

In 2014, the North Carolina Technology Association (NC TECH) launched an initiative to produce an annual **North Carolina State of Technology Industry Report** (NC STIR). The inaugural report was released in January 2015, with annual updated releases early in each subsequent year. The report is housed on a dedicated website (www.NCSTIR.com). A Key Findings summary is published within the NC TECH Membership Directory for distribution throughout the year, along with live briefings in various markets and venues around the state.

The valuable information in the report has a variety of uses:

- ✓ Repository of facts, statistics, trends, narratives and insights into NC's tech industry
- ✓ Guide for companies considering headquarter relocation or operations establishment
- ✓ Source of data and trends for policy makers
- ✓ Collection of stories that highlight the vibrancy of the state's tech sector
- ✓ Resource for innovation sector organizations, economic development community, & media

Areas for Visibility

The State of Technology Industry Report will be viewed both statewide and nationally as a resource for those looking to start and/or grow their business in NC.

There are three areas for visibility including:

I. NC STIR web site – NCSTIR.com

Online portal of data that will contain the most comprehensive version of research and analysis from the data collection including the key findings, cluster strengths and trends, and more.

II. State of the Technology Industry Roadshow – Briefing Events

NC TECH will roll out regional briefings to share key findings and trends from data collection. The initial release will take place on January 25, 2019 in Charlotte at NC TECH's annual *Outlook for Tech* conference. A Triangle Briefing will take place soon after; additional regions to be determined.

III. Published Directory

NC TECH will publish a Directory of its members for distribution statewide to business and civic leaders. The Directory will feature NC STIR's findings and underwriters.

2020 North Carolina State of Technology Industry Report & Tech Directory

Underwriting Opportunities

	PRESENTING PARTNERS \$10,000	GOLD SPONSORS \$5,000	SILVER SPONSORS \$2,500
Lead visibility as a Partner organization on all virtual or print collateral including prominent placement on the State of the Tech Industry Report website.	✓		
Prominent Partner recognition, stage presence and brief remarks during Roadshow Events.	✓		
Logo and ad space in printed directory to include key findings from the 2020 State of Tech Industry Report.	Full page	Half page	Quarter page
Recognition on web site (www.ncstir.com/sponsors) for the full year duration of the report.	✓	✓	✓
Opportunity to reference the State of Tech Industry Report in company materials/releases as well as link to the NCSTIR site on your company/organization website.	✓	✓	✓
Inclusion in Roadshow Events with verbal/signage recognition and reserved seating for selected representative(s). This also includes specified number of registrations at <i>Outlook for Tech</i> on January 24, 2020 in Charlotte when the new report is unveiled.	Reserved Seating and 6 Registrations at <i>Outlook for Tech</i>	Reserved Seating and 4 Registrations for <i>Outlook for Tech</i>	Reserved Seating and 2 Registrations for <i>Outlook for Tech</i>
Inclusion in press releases/alerts	✓	✓	✓

For more information, contact Tracy Sternberg at tracy@nctech.org or (919) 856-0393