

EDMONTON
STARTUP WEEK

SPONSORSHIP OPPORTUNITIES

October 5-9, 2026



THEME

STEP IN. STEP UP. STEP FORWARD.

This theme continues to shape how we support founders, strengthen connections, and create opportunities across Edmonton's innovation ecosystem.

Throughout the last year, we've seen companies, entrepreneurs, partners, and community leaders create meaningful experiences, champion bold ideas, and move Edmonton forward together. Startup Week is powered by events like yours, and that shared spirit of collaboration, leadership, and momentum continues to guide the work we do across the ecosystem.

PITCH CULTURE

Help us create opportunities for companies, entrepreneurs, and community leaders to share their stories, showcase what they are building, and connect with the broader tech and innovation community.

As part of this commitment, we'll be including a Founder Pitch at every Edmonton Startup Week event. These short pitches help founders gain visibility, build meaningful connections, and access the support they need to grow.

YOUR SPONSORSHIP WILL HELP.

STEP IN.

We help people step into entrepreneurship.

We convene the community to spark ideas, inspire builders, and give early-stage entrepreneurs the courage and support to keep going.

We create welcoming spaces where builders find community, confidence, and the relationships that help them grow.

STEP UP.

We help the community step up as mentors, investors, and customers—because it takes a village to build a company.

STEP FORWARD.

We help founders step forward through critical steps by connecting them with key resources, programming and providing best practices.

LAST YEARS STATS

78
EVENTS

40 IN
COMMUNITY

38 IN
OUR SPACE



5,900 REGISTRANTS



94%
SATISFACTION
LEVEL



Startup Week showed that Edmonton is ready to step in, step up, and step forward together—creating space for innovation through shared experiences, meaningful connections, and moments of collision that strengthen the ecosystem.

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