

# 2022 SPONSORSHIP + ENGAGEMENT MENU



# ABOUT NC TECH

NC TECH, a member-driven non-profit representing North Carolina's tech sector, works to drive the growth in North Carolina's tech and tech-enabled businesses. Sponsorship with NC TECH is a great avenue in which to connect with the state's largest tech association to get connected, gain visibility, and reach decision-makers. Our team can work with you to build a sponsorship package, regardless of your budget, to help you achieve your business goals.

Sponsorship of NC TECH events is an impactful way for you and your organization to garner valuable brand recognition as well as reach high-level executives and decision-makers from across the state. As a sponsor, you will receive exclusive benefits and special recognition before, during and after the event. Additionally, we can work with to build a program that meets your needs, regardless of your budget, and helps you achieve your business goals.

## Interested In Sponsoring?



CONTACT ME FOR MORE INFO  
**TRACY STERNBERG**  
Director - Programs + Sponsorship  
919.856.0393 / [tracy@nctech.org](mailto:tracy@nctech.org)



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# 2022 CALENDAR OF EVENTS

The calendar dates below reflect our signature events. Please refer to the website [www.nctech.org](http://www.nctech.org) for the most up to date listing of all of our scheduled events and activities.

## OUTLOOK FOR TECH

January 28 | UNC Charlotte Marriott Hotel & Convention Center | Charlotte

## DIVERSITY + INCLUSION IN TECH SUMMIT

March 24 | Sheraton Imperial Hotel | Durham

## STATE OF TECHNOLOGY CONFERENCE

May 11 + 12 | Raleigh Convention Center | Raleigh

## NC TECH GOLF CLASSIC

August 10 | Pinehurst Resort | Pinehurst

## LEADERSHIP SUMMIT

August 10 + 11 | Pinehurst Resort | Pinehurst

## SUMMIT FOR WOMEN IN TECH

September 21 + 22 | New Bern Riverfront Convention Center | New Bern



















## NC TECH AWARDS

To Be Determined



# ANNUAL INVESTORS

NC TECH is thankful for the generous support of our annual investors. Annual Investors commit to a level of \$10K or greater in sponsorship during the current calendar year. Sponsors qualify once their commitment meets one of the thresholds. Annual Investor logos appear on the ticker of the home page/each page and are recognized at our signature events.

BENEFITS	INFLUENCER (\$40K+)	ADVOCATE (\$25K+)	SUPPORTER (\$10K+)
(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			
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			
Premier NC TECH staff support			

To learn more about becoming an Annual Investor, contact Tracy Sternberg at 919.856.0393 or [tracy@nctech.org](mailto:tracy@nctech.org).



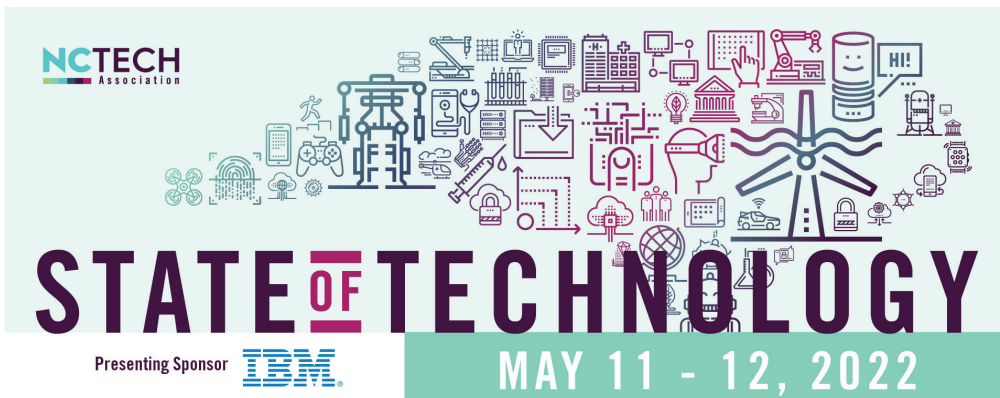

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## OUTLOOK FOR TECH UNC CHARLOTTE MARRIOTT HOTEL & CONVENTION CENTER

NC TECH's annual forward-looking event is packed with information on trends, forecasts, and perspectives on the future of tech. This half-day event will include executive panel discussions, a predictions keynote, an innovation briefing, NC TECH's 2022 Preview, the release of the annual 'State of the Technology Industry' NC STIR, a tech expo and more. Outlook for Tech will be held at the UNC Charlotte Marriott Hotel & Convention Center and will include breakfast and lunch. Attendance ranges from 300-400.

### SPONSORSHIP OPPORTUNITIES:

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


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## STATE OF TECHNOLOGY RALEIGH CONVENTION CENTER

NC TECH's largest content oriented event, this content-packed, one day technology conference includes engaging keynotes, interactive panel discussions, a tech expo and a startup showcase where early-stage tech companies pitch creative innovations. The 2022 theme is Life in the Cloud: What's On The Horizon? This event provides a great opportunity for all levels within your organization to learn and engage with other companies to better understand challenges and best practices. Attendance ranges from 500-600.

### 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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## LEADERSHIP SUMMIT PINEHURST RESORT

An annual favorite, the Leadership Summit is hosted by the Board of Directors and Advisors. Geared towards executives, this summit provides the opportunity to hear from some of the tech sector's influential leaders on various topics, from talent to transformation, through both structured discussions and more informal networking and engagement opportunities. Attendance is capped at around 200.

### SPONSORSHIP OPPORTUNITIES:

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


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## GOLF CLASSIC PINEHURST RESORT

Business and technology leaders from across the state gather for a golf tourney that includes breakfast, lunch and prizes awarded at the Awards Luncheon. Regardless of your golf skills, it is a great opportunity to have some productive time away from the office and build critical relationships.

### SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$15,000 to \$1,500 and include benefits such as branding, distribution of company swag, executive and attendee engagement and more.


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## DIVERSITY + INCLUSION IN TECH SUMMIT SHERATON IMPERIAL HOTEL

Diversity is critical to our workplaces. It provides companies differing viewpoints, experiences and perspectives which are only possible by diversifying the employees within organizations. Diversity goes beyond race and gender to include ethnicity, military services, LGBTQ, rural populations, people with disabilities and more. The one-day summit will explore D+I through a different lens to see what is possible when organizations harness the power of a diverse workplace. This event has been held virtually the past two years and has had over 400 attendees each year.

### 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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## SUMMIT FOR WOMEN IN TECH NEW BERN RIVERFRONT CONVENTION CENTER

Join us for a one-day+ summit featuring candid conversations with female tech leaders where we explore gender bias, share our unique journeys, discuss how to shift the paradigm and provide insights on how to advocate for change both now and for the next generation. The event will also feature networking opportunities to interact with female tech and business leaders from across the state. This event has been held virtually the past two years and has had over 450 attendees each year.

### SPONSORSHIP OPPORTUNITIES:

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





EVENT PAGE

SPONSOR MENU

## NC TECH AWARDS

North Carolina is at the top of almost every list as a hot spot for tech and the NC TECH Awards is dedicated to celebrating the best and brightest in the state – tech companies, the use of technology and leaders. It's an evening of networking and celebration where we recognize organizations and individuals for their achievement. This event, the only statewide tech awards gala, includes a reception, dinner and awards ceremony. Attendance ranges from 700-800.

### SPONSORSHIP OPPORTUNITIES:

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





# EXECUTIVE NETWORKS

## EXECUTIVE NETWORKS

NC TECH offers a wide range of opportunities for CIOs and other IT executives to gather, discuss challenges and best practices and build a strong network of peers across the state. While several are structured dialogues, others are informal networking opportunities that allow for great conversation and relationship building.

### CIO + CISO Executive Roundtable - \$1,500 - Two Per Session (Exclusive Roundtable - Invitation Only) Quarterly Meetings

Two unique forums held quarterly that are exclusive to CIOs + IT Executives and CISOs + IT Security Executives to exchange challenges, information and best practices, hosted virtually to include leaders from across the state. Session topics are selected and moderated by participating CIOs and CISOs.

### Executive Receptions - Host Sponsor - \$1,250 (Limited Availability) Charlotte, Triad + Triangle

Relationship building is critical to success in any business or industry. NCTECH hosts Executive Peer2Peer receptions that provide CIOs, CISOs and IT executives the opportunity to come together and build relationships with others and discuss issues common to all in a more informal setting.

### Tech CEO + Site Leader Receptions - Host Sponsor - \$1,500

NC TECH has a strong record of engagement with policy makers at all levels of government. This invitation-only reception is part of our ongoing effort to engage tech leaders with each other and with elected officials. Attendance at this event is limited to invited guests, and representatives from a limited number of Host Sponsors.

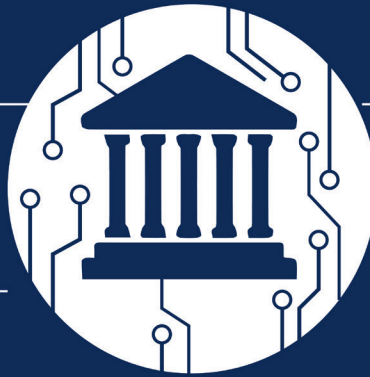
### Online Executive Auction - Bidding - December (Online)

Going once, going twice – secure a guaranteed meeting with a Tech CEO, CIO or CISO by being the winning online bidder. Proceeds support NC TECH programming, including our education foundation which administers a scholarship for women pursuing a STEM academic path.

### Executive Private Dinners – Dinner Sponsor - \$5,000 plus the cost of dinner (Exclusive)

As an exclusive sponsor, host a dozen or more executives, gathered in an intimate dinner setting to discuss best practices and issues germane to all sectors. Past venues include the Angus Barn in Raleigh and the Duke Mansion in Charlotte.





## 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 · \$2,000 (1 available per meeting)**

Provide opening remarks | introduce or moderate panel | company logo on Government Vendor Network webpage and promotional materials | exhibit table for company, if space is available | recognition as a Government Vendor Network sponsor throughout the year



### PROGRAMS

#### NC TECH Talks - Executive Conversations

Presenting Sponsor · \$1,500 (Exclusive Per Session)

- Option to offer welcome remarks on screen during the session
- Logo/branding included in virtual event to include slide deck and online event page
- Logo/branding in webinar promotion (social media, e-communications, etc.)
- Sponsor information hyperlink included in follow-up email to all registrants
- Sponsor encouraged to distribute the webinar link to their network

#### NC TECH Virtual Workshops · \$750 Exclusive (Limited Availability)

- 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.



## TECH JOB EXPO

The Tech Job EXPO provides an opportunity for employers to connect and network with those seeking tech jobs, internships and careers in tech. For employers seeking to expand their pipeline of tech talent, the EXPO is an efficient and cost effective solution to support their recruitment efforts. For candidates seeking to work in a tech role or to support a tech company/operation (finance, operations, sales, marketing), the EXPO is a great avenue in which to learn more about the tech employers in NC and job opportunities. Employers and candidates can participate online from anywhere, eliminating travel costs, while providing the opportunity for employers to screen and recruit applicants and candidates to explore North Carolina companies.

### BOOTH PRICING

NC TECH Member - \$500

Non-Member - \$1,000

### BOOTH BENEFITS

By reserving a booth, you receive:

- A fully customizable booth (includes logo, company info, welcome video, links to your employer site).
- Option for multiple recruiters to participate (with individual profiles and picture) and manage flow of candidate visitors, utilize template messages and to live chat/video with candidates during the EXPO.
- Post job vacancies and internship with access to candidate profiles/resumes and ability to direct message to candidates.
- Track data of all candidates who applied and visited your booth (including to download all visitor resumes) as well as the ability to follow up with candidates by text, email or voicemail directly from the platform.
- Prominent recognition as a tech employer in NC TECH communications (website, social media, press releases, etc.) leading up to the EXPO and during live event.
- 'Meet the Employers' video segments will be broadcast during the EXPO to highlight participating employers and utilized in promotion leading up to the EXPO. This is optional and to be included, participating employers must submit a brief video (max of 2-3 minutes) to NC TECH by April 9

## SPONSORSHIP OPTIONS

### Presenting Sponsor · \$4,000 (Exclusive)

Provides prominent branding on EXPO promotion and during the live event, includes a booth

### INTERESTED IN SPONSORING?

Contact Michelle Calton at 919.856.0393 or michelle@nctech.org today.

### Webinar Host · \$1,500 (Two Available)

provides option to host or moderate a 30-45 minute webinar on a topic in line with a hiring event/job fair, all EXPO candidates will be invited to attend the virtual workshop

## BOARD READY BOOTCAMP

In 2022, NC TECH will launch a Board-Ready Bootcamp (modeled after Mass TLC's award-winning bootcamp) to improve the quality of board governance and board composition, specifically for under-represented populations such as but not limited to women, people of color, and LGBTQ+ tech leaders currently in senior executive positions at tech companies/operations and ready to make the leap to serve on a company or other board.

Bootcamp will be delivered virtually (Spring 2022) providing a high-impact curriculum on board fundamentals, strategy and governance. Executives accepted to participate in the bootcamp will have the benefit of an interactive online experience, learning from experts on the fundamentals of board leadership, online discussions and networking, assistance with preparing a board ready resume and guidance on the steps to take on your own journey to board service.



### BOARD-READY BOOTCAMP



#### BOOTCAMP PARTNERS + SUPPORTERS

##### Presenting Sponsor - \$10,000 (Exclusive)

Branding/logo recognition as presenting sponsor on materials leading up to and during the bootcamp; provide welcome remarks during sessions; provide insight into the planning of the agenda; contribute curriculum/materials for participants; offer a representative to be part of the program 'faculty' to speak/present during the bootcamp; access to network with bootcamp participants and opportunity to identify a participant to participate in the bootcamp.

##### Collaborator - \$5,000 (Multiple Available, Exclusive by Industry Type)

Provide insight into the planning of the agenda; contribute curriculum/materials for participants; offer a representative to be part of the program 'faculty' to speak/present during the bootcamp; access to network with bootcamp participants; company branding/logo on bootcamp promotional materials; and opportunity to participant to participate in the bootcamp.

#### PARTICIPANTS

NC TECH Member - \$1,250

Non-Member - \$2,500



## TECH DIVERSITY BENCHMARK PROJECT

NC TECH, The Diversity Movement and Racepoint Global, in conjunction with Inclusion Analytics, are pleased to announce a benchmarking collaboration that will define a baseline of how tech companies from across the state are doing in the areas of diversity, equity and inclusion. This data will provide important information to government leaders, economic developers, company leaders, HR teams and others to see where North Carolina is excelling as well as provide key feedback on ways to strengthen D,E+I efforts as the state becomes an even larger tech hub.

## 2022 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

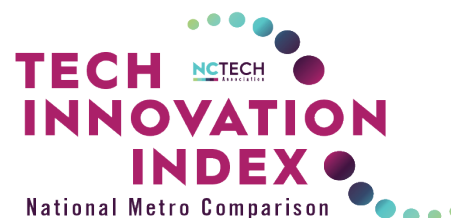
The NC STIR, first released in January 2015, highlights the vibrancy and immense economic impact of North Carolina's technology sector. The data is used to track the tech industry, identify results to celebrate and identify issues that affect the states competitiveness for policy makers. The report includes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



## UNDERWRITER SUPPORT LEVELS + BENEFITS

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 Annual Investor with special recognition throughout the year and on the website.	✓		
Recognition on NC STIR web site (www.ncstir.com/sponsors) 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	LOGO
Placement and proportion of logos across these publications commensurate with level of underwriting.	✓	✓	✓
Underwriters will be recognized and receive complimentary registrations for the 2022 Outlook for Tech event on Jan. 28, when the new State of the Tech Industry Report is unveiled.	6 Complimentary Registrations at Outlook for Tech	4 Complimentary Registrations at Outlook for Tech	2 Complimentary Registrations at Outlook for Tech
Inclusion in communications (press releases/alerts) and during research briefings (events/webinars)	✓	✓	✓

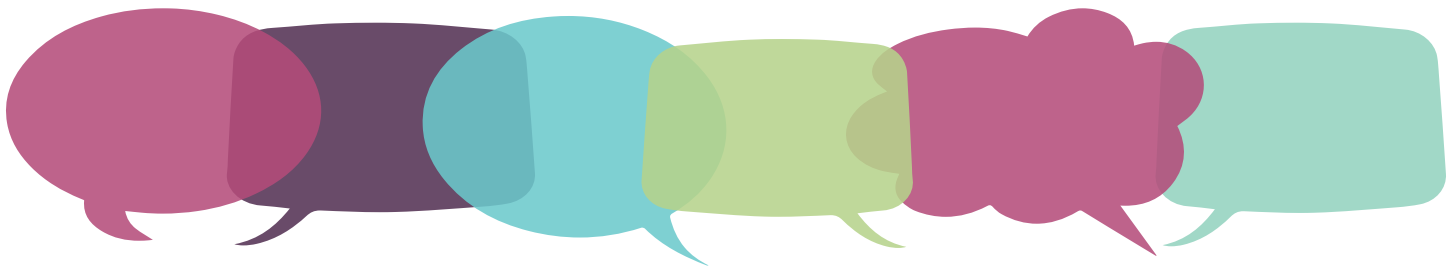


## NETWORKING EVENTS

Brews + Bytes - Host Sponsor · \$1,000 (Exclusive), Beverage Sponsor · \$500 (multiple available)  
Several locations and dates throughout the year

NC TECH will host networking events throughout the year where members can come out and enjoy a beverage and bite to eat and network with other members in their city in a laid-back, social atmosphere to connect, build relationships, increase visibility, and have fun. Locations may include breweries, wineries, restaurants, and other fun venues.

Brews + Bytes will be included on NC TECH's Events Calendar and promoted in member communications.



## COMMUNICATIONS

NC TECH Leader Poll Sponsorship · \$1,500 (Exclusive)

- 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 2 e-newsletters per month (distribution between 8K - 12K, members/non-members)

