

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 available in print/digital, and a live briefing is held to release highlights of the data collection.

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

Tech Innovation Index (NEW)



NC TECH will publish an inaugural North Carolina Tech Innovation Index in 2021 to provide a deeper dive into a myriad of talent measures and business/environmental qualities to show why the state is a place for tech organizations and professionals to thrive.

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. The areas for visibility include:

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 Report Briefing

NC TECH will roll out the key findings and trends from the data collection during the annual *Outlook for Tech* conference which will be virtual event on January 27, 2021.

III. Published NC STIR Key Findings

NC TECH will publish the Key Findings for members as well as for distribution statewide to business and civic leaders. The NC STIR underwriters will be featured in the print and digital Key Findings.

IV. Published Tech Innovation Index (NEW)

NC TECH will publish an inaugural North Carolina Tech Innovation Index in 2021 to provide a deeper dive into a myriad of talent measures and business/environmental qualities to show why NC is a place for tech organizations and professionals to thrive.

2021 North Carolina State of Technology Industry Report & Tech Innovation Index

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.	✓		
Recognition on NC STIR web site (www.ncstir.com/sponsors) for the full year duration of the report. Recognition on NC STIR Key Findings print and digital publication that will be distributed throughout the year.	✓	✓	✓
Recognition on inaugural Tech Innovation Index (New) publication and briefing to release the data collection.	✓	✓	✓
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.	✓	✓	✓
Underwriters will be recognized and receive complimentary registrations for NC TECH's annual <i>Outlook for Tech</i> event which will be broadcasted live on January 27, 2021 when the new 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 press releases/alerts	✓	✓	✓

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