

The image shows a busy event space with an industrial aesthetic. The ceiling is high with exposed pipes and various hanging lights, including large spherical globe lights and smaller pendant lamps. People are seen in the foreground and background, some standing in groups and others near a bar area on the left. A large blue banner in the background features the text 'LAUNCH TENNESSEE' in large, bold, white letters. Below this, smaller text reads 'SXSU 2026 CLIENT CASE STUDY'. The banner also includes a map of Tennessee and a pink arrow pointing right. Other visible text includes 'UT PEP RALLY' and 'Tennessee House'.

SXSU 2026 CLIENT CASE STUDY

Strategic Approach

Tennessee House is hosted and produced by Launch Tennessee, a 501(c)3 nonprofit and a public-private partnership with the state of Tennessee's Economic and Community Development department that supports innovation, startups, and entrepreneurship across the state.

INDUSTRY:

- Nonprofit, Economic Development, Innovation

PRODUCTS FEATURED:

- Official Event

“Year three of the Tennessee House was another smash hit, continuing to amaze us with another consecutive year of double-digit attendance growth year-on-year and building on the word-of-mouth buzz, electric engagement, and impactful connections that make SXSW an essential destination for this activation.”

Lindsey Cox, CEO, Launch Tennessee & Rory Levine, VP Marketing, Launch Tennessee



Performance *Breakdown*

THE TARGET

Launch Tennessee aims to highlight the creative minds and makers who are powering the startup ecosystem in the Volunteer State, and connect some of Tennessee's promising founders and most exciting startup companies with the global thought leaders who gather in Austin for SXSW.

THE APPROACH

To bring the three-day activation to life and make the programming as rich and robust as possible, Launch Tennessee partners with organizations all across Tennessee, including chambers of commerce from the state's urban centers, as well as preeminent universities and leading corporations in major sectors. This year's schedule ran the gamut from thoughtful panels exploring quantum tech, smart cities, and nuclear energy to unforgettable and fun moments of cultural engagement including a celebration of Little Debbie's iconic Chattanooga-based snack cake (with giveaways and trivia), late-night line dancing to celebrate Dolly Parton's 80th birthday earlier this year, a UT pep rally bursting with Tennessee Orange spirit, and the return of the wildly popular Hip Hop Karaoke party. By individually elevating each programming blocks across the official SXSW schedule and SXSW GO mobile app, Launch Tennessee is able to promote highlights from each section of the schedule and impactfully drive real-time attendance.

THE IMPACT

In 2026, Tennessee House experienced a 21% increase in attendance compared to the 2025 event, and a significant 121% growth since their first year in 2024. Concurrently, Launch Tennessee reported enhanced ROI across all primary brand channels: website traffic increased by 21.3% YoY, total email marketing deliveries rose by 79%, and social media impressions grew by 35.2%. Consistent feedback from hundreds of attendees indicates that Tennessee House not only successfully fostered professional interest in technology, innovation, and culture across the Volunteer State, but also made invaluable and actionable connections. The SXSW products continue to showcase their brand in front of tens of thousands of qualified and valuable attendees as well as generate impactful word-of-mouth buzz and chatter, all actively contributing to delivering huge crowds.

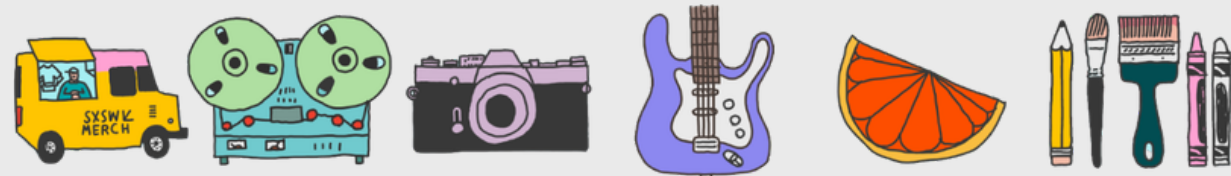




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PHOTO CREDITS:
Dylan Johnson, Lauren Lindley, Jim Stone



"We see tremendous value in formally aligning our activation with SXSW and being officially recognized on their programming schedule. It's a stamp of approval that carries real weight with SXSW attendees while simultaneously delivering enormous visibility and awareness of our event..."

