

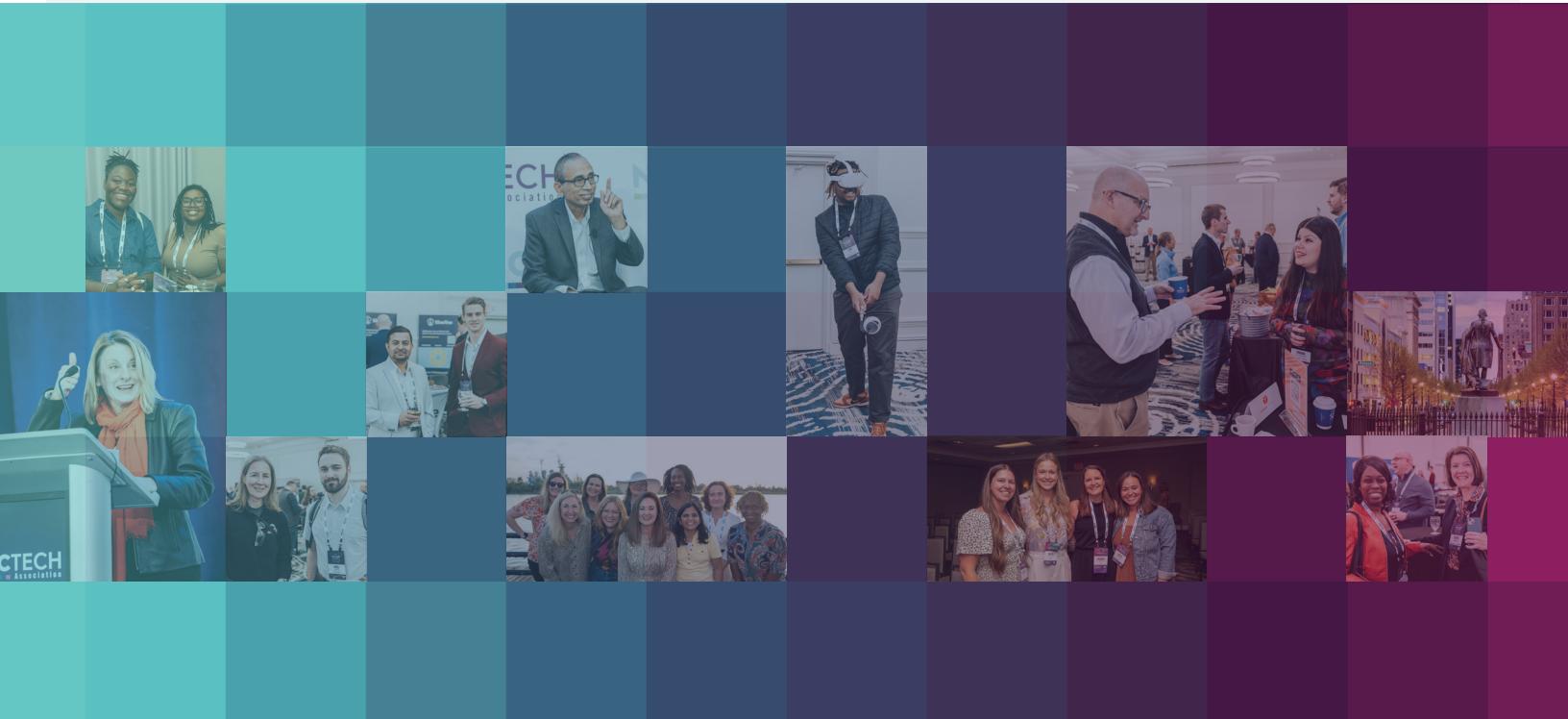
2026

SPONSORSHIP

+

ENGAGEMENT

MENU



NC TECH SPONSORSHIP

NC TECH, the voice of North Carolina's tech sector, works to foster growth and drive innovation across the state's tech and tech-enabled businesses. Sponsorship with NC TECH offers a powerful avenue to connect with companies statewide, expand your visibility, and engage directly with key decision-makers.

Our team can work with you to create a sponsorship package—tailored to your budget and aligned with your business goals. Sponsoring NC TECH programs, networks, initiatives, and events provides a range of benefits, including speaking opportunities, brand exposure, and member engagement/access, depending on the options selected.

We are also happy to customize a sponsorship program to ensure it supports your business priorities and delivers meaningful value.

Interested In sponsoring?



CONTACT ME FOR MORE INFO

TRACY STERNBERG

Director - Programs + Sponsorship
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2026 CALENDAR OF EVENTS

The dates below showcase NC TECH's Signature Events—our premier gatherings that bring together leaders from across North Carolina's tech community. To explore the full lineup of upcoming programs, networking opportunities, webinars, and special events, we encourage you to visit our Events Calendar at www.nctech.org for the latest updates.

OUTLOOK FOR TECH NEW VENUE

February 12 | The Revelry North End | Charlotte

TECHFEST NEW EVENT

May 13 + 14 | Durham Convention Center | Durham

NC TECH GOLF CLASSIC

August 5 | Pinehurst Resort | Pinehurst

LEADERSHIP SUMMIT

August 5 + 6 | Pinehurst Resort | Pinehurst

SUMMIT FOR WOMEN IN TECH NEW DESTINATION

September 28 + 29 | Renaissance Asheville Downtown | Asheville

NC TECH AWARDS CELEBRATION

November 10 | Raleigh Convention Center | Raleigh



ANNUAL INVESTORS

NC TECH is grateful for the generous support of our Annual Investors. These partners commit \$10,000 or more in sponsorship during the calendar year. Organizations qualify as Annual Investors once their total commitments meet one of the established thresholds.

Annual Investor logos are prominently featured on the rotating ticker across the NC TECH website and are recognized at all Signature Events throughout the year.

BENEFITS	SUPPORTER (\$10K+)	ADVOCATE (\$25K+)	INFLUENCER (\$40K+)
(2) Complimentary registrations to the Leadership Summit			
Featured in an Annual Investor Spotlight or Executive Spotlight in the monthly newsletter			
Premier seating at all applicable Signature Events			
Special invitations to exclusive events and programs			
(1) Complimentary Individual Young Tech Professional Network (YTPN) Membership			
Logo with hyperlink on NC TECH's homepage			
Logo with hyperlink on Annual Investors page on NC TECH website			
Logo recognition at all Signature Events			

To learn more about becoming an Annual Investor, contact Tracy Sternberg at 919.856.0393 or tracy@nctech.org.

New Venue



EVENT PAGE

SPONSOR MENU

OUTLOOK FOR TECH THE REVELRY NORTH END

Kick off the year with the people and perspectives shaping North Carolina's tech future. Outlook for Tech is NC TECH's signature statewide launch event – a fast-paced, content-rich experience where innovation, insight, and industry intelligence meet. Join hundreds of technology and business leaders for executive panel discussions, predictions keynote, an innovation briefing, the 2026 NC TECH Preview, and the highly anticipated release of the annual State of the Technology Industry Report (NC STIR). Explore emerging trends, hear what's next for the sector, and connect with peers and partners in the Tech Expo. Hosted this year at The Revelry North End, the event includes breakfast, lunch, and a networking reception. Projected attendance: 300+.

SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$20,000 to \$1,500 and include benefits such as speaking opportunities, branding, expo booth, attendee engagement and more.



New Event



EVENT PAGE

SPONSOR MENU

TECHFEST

DURHAM CONVENTION CENTER, DURHAM ARMORY + DOWNTOWN DURHAM VENUES

Get ready for TechFest, NC TECH's newest statewide experience celebrating the people, innovation, and energy powering North Carolina's tech sector. This isn't your typical conference — it's a festival of ideas, connections, and creativity. Join us in Durham, NC, where downtown's walkable district becomes our stage for a multi-venue experience packed with opportunities to connect, collaborate, and celebrate. Explore a Tech Expo featuring cutting-edge companies and solutions. Discover the next big thing at the Startup Showcase. Hear from dynamic speakers pushing the boundaries of technology and leadership. Then unwind with social events, live entertainment, and local flavor — all just steps from hotels, restaurants, and breweries. Whether you're a founder, innovator, tech professional, or supporter of North Carolina's thriving ecosystem, Tech Fest is your invitation to experience the future of tech in our state — together. Projected attendance is 450+.

SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$25,000 to \$2,500 and include benefits such as speaking opportunities, branding, expo booths, attendee engagement and more.




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GOLF CLASSIC PINEHURST RESORT

Join leaders from across North Carolina's technology and business community for a day of competition, camaraderie, and connection at the iconic Pinehurst Resort. The Golf Classic features a full day of play, including breakfast, lunch, and recognition at the Awards Luncheon. Whether you're an avid golfer or a casual player, this tournament offers unmatched opportunities to build relationships and enjoy time away from the office. One of the event's most popular features – the CIO Foursome Sponsorship – gives sponsors the chance to draft participating CIOs into their foursome for the day. Golfer participation is capped at 124, with additional opportunities to engage.

SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$15,000 to \$2,000 and include benefits such as foursomes, branding, engagement with golfers and more.


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LEADERSHIP SUMMIT PINEHURST RESORT

An annual favorite, the Leadership Summit brings together executives, senior leaders, and members of the NC TECH Board of Directors and Board of Advisors for two days of high-impact insight and connection. Set against the backdrop of Pinehurst Resort, this exclusive summit blends structured discussions with informal networking to explore the issues driving the tech sector – from talent and transformation to leadership, culture, and innovation. Attendees hear from influential leaders while participating in candid conversations that inspire new thinking. Attendance capped at 200.

SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$25,000 to \$1,250 and include benefits such as speaking opportunities, branding, attendee engagement and more.

New Destination



[EVENT PAGE](#)

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SUMMIT FOR WOMEN IN TECH

RENAISSANCE ASHEVILLE DOWNTOWN

Pack your bags — we're heading to Asheville. The Summit for Women in Tech is a powerful, immersive, women-only event designed to elevate, inspire, and empower tech professionals across North Carolina and beyond. This one-day+ summit features authentic conversations with women leaders as we explore gender bias, navigate career journeys, and discuss shifting the paradigm for the next generation. Build community through breakout discussions, shared storytelling, and actionable insights you can bring back to your workplace. In true Asheville style, the summit also includes curated social and tourism activities, a welcome reception, and small-group dinners around town — all creating space for deep connection. Projected attendance: 400+.

SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$15,000 to \$1,500 and include benefits such as speaking opportunities, branding, attendee engagement and more.




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NC TECH AWARDS CELEBRATION

RALEIGH CONVENTION CENTER

Celebrate North Carolina's best and brightest at the NC TECH Awards, the state's only statewide technology awards gala and NC TECH's largest event of the year. This distinguished evening brings together hundreds of leaders from business, technology, education, and government to honor companies, organizations, and individuals driving innovation and impact across North Carolina. The celebration includes a networking reception, dinner, and awards ceremony recognizing excellence across tech categories – from growth and innovation to community leadership and industry achievement. Join us as we spotlight the extraordinary accomplishments that continue to make North Carolina a national leader in technology. Projected attendance: 700+.

SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$25,000 to \$1,750 and include benefits such as award presentations on stage, branding, attendee engagement and more.


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NEXT TECH AWARDS

The NEXT TECH Awards program, presented by NC TECH and *Business North Carolina*, recognizes critical, non-C-suite contributors who go the extra mile, build products, grow revenue, support operations, and run the projects that propel businesses forward. The winners will be celebrated during a reception at the Durham Convention Center and will be featured in the June issue of *Business North Carolina*. In addition to being star performers, winners are committed team players who build others up through mentoring, volunteering, and positive example, and are committed to contributing to the broader community. Individuals must be nominated by executive leadership and will represent a wide range of roles, such as software developers, financial analysts, data scientists, marketing directors, security operations, recruiters, and product managers.

SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$15,000 to \$1,500 and include benefits such as award presentations on stage, branding, attendee engagement and more.



EXECUTIVE NETWORKS

NC TECH offers a range of opportunities for C-Level executives to build a network of peers across the state and discuss challenges that they face in their professional roles. While several forums offer structured dialogues, others are informal networking opportunities that allow for great conversation and relationship building.



Executive Roundtable · \$1,000 (Two Per Session)

Executive Roundtables are virtual and held quarterly allowing for ease of participation from executives across the state. Executives can discuss situations and best practices pertaining the commonality of their functional role. Roundtable topics are selected and moderated by participating executives.

Executive Receptions · \$1,250 (Limited Availability)

Executive Receptions are held a few times a year and in different markets. Relationship building is critical to success in any business or industry. NC TECH hosts Executive Receptions to provide the opportunity for leaders to come together in a social setting allowing for conversations to be had and peer connections to be strengthened.

Executive Private Dinners · \$3,000 plus the cost of dinner (Exclusive)

Executive Dinners are held when the occasion presents for a sponsor is secured when a specific network and market is identified. As an exclusive sponsor, host a dozen or more executives from on our networks, gathered in an intimate dinner setting for a discussion on a topic germane to specific network. Past venues include the Angus Barn in Raleigh and the Duke Mansion in Charlotte.



Executive Auction · Online Bidding · December (Virtual)

Going once, going twice - secure a lunch meeting with a participating CXO leader. Auction proceeds support NC TECH programming, including our education foundation which administers a scholarship for women pursuing a career path in technology or engineering. Approximately three dozen executives participate. Only NC TECH members can bid with bidding starting at \$500.



CYBER SECURITY NETWORK

Strengthening North Carolina's Cybersecurity Ecosystem

CYBER SECURITY NETWORK

The NC TECH Cyber Security Network connects professionals, executives, and practitioners across North Carolina who are focused on protecting digital assets and managing cyber risk. Through quarterly programs held across the state, participants share insights, explore emerging threats, and discuss best practices in cybersecurity strategy, governance, and innovation. The Network provides an opportunity for collaboration among peers from technology companies, enterprises, government, and academia to strengthen North Carolina's cybersecurity ecosystem.

SPONSORSHIP OPPORTUNITIES:

Cyber Security Program Sponsor - \$2,500 (4 Available - Exclusive per Meeting)

Cyber Security Supporter - \$1,000 (Multiple Available)



YOUNG TECH PROFESSIONALS NETWORK

YOUNG TECH PROFESSIONALS NETWORK

NC TECH's Young Tech Professionals Network (YTPN) provides a platform for early-career professionals eager to build connections, sharpen their skills, and grow as future leaders in North Carolina's tech sector. The network offers opportunities to engage with peers across the state, access professional and leadership development resources, and take part in conversations around innovation, career advancement, and the future of technology. Open to professionals from early career through mid-30s, the YTPN features exclusive programming, special discounts, and a pathway to greater involvement in North Carolina's thriving tech community.

SPONSORSHIP OPPORTUNITIES:

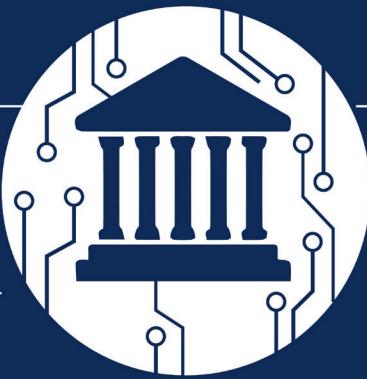
Presenting Sponsor - \$5,000 (1 Available Per Calendar Year - Exclusive)

Program Sponsor - \$1,500 (4 Available - Exclusive per Meeting)

Supporter - \$1,250 (Multiple Available)

YTPN Virtual Workshop Sponsor - \$500 (12 Available - Exclusive per Webinar)

NCTECH
Association



**GOVERNMENT
ACTIVITIES**

GOVERNMENT VENDOR NETWORK

A forum for members to learn and discuss how technology is procured and deployed in state government. NC TECH brings in senior state officials and policy makers to discuss challenges they face and how technology might provide solutions in efficiency and cost reduction.

Quarterly Meeting Sponsor · \$2,250 (One Per Meeting)

Provide opening remarks | introduce speaker or moderate panel | organization logo on Government Vendor Network webpage and promotional materials | recognition as a Government Vendor Network sponsor throughout the year.

TECH LEADERS RECEPTION



TECH LEADERS RECEPTION

Over the past 31 years, the technology industry, North Carolina's tech sector and our organization have seen unprecedented change through innovation and phenomenal growth. NC TECH will celebrate its 31st anniversary during this special invite-only reception at the Governor's Mansion as part of our ongoing effort to engage tech leaders with each other and with elected officials. Invitees include NC TECH leadership, North Carolina tech CEOs and Site Leaders along with representatives from the Host Sponsors and Annual Investors.

Reception Host · \$2,500 (Limited Availability)

Organization logo displayed on event web page and signage at reception | Recognition in all pre and post press for the event | 2 complimentary registrations to reception

BREWS + BYTES

MIX | MINGLE | GET TO KNOW NC TECH

BREWS + BYTES

All NC TECH events offer networking, but these events are solely for networking – to connect with professionals in the state's tech community! Brews + Bytes are scheduled throughout the year at breweries and unique venues, including member organizations, to allow attendees to mix and mingle. In 2025, events to be scheduled for Spring and Fall months in both Charlotte and the Triangle. Additionally, Brews + Bytes will be scheduled in the Triad, Wilmington and Asheville.

SPONSORSHIP OPPORTUNITIES:

Host Sponsor (\$1,000, Multiple Available Per Event, capped at 5)

- Corporate logo and branding on event page and in promotion (graphics/social media) of event
- Graphics on signage at the event
- Attendee Roster (name, title, and organization)
- Option to distribute corporate swag at event and collect business cards



PROGRAMS



NC TECH Workshops • \$1,000 Exclusive (One Per Workshop) - Virtual or In-Person

- Sponsor to host webinar on a topic that is relevant to NC TECH's member community to share valuable and expert content in a briefing or workshop format.
- NC TECH will provide the virtual platform and execute marketing to its member database and promote broadly via a variety of channels.
- In-person workshops, sponsor would be responsible for any food and beverage costs.

Customized Programming (To Be Discussed)

- NC TECH Program team will work with you and your organization to build a program offering to help meet your business needs.
- Seminars/panel discussions, social activities such as sporting activities, or other unique offerings.
- Can target specific audiences.
- Pricing is based on audience and activity.

DIGITAL DRIVE

E-WASTE RECYCLING DROP OFF

DIGITAL DRIVE

Do you or your business possess computer equipment that is no longer being used? NC TECH and member, Kramden Institute, host an annual Digital Drive in October in the Triangle to securely collect your personal and business surplus computer equipment. You can swiftly drive through and drop off equipment or stop to learn more about electronics recycling and refurbishing.

Presenting Sponsor • \$2,000

Show your support for the responsible recycling of electronics while getting some positive branding through broad promotion of the event.

JOIN US!

FOR A LIVE CAREERS — PANEL —



MEET THE EMPLOYER

Meet the Employer Webinar Host · \$1,000 (Limited Availability)

A unique way to highlight your organization as a tech hirer. Host a 30-45-minute webinar to highlight your organization, culture and benefits, introduce recruiters and tech leaders, and highlight current or upcoming job opportunities. Four companies can host in March and four in October.



TALENT NETWORK

The NC TECH Talent Network connects educators, industry leaders, and workforce experts from across North Carolina to strengthen our state's tech talent pipeline. Through quarterly virtual roundtables, participants exchange ideas and address real-world challenges shaping the future of tech talent – from training and engagement to the impact of AI. It's a collaborative space to connect, share solutions, and help North Carolina's tech workforce grow stronger and future ready.

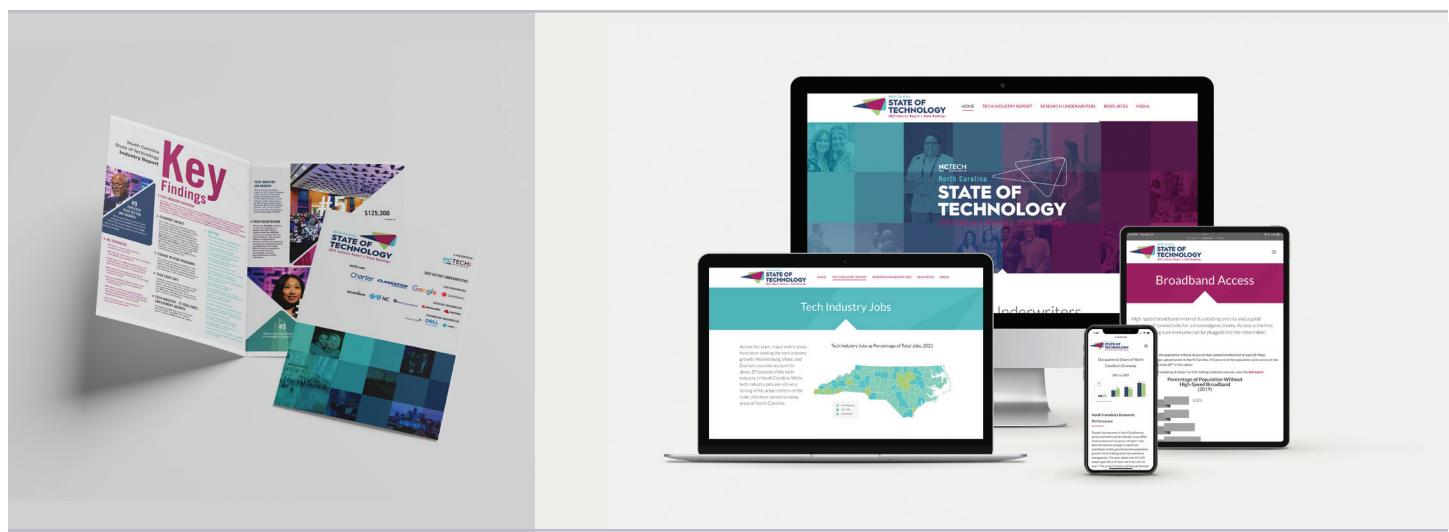
2026 RESEARCH UNDERWRITERS MENU

With the support of underwriters, NC TECH commissions + releases research on the state's tech sector for the benefit of our members, and as a resource for policy makers, economic development leaders, and the media.

NC STATE OF TECHNOLOGY INDUSTRY REPORT + STATE RANKINGS

ANNUAL

The NC STIR, first released in January 2015, highlights the vibrancy and immense economic impact of North Carolina's technology sector. The data is used to track the tech industry, identify results to celebrate and identify issues that affect the states competitiveness for policy makers. The report includes facts, trends and insights into North Carolina's technology industry along with state rankings. Deliverables include a dedicated website (www.NCSTIR.com), a published Key Findings summary and live briefings to present highlights of the data collection.



IT JOB TRENDS DASHBOARD

MONTHLY

The new IT Job Trends dashboard provides an overview of the tech employment landscape in North Carolina, offering a snapshot of IT job postings for the most recent month, both in North Carolina and across the United States. The dashboard includes lists of top job titles, in-demand skills, leading hiring companies, and wage rates. A 13-month chart visualizes job opening trends over the past year, with an extended view covering the last five years. Leveraging data from Lightcast, this dashboard is designed to offer valuable insights to both tech employers and professionals as they evaluate the employment market. Each month, we release a snapshot of the dashboard with graphics to our members and the media, featuring data from the previous month.



UNDERWRITER SUPPORT LEVELS + BENEFITS

BENEFITS	CONTRIBUTING UNDERWRITERS \$2,500	ASSOCIATE UNDERWRITERS \$5,000	LEAD UNDERWRITERS \$10,000
Lead visibility on all virtual or print collateral including prominent placement on each of the research reports and on both NC STIR and NC TECH websites			✓
Recognition as an NC TECH Annual Investor with special recognition throughout the year and on the website			✓
Recognition on NC STIR web site as a sponsor for the full year duration of the report, on NC STIR Key Findings print/digital publication that will be distributed throughout the year and during presentation at Outlook for Tech	✓	✓	✓
Recognition on monthly IT Job Trends Dashboard, distributed to all members, press & social media	LISTED	LOGO + WEBSITE LINK	LOGO + WEBSITE LINK
Placement and proportion of logos across these publications commensurate with level of underwriting	✓	✓	✓
Underwriters will be recognized and receive complimentary registrations for the 2025 Outlook for Tech event on February 14, when the annual State of the Tech Industry Report is unveiled	2 Complimentary Registrations at Outlook for Tech	4 Complimentary Registrations at Outlook for Tech	6 Complimentary Registrations at Outlook for Tech
Inclusion in communications (press releases/alerts) and during research briefings (events/webinars)	✓	✓	✓



CONTACT ME FOR MORE INFO
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NCTECH
 Association



COMMUNICATIONS

NC TECH Leader Poll Sponsorship • \$5,000 (Exclusive Annual Investment)

- A series of quarterly pulse polls to gauge sentiment on the economy, hiring, areas of most concern.
- Sponsor receives branding on a dedicated page on the NC TECH website that houses poll results, branding in related messaging and option to provide a quote in quarterly press release.
- Sponsor to also provide brief welcome remarks on quarterly webinar to share results with members and the media.

Monthly Newsletter Advertising

Monthly Sponsor • \$500

- Sponsor banner ad to run in monthly e-newsletters and shared on social media with sponsor recognition tagged (distribution 12,500+)



Virtual Community Sponsor • \$3,600 (Annual Investment)

NC TECH Connect is the member-only virtual community for employees of NC TECH members. NC TECH Connect allows members to network with peers, share content, collaborate, and socialize including posting pictures, polls, discussions, and events. An important function is for folks to gather in "groups" around commonalities, both exclusive (CIOs/CISOs, Tech CEOs, Directors + Advisors, etc.), and general special interest (Cyber Security, Women in Tech, Talent). The platform allows for ease of access through web, mobile app, and email notifications. Sponsor logo to appear on main banner with option to provide content that will be announced or pinned for greater visibility. Sign up now and start connecting today!



Education Foundation Contribution + Scholarship Supporter (\$1,000-\$5,000)

Betsy Justus was NC TECH's founding CEO, playing a pioneering role among women in tech and demonstrating her leadership within North Carolina. Following her passing, NC TECH established the Betsy Justus Scholarship, which is dedicated to empowering young women in North Carolina who are pursuing degrees in information technology or engineering at accredited colleges, universities, or community colleges within the state. All contributions made to the Education Foundation go exclusively towards supporting these scholarships and are eligible for tax deductions, as the foundation holds 501(c)(3) status.