

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.



### **NORTH CAROLINA STATE OF THE TECH INDUSTRY REPORT (NC STIR) + 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 state's 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](http://www.NCSTIR.com)), a published Key Findings summary and live briefings to present highlights of the data collection.*



### **TECH INNOVATION INDEX: NATIONAL METRO COMPARISON (ANNUAL)**

*The Index compares the state's metros' tech performance against other top metros in the country. The methodology, developed with input from tech leaders, uses a list of metrics grouped into three subindexes: tech talent supply, tech talent demand, and innovation. The data used to compare metro tech performance is released annually and will be used to assess year after year. Deliverables include a national map with the 100 metros included in the index and a published report.*



### **IT JOB TRENDS: SNAPSHOT OF IT JOB POSTINGS (MONTHLY)**

*The snapshot captures the environment for tech employment in North Carolina with a snapshot of IT job postings presented in various top ten lists (skills, jobs, employers, regions). It also includes a rolling 13-month chart reflecting the trends in job openings over the previous year. Utilizing the TalentNeuron tool from Gartner, this snapshot is designed to provide insights to both tech employers + professionals as they assess the employment landscape. The deliverable is a snapshot with graphics released to members and the media in the latter part of each month with data from the previous month.*

# NC TECH RESEARCH

## Underwriter Support Levels + Benefits

	LEAD UNDERWRITERS \$10,000	ASSOCIATE UNDERWRITERS \$6,000	CONTRIBUTING UNDERWRITERS \$3,000
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 <u>Annual Investor</u> with special recognition throughout the year and on the website.	✓		
Recognition on NC STIR web site ( <a href="http://www.ncstir.com/sponsors">www.ncstir.com/sponsors</a> ) for the full year duration of the report and on NC STIR Key Findings print/digital publication that will be distributed throughout the year.	✓	✓	✓
Recognition on inaugural Tech Innovation Index (New) publication and briefing to release the data collection.	✓	✓	✓
Recognition on monthly IT Job Trends Report, distributed to all members and the press.	Logo	Logo	Listed
Placement and proportion of logos across these publications commensurate with level of underwriting.	✓	✓	✓
Underwriters will be recognized and receive complimentary registrations for the 2022 <b>Outlook for Tech</b> event on Jan. 28, when the new State of the Tech Industry Report is unveiled.	6 Complimentary Registrations at <i>Outlook for Tech</i>	4 Complimentary Registrations for <i>Outlook for Tech</i>	2 Complimentary Registrations for <i>Outlook for Tech</i>
Inclusion in communications (press releases/alerts) and during research briefings (events/webinars)	✓	✓	✓

Interested in supporting NC TECH's research or have questions? Contact Michelle Calton at [Michelle@nctech.org](mailto:Michelle@nctech.org)



CONTACT ME FOR MORE INFO

**MICHELLE CALTON**

VP, Strategy + Development

919.856.0393 / [michelle@nctech.org](mailto:michelle@nctech.org)

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