

mistywest

Partnership Program

Offerings & Guidelines

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We are MistyWest.
United as Impact Architects,
diverse by expertise.

We are a leading product development firm who collaborates with partners across the globe to openly share expertise, pinpoint the greater purpose, and take on complicated challenges with curious intelligence.

We are engineers, mathematicians, physicists, design thinkers, and researchers who crave complex problems to radically pivot today, and realize a positive tomorrow, through impactful technology.

MistyWest's vision is to advance technology to realize the United Nations' **Sustainable Development Goals**.

The UN's Sustainable Development Goals are a call for action by all countries to promote prosperity while protecting the planet. Below are some of the areas of impact that MistyWest has already contributed work to.



Our Capabilities



Electrical Engineering



Firmware Engineering



Mechanical Engineering



Industrial Design



Research & Development



Software Engineering

Our Tech Verticals



VR / AR



ML / AI



Internet of Things



Medical Tech



Sensor Fusion



Clean Tech



Robotics



Wearables



Bluetooth



Optics

Our Collaborators



Partnership Avenues

We are thrilled to have you on board as a MistyWest Partner! Together, we can push our businesses towards greater opportunities for meaningful connections and brand exposure.

The following pages outline **Tier 1** and **Tier 2** partnerships, and the potential avenues we can travel down for collaborations.

If you have any questions, your MistyWest engagement manager can provide you with more information.

Partnership Avenues **Tier 1**



Community Building

- Link Exchanges
- Sponsored Blog Content
- Social Media Cross-Promotions
- SEO Boosts (through all-of-the-above)



Mentorship

- Expertise & Advising
- Mentorship Network
- Resource Sharing
- Office Hours



Workshops

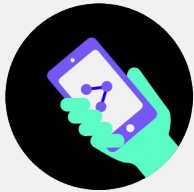
- Prototyping Content Workshops
- Technical Workshops
- Innovation Brainstorms



Events

- Event Co-Hosting
- Speaking Opportunities
- Title Sponsorship Opportunities

Partnership Avenues **Tier 2**



Community Building

- Link Exchanges
- Sponsored Blog Content
- Social Media Cross-Promotions
- SEO Boosts (through all-of-the-above)



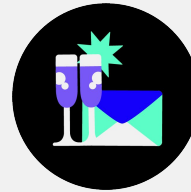
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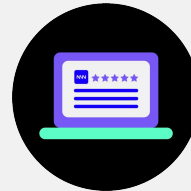
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Business Growth*

- Leadgen Help / Dealflow
- Crunchbase / Database Assistance
- Upvotes for Awards and Contests
- Google Maps Reviews
- Testimonials

**Case-by-case agreements*

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Example Partnership

Founders & Friends

- Founded in 2016, **FOUNDERS & FRIENDS** is hosted in Las Vegas during CES - one of the world's largest tech events.
- The event brings in 300 attendees over the course of the evening, ranging from venture capitalists, to founders of startups, to executives from Fortune 500 companies.
- Hosting partners have the privilege of curating their guest list by providing VIP invites to guests of their choice.
- Past co-hosts include [MIT Media Lab](#), [Daly PR](#), [Invoke Digital](#) and [Indiegogo](#), to name a few.
- Catering, drink sponsorship and event photography are included in the hosting package.



Usage of MistyWest's Name & Logo

Partners are granted use of the MistyWest logo under the conditions they comply with the guidelines provided in our **Partner Brand Guidelines PDF**.

To request our logo files, please email our community manager at madison@mistywest.com. Different file formats of the logo are available. *Modifications of the logo are not permissible.*

If a partnership qualification is no longer valid, use of the MistyWest logo must cease immediately.

MistyWest is one word.

Under no circumstances is it permissible to use any of the following name variations in copy where formatting is permitted:


Misty West
misty west
mistywest

We look forward to working with you!

If you have any questions about the partnership avenues covered in this guide, please contact your MistyWest engagement manager, or reach out to our community manager Madison at madison@mistywest.com.

mistywest.com

contact@mistywest.com

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 [mistywestconsulting](https://facebook.com/mistywestconsulting)

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