of simultaneously promoting their business to a tech-focused audience while helping support and attract people to our community in an innovative and direct way.

Partner benefits include:

- Regional and national visibility
- Promotion at Las Vegas' Consumer Electronics Show
- Social media and website promotion
- Direct and indirect media exposure
- Involvement with Arlington's community and local government


For more information, please contact:

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2017 PROGRAM STATISTICS

 **26,000** Social media impressions

 **3,200** Startup Arlington website views

 **1,300** Clicks from social platforms to Startup Arlington website

 **581,000** #StartupArlington hashtag impressions

 **24,100** Startup Arlington video views

 **129** Startup Arlington applications

 Applications from **9** states and **3** countries. Massachusetts had the most applicants in 2017.



ADVERTISING AND PROMOTION OPPORTUNITIES

Partner logos will be featured on all Startup Arlington promotional materials, including:

- Startup Arlington website
- Online digital ads
- Startup Arlington promotional video
- Startup Arlington networking event invitations

Partners will be recognized in all regional and national media outreach, examples include:

- Arlington County press releases
- Tech.co editorials

Partner promotion will be an integral part of our social media plan for marketing the Startup Arlington program. Facebook, Twitter and LinkedIn will be utilized to promote the program, as well as, showcase the winner and prize package.

AWARD WINNING PROGRAM:

International Economic Development Council – 2017 Excellence in Economic Development Award

Southern Economic Development Council – 2017 Community Economic Development Award

Virginia Economic Developers Association – 2017 Community Economic Development Award

Virginia Association of Counties – 2016 Achievement Award in Community and Economic Development

PREVIOUS PARTNERS

The logo for 1776, featuring the year in a bold, red, serif font.The logo for Carr Workplaces, with "CARR" in large blue letters and "WORKPLACES" in smaller orange letters below it, accompanied by three orange dots.The logo for Kiddar Capital, featuring a gold circle with a stylized "K" inside, above the word "KIDDAR" in bold black letters and "CAPITAL" in smaller black letters below.The logo for JBG Smith, featuring a blue hexagon with a white stylized "S" inside, above the text "JBG SMITH" in blue.The logo for Residence Inn Marriott, with "Residence Inn" in purple and "Marriott" in the Marriott logo font below it.The logo for Arlington Law Group, with "Arlington" in blue and "LAW GROUP" in black below it, separated by a horizontal line.The logo for Crystal City, featuring a colorful bar chart with bars in red, blue, green, and yellow, above the text "CRYSTALCITY" in red.The logo for Arlington Transportation Partners, with "Arlington Transportation Partners" in blue and "co" in a stylized orange circle below.The logo for Rosslyn, with "ROSSLYN" in purple and a stylized purple outline of the letter "R" to the right.