

SPONSORSHIP BROCHURE

At Pitch Lounge, we deliver a diverse range of events, resources, and marketing campaigns designed to help businesses reach their goals.

Our pitch event series connects startup founders seeking capital with investors, sector-specific professionals, and strategic partners. These events also offer structured and informal networking opportunities, enabling attendees to gain exposure, build relationships, and secure new clients or partners.

We create a relaxed yet professional atmosphere, providing authentic feedback and ongoing support while encouraging follow-ups that foster real business growth. Held regularly online, in-person, and hybrid (2–5 times monthly), our events maintain strong engagement, high attendee retention, and excellent reviews.

Visit Us

pitchlounge.net/sponsor

E-Mail

info@pitchlounge.net

Call Us

 +49 157 535 22279

Executive Summary



As dedicated ecosystem builders, we connect capital-raising founders with consultants, investors, and specialised service providers, while providing exposure, tailored support, and valuable connections to all ecosystem stakeholders. While brand Pitch Lounge is two years old, in the past four and a half years, the same team has hosted 125+ events, welcomed 20,000+ attendees, and empowered 600+ startups with pitching opportunities at online, in-person, and hybrid events.

We take pride in promoting, supporting, and connecting startups with the investors they need to grow.

By sponsoring our investor demo, feedback and guidance sessions, or expo-based pitch events, you gain unparalleled exposure, attract new clients, and unlock strategic partnership and investor opportunities.

Benefits from sponsoring our pitch events



1

Widespread Exposure

Sponsors benefit from prominent exposure at our pitch events and via targeted outreach campaigns. Your brand will be promoted to our community of over 22,500+ engaged startup and investor email subscribers (see [newsletter archive](#)), 60,000+ team and company LinkedIn connections and followers, generating 50,000+ weekly organic social media impressions on our company, personal, and community group pages. As ambassadors for relevant initiatives, we often secure our sponsors exclusive cross-marketing opportunities.

2

Investment & Other Opportunities

At each event, you will connect directly with pitching startups, investor panelists, and 150–500+ attendees and registrants. Our month-long marketing campaigns further amplify your reach across the broader startup ecosystem—*ensuring you achieve your sponsorship goals and accelerate your growth. See our event reports [here](#).*

Online Feedback
Events

Online Demo
Events

Expo Pitch
Events

Bronze Sponsor

Gold Sponsor

Sponsor
Tiers

Silver Sponsor

Build Your Own
Sponsor Package

[Contact Us](#)

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Overview

Explore a vibrant range of startup pitch event themes designed to connect founders, investors, and industry leaders. While FoodTech* is our forte, Pitch Lounge offers a range of entrepreneurs suitable opportunities to pitch, network, and gain expert feedback—across three dynamic formats: online feedback events, investor demo events, and hybrid expo-based events. Discover how each format can help propel your business to new heights.

(ACTIVE) EVENT THEMES & BRANDING

INVESTOR DEMO EVENTS

FOOD & BEVERAGE

FOODTECH (B2B)

MENA FOOD & BEVERAGE

BEVERAGE PITCH LOUNGE

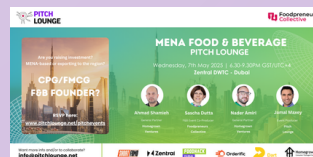
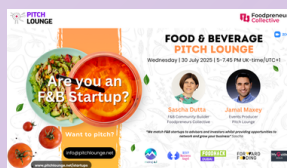
FEEDBACK/COACHING EVENTS

FOODPRENEURS COLLECTIVE

DRINKPRENEURS COLLECTIVE

FEMALE FOUNDER
(sector agnostic)

EXPO-BASED PITCH EVENTS



*Jamal Maxey, our co-founder, was chosen as a FoodTech Top 100 Global Shaper 2024

(TheFoodCons)

*Sascha Dutta, our co-founder and a leading F&B Startup Community Builder, is also ex corporate food sector

*INACTIVE OTHER EVENT THEMES

EdTech, Marine & AgTech (but partly inc. in FoodTech B2B above), ClimateTech, Health & Wellness, Hospitality, TravelTech, AI & Emerging Tech, and Gaming are past events and/or ready for (re)launch

DESIGN YOUR OWN + SECURE OUR HELP

Ideas for events? Let us know and secure our operational, community, and marketing support!

See our event reports [here](#).

Some of our valued sponsor partners:



[Contact Us](#)

Types of Pitch Events



Pitch Lounge is a Pitch Events Series that brings together entrepreneurs, investors and community members to create the perfect startup investment environment. We regularly organise startup investor pitch and community events, and invite you to get in touch or explore our website to learn more about our recent projects.

Different Formats – See our event reports [here](#).

1 ONLINE FEEDBACK EVENTS

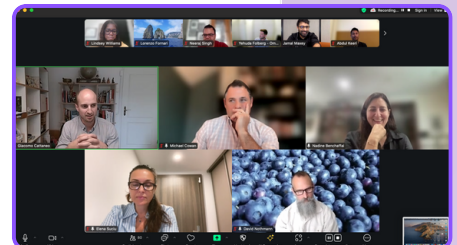


This pitching opportunity is ideal for early-stage startups, whether pre- or post-investment or revenue. We have supported startups seeking valuable feedback on their Seed or Series A investor pitch decks before crucial investor meetings, especially when such guidance is scarce. Our audience primarily consists of founders and consultants; while investors are not widely invited, they do attend. Please note that the event is neither livestreamed nor recorded for publication.

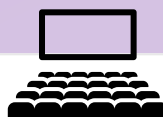
2 ONLINE DEMO DAY EVENTS



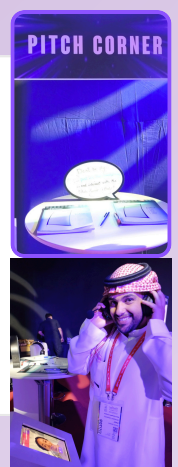
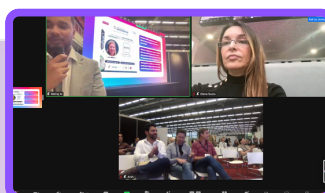
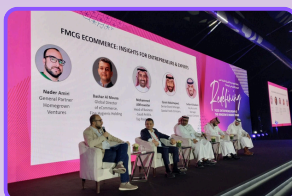
This event format connects capital-raising pitching founders with an investor panel with specific industry expertise who participate in the Q&A rounds. Our team promotes the startups to a targeted audience of over 22,500 engaged email subscribers. Designed for startups from pre-seed to Series C, this format provides valuable exposure to investors, strategic partners, and potential customers seeking new opportunities.



3 HYBRID EXPOS



At our pitch events, startup founders gain a unique opportunity to present their innovative ideas to a global network of top-tier investors. Partnering with expo organizers, we create a dynamic platform that brings together startup pitch sessions, panel discussions, workshops, hackathons, competitions, and satellite programming—including breakfast and dinner networking events and industry visits—where creativity meets capital and the future of entrepreneurship takes shape.



– See our event reports [here](#).

[Contact Us](#)



2025 Numbers

Below are the year-to-date numbers - events, community breakdown, and potential (organic) marketing exposure for sponsors. Expo client events: September-November 2025

Cumulative Numbers (01.01.25-24.07.25) – See our event reports [here](#).

Pitch Events - 16 (3* in-person, 13 online)

Total Event Registrants - 1764 (LinkedIn), 1072 (Wix W/site)
Live Attendees - average 40 (in-person), average 90 (Zoom)
YouTube/LinkedIn livestream viewers (50+) | On-demand: 100+

Networking Events - 7 (UAE-based)

Unique Event Registrants - 459 (LinkedIn), 288 (Wix W/site)
Live Attendees - average 25 (in-person)

Startup applications: 150+

Pitching startups: 82

(new) Panelist applications: 20+

Hosted panelists: 93

F&B sampling partners: 15

Networking partner firms: 10+

Website Sessions (by geography)

US 29%

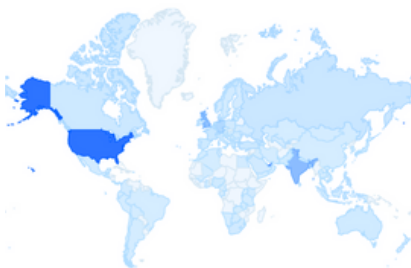
UAE 20%

India 12%

UK 10%

EU 10%

Other 20%



Year 2

Site sessions

12,350 ↑ 64%

Unique visitors

8,192 ↑ 80%

Social Media Pages/Profiles

Focus: company* page

LinkedIn Followers ~ 3k

**New Followers ~ 1.5k

**Total Posts ~ 1k

**Organic Post Impressions: 121k+

**Engagement Metrics ~ 7k

***Engagement Rate: 9.1%

**Per previous 365 Days

***▲ 18.5% vs competitors

Other:



***Jamal Maxey & Sascha Dutta**
(LinkedIn profiles 8-10x larger)

Email Marketing

[Blog - website](#)

Community Breakdown

Founders 39%

Investors 23%

Other* 38%

Marketing Reach**

Email Subscribers 23k+

Open Rate

Up to 50%

Click Rate

Up to 16.5%

*Consultants, buyers, distributors, pot. customers, etc.

**Based on 23.07.2025 event live now campaign

[Email Newsletter](#) - back catalogue

LinkedIn (LI) Public Groups

LI Group Members

LI USERS VIEWING* POSTS

F&B Pitch Events

2k+

113k

Female Founder

1k+

52k

MENATI F&B

0.5k+

53k

*Per previous 365 Days (k = '000s)

[LinkedIn Newsletter](#) - coming soon

[Contact Us](#)

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Sponsor Profiles



We unite startups, investors, and professional service firms to create a vibrant ecosystem where meaningful connections, instant matches, and valuable follow-up meetings drive growth for our pitching startups and the wider community. Our sponsors play a crucial role in this ecosystem, providing the expertise and resources founders need to succeed. Below, you'll find an overview of the diverse company profiles that support Pitch Lounge as sponsors.

Investment Companies

Incubators/Accelerators | Angel Syndicates/
VC Funds | Fundraising Consultancies

By sponsoring our startup pitch events, key players in the investment ecosystem gain direct access to a carefully selected pool of innovative startups. Your support helps cultivate a vibrant environment where fresh ideas are nurtured—and where the next generation of successful businesses can thrive.

B2B Professional Services

Import/Export | Legal | R&D | Banking/
Accounting | Recruitment | Packaging

By partnering with us as a sponsor, B2B professional service firms gain direct access to a diverse pool of innovative startups. These sponsors play a vital role in helping startups refine their offerings, manage operations, and scale successfully.

Corporate Sponsorship

Companies Undergoing | International
Expansion | Pitch Lounge Members

By supporting our pitch events, coaching and mentoring sponsors play a pivotal role in guiding the next generation of innovative startups. Their expertise empowers entrepreneurs to sharpen their strategies, elevate their presentations, and build strong, lasting networks for future growth.

Coaching & Mentoring

Executive Coaching | Pitch Coaches |
Mentoring Platforms/Circles

By supporting our pitch events, coaching and mentoring sponsors are instrumental in guiding the next generation of innovative startups. Many of our coaches and mentors serve as panelists on Feedback Pitch Events, offering their expertise directly to early-stage founders and demonstrating their commitment to nurturing entrepreneurial talent.

Scale-up Companies

Presenting Companies | Series A+ startups |
International Expansion | Pitch Lounge Alumni

Pitching companies are welcome to sponsor the very events in which they participate. Many of our growth-stage alumni also return as sponsors, panelists, and repeat presenters—continuing to support and shape our vibrant community.

Do not fit these profiles?

If your organization does not match the profiles listed above, do not worry. We are happy to arrange a call to discuss your goals and assess whether there is a strong alignment. If we determine it is a good fit, we are fully committed to delivering sponsor value tailored to your objectives.

Our promise to you:

At every event, we feature only one sponsor per (sub) profile, ensuring you will not share the spotlight with competitors. This exclusivity guarantees your brand receives maximum visibility and impact.

[Contact Us](#)

Event TESTIMONIALS



Pitch Lounge has never conducted sponsor outreach - *until now!* We were approached by three of our regular panelists who wanted to further support our existing events (Food & Beverage Pitch Lounge) and/or actively help co-produce new event series on emerging themes (Marine & AgTech, ICT DACH), and sponsor our efforts. We have also worked on expo-based pitch events and stage programming, as well as corporate venture initiatives, and supported partner networking events.

Sponsors & Clients



"...very impressed with your startup investor pitch event production."

-Sarah DePietro, Manager (Free From Food Amsterdam)

"...It was a pleasure to work with Sascha and Jamal."

-Alejandro Marabi, Sr. R&D Manager (PepsiCo)



Palmi Palmason
Phoenix Investments

"Jamal & Sascha have consistently brought global investor exposure to my startup and innovation network, and supported young founders in my network with pitch opportunities that improved their business models and secured them new partners." Palmi

Marine & AgTech (2 events) | **Food & Beverage Pitch Lounge** (11 events)
2022-2023 Sponsor



"...sincerest gratitude for your invaluable contributions..."

-Merlyn D'Silva & Jaafar Shubber (Dubai World Trade Centre - DWTC)



Alyse Holstein
HPG PARTNERS

"Thank you, Richa, Jamal, and Pitch Lounge! It is my pleasure to be a part of these wonderful events, with amazing panels of talented women, presenting companies, and attendees!" Alyse

Female Founder Pitch Lounge (3-4 events - #4 for Nov. 2025 in the pipeline)
2022-2024 Sponsor



"Pleased to learn about the positive feedback from everyone who attended."

-Adrian Berry, Director Middle East (Electrolux Professional)

Elena Suci
RSVP Business Angel

"A constant deal flow and relevant clients came from securing a regular investor panelist slot through sponsoring the Pitch Lounge events." Elena

ICT DACH Pitch Night (2 events) | **Food & Beverage Pitch Lounge** (8 events)
2021-2023 Sponsor



"We loved your support at the event..."

-Darko Mandich, CEO (MeliBio) | Phoebe Dunn, Head of Content (Montgomery Group)

....and many other messages of support!

[Contact Us](#)

2025 Q4 Events

16 OCTOBER | Thursday



5 - 7 PM (UK-time/UTC+1)

Drinkpreneurs Collective
Pitch Lounge, Healthy Edition

[See Info](#)

23 OCTOBER | Thursday



6 - 8:30 PM (UK-time/UTC+1)

FoodTech
Pitch Lounge

[See Info](#)

29 OCTOBER | Wednesday



5 - 7:30 PM (UK-time/UTC)

Beverage
Pitch Lounge

[See Info](#)

29 OCTOBER | Wednesday



9 AM - 11 AM GST

Foodpreneurs Collective
Hospitality Networking - Dubai

[See Info](#)

31 OCTOBER | Friday



9 AM - 12 PM GST

Foodpreneurs Collective Pitch
Lounge (Singapore Event, Dubai)

[See Info](#)

4 NOVEMBER | Tuesday



8.30 AM - 11 AM GST

Intelli.accelerate - Dubai
Accelerating Foodpreneurs

[See Info](#)

6 NOVEMBER | Thursday



5 - 7 PM (UK-time/UTC)

Drinkpreneurs Collective Pitch
Lounge (N. America Edition)

[See Info](#)

13 NOVEMBER | Thursday



5 - 7 PM (UK-time/UTC)

Foodpreneurs Collective
Pitch Lounge

[See Info](#)

17-19 NOVEMBER | Mon-Wed



10 AM - 5 PM GST

Organic & Natural Show |
Free From Food Dubai

[Register](#)

18 NOVEMBER | Tuesday



5 PM - 9 PM GST

The Meals Collective
(UAE Launch Meetup), Dubai

[Register](#)

4 DECEMBER | Thursday



6 - 8 PM (UK-time/UTC)

Foodpreneurs Collective
Pitch Lounge (AgTech Edition)

[Listing soon](#)

11 DECEMBER | Thursday



6 - 8 PM (UK-time/UTC)

Foodpreneurs Collective
Pitch Lounge (Global Edition)

[Listing soon](#)

16 DECEMBER | Tuesday



5 - 7 PM (UK-time/UTC)

Drinkpreneurs Collective Pitch
Lounge (UK Edition)

[Listing soon](#)

18 DECEMBER | Thursday



6 - 8:30 PM (UK-time/UTC)

Food & Beverage
Pitch Lounge (Global Edition)

[Listing soon](#)

In-person, Dubai

Youtube Livestream

Zoom Event

LinkedIn Event Listing

REGISTER NOW

pitchlounge.net/pitchevents

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INTERESTED IN SPONSORING?

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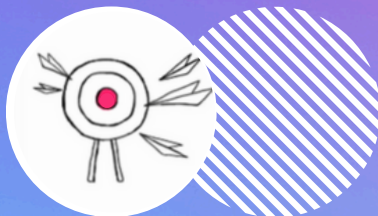
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Call

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(incl.  Business)



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