2023 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

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2023 CALENDAR OF EVENTS

The calendar dates below reflect our signature events. Please refer to the website www.nctech.org for the most up to date listing of all of our scheduled events and activities.

OUTLOOK FOR TECH
February 3 | UNC Charlotte Marriott Hotel & Convention Center | Charlotte

DIVERSITY + INCLUSION IN TECH SUMMIT
March 30 | Sheraton Imperial Hotel | Durham

STATE OF TECHNOLOGY CONFERENCE
June 12 + 13 | Raleigh Convention Center | Raleigh

NC TECH GOLF CLASSIC
August 9 | Pinehurst Resort | Pinehurst

LEADERSHIP SUMMIT
August 9 + 10 | Pinehurst Resort | Pinehurst

SUMMIT FOR WOMEN IN TECH
September 27 + 28 | New Bern Riverfront Convention Center | New Bern

NC TECH AWARDS
November 1 | Raleigh Convention Center | Raleigh
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

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Influencer ($40K+)</th>
<th>Advocate ($25K+)</th>
<th>Supporter ($10K+)</th>
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<tbody>
<tr>
<td>(2) complimentary registrations to the Leadership Summit</td>
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<tr>
<td>Featured in an Annual Investor Spotlight or Executive Spotlight in the monthly newsletter</td>
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<tr>
<td>Premier seating at all applicable Signature Events</td>
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<tr>
<td>Special invitations to exclusive events and programs</td>
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<tr>
<td>Logo with hyperlink on NC TECH’s homepage</td>
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<tr>
<td>Logo with hyperlink on Annual Investors page on NC TECH website</td>
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<tr>
<td>Logo recognition at all Signature Events</td>
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<tr>
<td>Premier NC TECH staff support</td>
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To learn more about becoming an Annual Investor, contact Tracy Sternberg at 919.856.0393 or tracy@nctech.org.
OUTLOOK FOR TECH  UNC CHARLOTTE MARRIOTT HOTEL & CONVENTION CENTER
NC TECH’s annual statewide kick-off event is packed with leading perspectives on trends and innovations shaping technology. This event includes executive panel discussions, a predictions keynote, an innovation briefing, NC TECH’s 2022 Preview, the release of the annual ‘State of the Technology Industry’ Report, 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 as well as a pre-event reception. Projected attendance is 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

STATE OF TECH EXPONENTIAL  RALEIGH CONVENTION CENTER
State of Tech Exponential is a refresh of NC TECH’s largest annual content-oriented conference. We live in a world that’s smarter, faster, and more innovative than ever before. State of Tech Exponential will introduce you to the ideas, people and partners that can help position you for success. Attendees will get a peek at new technologies, hear from thought leaders on today’s innovation and what is on the horizon. The agenda includes a kick-off networking reception, engaging keynotes, interactive sessions and workshops, a startup showcase for early-stage tech companies and a Tech Expo. Projected attendance is 500+

SPONSORSHIP OPPORTUNITIES:
Sponsorships range from $25,000 to $1,500 and include benefits such as speaking opportunities, branding, expo booths, attendee engagement and more
LEADERSHIP SUMMIT  PINEHURST RESORT
An annual favorite, the Leadership Summit is hosted by NC TECH along with its 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 variety of topics, from talent to transformation, through both structured discussions and more informal networking and engagement opportunities. Attendance is capped at 200

SPONSORSHIP OPPORTUNITIES:
Sponsorships range from $25,000 to $1,000 and include benefits such as speaking opportunities, branding, attendee engagement and more

GOLF CLASSIC  PINEHURST RESORT
Business and technology leaders from across the state gather at Pinehurst for a golf tourney that includes breakfast, lunch and prizes presented 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 with tech leaders from across the state. The popular CIO Foursome sponsorship allows sponsors to choose from committed CIOs to participate in their golf foursome for the day. Golfers are capped at 128, but there are other opportunities to participate

SPONSORSHIP OPPORTUNITIES:
Sponsorships range from $15,000 to $1,500 and include benefits such as foursomes, branding, engagement with golfers and more
SIGNATURE EVENTS

DIVERSITY + INCLUSION IN TECH SUMMIT  SHERATON IMPERIAL HOTEL

Diversity is critical to the success of any workplace. It provides a wide range of viewpoints, experiences and perspectives and improves the bottom line. For NC TECH and its member organizations, it is not just what we do, but who we are. This one-day summit will explore DEI through a different lens to see what is possible when organizations harness the power of a diverse workplace. Regardless of where you or your company are on the DE+I journey, this event is a must attend. Projected attendance is 300+

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

SUMMIT FOR WOMEN IN TECH  NEW BERN RIVERFRONT CONVENTION CENTER

Join NC TECH in New Bern for a one-day+ summit featuring candid conversations with women 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. This women-only destination event will also feature options for social + tourism activities, a welcome reception on the waterfront and small group dinners around town. Projected attendance is 300+

SPONSORSHIP OPPORTUNITIES:
Sponsorships range from $15,000 to $1,500 and include benefits such as speaking opportunities, branding, attendee engagement and more
NC TECH AWARDS  
RALEIGH CONVENTION CENTER

The NC TECH Awards, our largest event of the year, brings together leaders from technology, business, education, and government to celebrate growth, innovation, and leadership in the State’s vibrant tech sector. It’s an evening of networking and celebration to recognize tech companies, the use of tech and leaders for their achievements. This event, the only statewide tech awards gala, includes a reception, dinner and awards ceremony. Projected attendance is 700+

SPONSORSHIP OPPORTUNITIES:
Sponsorships range from $25,000 to $1,500 and include benefits such as award presentations on stage, branding, attendee engagement and more
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.
NC TECH 30TH ANNIVERSARY RECEPTION GOVERNOR’S MANSION

2023 is a milestone year for the North Carolina Technology Association (NC TECH) – we will be celebrating our 30th anniversary. Over the past 30 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 30th anniversary during this special invite-only reception at the Governor’s Mansion.

HOST SPONSOR ($2,000):
Logo recognition on event materials + signage, verbal acknowledgement during the reception, and 2 registrations.
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.
BREWS + BYTES

All events offer networking, but these events are solely for networking – to connect with professionals in the state’s tech community! Brews + Bytes are periodically scheduled at breweries and unique venues including member company locations to allow for a couple hours to meet and greet in a relaxed atmosphere. In 2023, quarterly events to be scheduled for Spring and Fall months in both Charlotte and the Triangle.

SPONSORSHIP OPPORTUNITIES:

- **Host Sponsor ($1,500, Exclusive Per Event)**
  Corporate logo and branding on event page, promotion (graphics/social media), and signage at the event; Option to provide a brief welcome/remarks; Receive list of attendees to include name, title, and company; Option to collect business cards for a giveaway

- **Brews Sponsor ($750, Multiple Available Per Event)**
  Corporate logo on event page, promotion (graphics/social media), and branding on signage at the bar.

- **Bytes Sponsor ($750, Multiple Available Per Event)**
  Corporate logo on event page, promotion (graphics/social media), and branding on signage at the bites table.
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

Meet the Employer Webinar Host - $1,500 (Three Available)
Host 30-45 minute webinar the day before the Expo. Highlight your company and/or job opportunities. All registered job seekers will be invited to attend. Pricing includes a booth at the Expo.

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

SPONSORSHIP OPTIONS

Presenting Sponsor - $4,000 (Exclusive)
Provides prominent branding on EXPO promotion and during the live event, includes a booth and a Meet the Employer webinar

INTERESTED IN SPONSORING?
Contact Andrea Fleming at 919.856.0393 or andrea@nctech.org today.
2023 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.

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

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>LEAD UNDERWRITERS $10,000</th>
<th>ASSOCIATE UNDERWRITERS $6,000</th>
<th>CONTRIBUTING UNDERWRITERS $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>✓</td>
<td></td>
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<tr>
<td>Recognition as an NC TECH Annual Investor with special recognition throughout the year and on the website</td>
<td>✓</td>
<td></td>
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<tr>
<td>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</td>
<td>✓ ✓ ✓</td>
<td>✓ ✓ ✓</td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td>Recognition on Tech Innovation Index publication and briefing to release the data collection</td>
<td>✓ ✓ ✓</td>
<td>✓ ✓ ✓</td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td>Recognition on monthly IT Job Trends Report, distributed to all members, press &amp; social media</td>
<td>LOGO + WEBSITE LINK</td>
<td>LOGO + WEBSITE LINK</td>
<td>LISTED</td>
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<tr>
<td>Placement and proportion of logos across these publications commensurate with level of underwriting</td>
<td>✓ ✓ ✓</td>
<td>✓ ✓ ✓</td>
<td>✓ ✓ ✓</td>
</tr>
<tr>
<td>Underwriters will be recognized and receive complimentary registrations for the 2023 Outlook for Tech event on Feb. 23, when the annual State of the Tech Industry Report is unveiled</td>
<td>6 Complimentary Registrations at Outlook for Tech</td>
<td>4 Complimentary Registrations at Outlook for Tech</td>
<td>2 Complimentary Registrations at Outlook for Tech</td>
</tr>
<tr>
<td>Inclusion in communications (press releases/alerts) and during research briefings (events/webinars)</td>
<td>✓ ✓ ✓</td>
<td>✓ ✓ ✓</td>
<td>✓ ✓ ✓</td>
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**CONTACT ME FOR MORE INFO**

**ANDREA FLEMING**  
Director of Talent + Workforce Development  
919.856.0393 / andrea@nctech.org
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)