

MENU



ABOUT NC TECH

NC TECH, the voice of North Carolina's tech sector, works to foster growth and drive innovation in North Carolina's tech and tech-enabled businesses. Sponsorship with NC TECH is a great avenue to connect and engage with the organizations across the state to get connected, gain visibility, and reach decision-makers. Our team can work with you to build a sponsorship package, within your budget, to help you achieve your business goals. Sponsorship of NC TECH events provide a wide variety of benefits, including speaking opportunities, branding and member engagement/access, depending on the option selected. Additionally, we can work with to customize a program to help meet your business needs.

Interested In Sponsoring?



CONTACT ME FOR MORE INFO

TRACY STERNBERG

Director - Programs + Sponsorship
919.856.0393 / tracy@nctech.org

NC TECH
Association

TABLE OF CONTENTS

3 | Calendar of Events

4 | Annual Investors

SIGNATURE EVENTS

5 | Outlook for Tech
State of Tech Exponential

6 | Diversity + Inclusion Summit

7 | Golf Classic
Leadership Summit

8 | Summit For Women In Tech

9 | NC Tech Awards
Next Tech Awards

NETWORKS

10 | Executive Networks

GOVERNMENT ACTIVITIES

11 | Government Vendor Network
Capitol Hill Reception
Tech Executive Reception

PROGRAMS

12 | Brews + Bytes

13 | Virtual Workshop
Digital Drive

14 | Focus On Talent
Meet The Employer

RESEARCH

15 | 2024 Research Underwriters
• NC State of Technology Industry Report
• IT Job Trends Dashboard

COMMUNICATIONS

17 | Tech Leader Poll
Monthly Newsletter Advertising
NC TECH Connect
Education Foundation

2024 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 2 | UNC Charlotte Marriott Hotel & Conference Center | Charlotte

DIVERSITY + INCLUSION IN TECH SUMMIT

March 21 | Sheraton Imperial Hotel and Conference Center | Durham

STATE OF TECHNOLOGY CONFERENCE

May 22 + 23 | Durham Convention Center | Durham

NC TECH GOLF CLASSIC

August 7 | Pinehurst Resort | Pinehurst

LEADERSHIP SUMMIT

August 7 + 8 | Pinehurst Resort | Pinehurst

SUMMIT FOR WOMEN IN TECH

New Bern Riverfront Convention Center | New Bern















NC TECH AWARDS

December 3 | 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	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			

To learn more about becoming an Annual Investor, contact Tracy Sternberg at 919.856.0393 or tracy@nctech.org.



EVENT PAGE

SPONSOR MENU

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 2024 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.



EVENT PAGE

SPONSOR MENU

STATE OF TECH EXPONENTIAL DURHAM 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 as well as see what is on the tech 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 \$2,500 and include benefits such as speaking opportunities, branding, expo booths, attendee engagement and more.



EVENT PAGE

SPONSOR MENU

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 organization 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.




[EVENT PAGE](#)
[SPONSOR MENU](#)

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 a list of committed CIOs/CISOs to participate in their golf foursome for the day. Golfers are capped at 124 and if golfing is not your thing, there are other ways to engage.

SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$15,000 to \$2,000 and include benefits such as foursomes, branding, engagement with golfers and more.


[EVENT PAGE](#)
[SPONSOR MENU](#)

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 \$1,250 and include benefits such as speaking opportunities, branding, attendee engagement and more.



EVENT PAGE

SPONSOR MENU

SUMMIT FOR WOMEN IN TECH NEW BERN RIVERFRONT CONVENTION CENTER

Join NC TECH in New Bern for a summit featuring candid conversations featuring women tech leaders where topics such as gender bias, journeys into tech, mentorship + sponsorship will be explored. Important discussions and interactive sessions will 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 + networking 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.




[EVENT PAGE](#)
[SPONSOR MENU](#)

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 engagement and celebration to recognize tech companies, the use of technology and tech 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 \$1,750 and include benefits such as award presentations on stage, branding, attendee engagement and more.


[EVENT PAGE](#)
[SPONSOR MENU](#)

NEXT TECH AWARDS

The NEXT TECH Awards program, presented by NC TECH and Business North Carolina, recognizes critical, non-C-suite contributors who go the extra mile, build products, grow revenue, support operations, and run the projects that propel businesses forward. The winners will be celebrated during a reception on May 22 at the Durham Convention Center and will be featured in the June issue of Business North Carolina. In addition to being star performers, winners are committed team players who build others up through mentoring, volunteering, and positive example, and are committed to contributing to the broader community. Individuals must be nominated by executive leadership and will represent a wide range of roles, such as software developers, financial analysts, data scientists, marketing directors, security operations, recruiters, and product managers.

SPONSORSHIP OPPORTUNITIES:

Sponsorships range from \$15,000 to \$1,500 and include benefits such as award presentations on stage, branding, attendee engagement and more.



EXECUTIVE NETWORKS

NC TECH offers a range of opportunities for C-Level executives to build a network of peers across the state and discuss challenges that they face in their professional roles. While several forums offer structured dialogues, others are informal networking opportunities that allow for great conversation and relationship building.



Executive Roundtable · \$1,000 (Two Per Session)

Executive Roundtables are virtual and held quarterly allowing for ease of participation from executives across the state. Executives can discuss situations and best practices pertaining the commonality of their functional role. Roundtable topics are selected and moderated by participating executives.

Executive Receptions · \$1,250 (Limited Availability)

Executive Receptions are held a few times a year and in different markets. Relationship building is critical to success in any business or industry. NC TECH hosts Executive Receptions to provide the opportunity for leaders to come together in a social setting allowing for conversations to be had and peer connections to be strengthened.

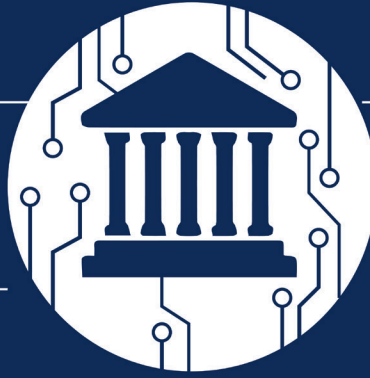
Executive Private Dinners · \$5,000 plus the cost of dinner (Exclusive)

Executive Dinners are held when the occasion presents for a sponsor is secured when a specific network and market is identified. As an exclusive sponsor, host a dozen or more executives from on our networks, gathered in an intimate dinner setting for a discussion on a topic germane to specific network. Past venues include the Angus Barn in Raleigh and the Duke Mansion in Charlotte.



Executive Auction · Online Bidding · December (Virtual)

Going once, going twice – secure a lunch meeting with a participating CXO leader. Auction proceeds support NC TECH programming, including our education foundation which administers a scholarship for women pursuing a career path in technology or engineering. Approximately three dozen executives participate. Only NC TECH members can bid with bidding starting at \$500.



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 · \$2,250 (1 available per meeting)

Provide opening remarks | introduce speaker or moderate panel | organization logo on Government Vendor Network webpage and promotional materials | recognition as a Government Vendor Network sponsor throughout the year.



CAPITOL HILL RECEPTION

Reception Host · \$2,000
(Limited Available)

Organization logo displayed on event web page and signage at reception | Recognition in all pre and post press for the event | 4 complimentary registrations to reception.



TECH EXECUTIVE RECEPTION

Reception Host · \$2,000
(Limited Available)

Organization logo displayed on event web page and signage at reception | Recognition in all pre and post press for the event | 2 complimentary registrations to reception

NC TECH
Association

BREWS+BYTES

MIX | MINGLE | GET TO KNOW NC TECH

BREWS + BYTES

All NC TECH events offer networking, but these events are solely for networking – to connect with professionals in the state's tech community! Brews + Bytes are scheduled throughout the year at breweries and unique venues, including member organization locations, to allow attendees to mix and mingle in a relaxed atmosphere. In 2024, events to be scheduled for Spring and Fall months in both Charlotte and the Triangle. Additionally, Brews + Bytes will be scheduled in the Triad, Wilmington and Asheville during the year as well.

SPONSORSHIP OPPORTUNITIES:

Host Sponsor (\$1,000, Multiple Available Per Event, capped at 5)

- Corporate logo and branding on event page and in promotion (graphics/social media) of event
- Graphics/signage at the event
- Attendee Roster (name, title, and organization)
- Option to distribute organization swag at event and collect business cards



NC TECH Association PROGRAMS



NC TECH Workshops • \$750 Exclusive (Limited Availability) - Virtual or In-Person

- 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.
- In-person workshops, sponsor would be responsible for any food and beverage costs.

Customized Programming

- NC TECH Program team will work with you and your organization to build a program offering to help meet your business needs.
- Seminars/panel discussions, social activities such as sporting activities, or other unique offerings.
- Can target specific audiences.
- Pricing is based on audience and activity.

DIGITAL DRIVE E-WASTE RECYCLING DROP OFF

DIGITAL DRIVE

Do you or your business possess computer equipment that is no longer being used? Your E-waste can help people cross the digital divide. NC TECH and member, Kramden Institute, host a yearly Digital Drive in October in the Triangle to securely collect your personal and business surplus computer equipment. You can swiftly drive thru and drop off equipment or stop to learn more about partners. Gather your computers, laptops, tablets, cell phones and make plans to donate them at Digital Drive. View the complete list of Items Accepted below and note that equipment of any age/make/condition will be accepted.

Presenting Sponsor • \$1,500

Show your support for the responsible recycling of electronics while getting some positive branding through broad promotion of the event.

- Recognition as the sponsor with logo on lunch vouchers for the food truck given to the first 100 people donating to the Digital Drive; Option to have you representatives to hand out vouchers for branding and networking; Logo on graphics and collateral to promote the event (website, social media, flyers for distribution) and the day of the event; Recognition included in media/communications to promote the event, Encouragement to spread the word to your network and Option to set up a table/banners for branding during the event; can provide giveaways including brochures or discount codes/coupons.



FOCUS ON TALENT

Presenting Sponsor · \$750

NC TECH hosts virtual Focus on Talent sessions each month. The topics center around talent and workforce development and feature subjects such as tech training, apprenticeships, hiring tech-trained veteran talent, diversity and inclusion, and more. Members can register to host a session as a subject matter expert, then present and discuss with fellow NC TECH members. Non-members may also be included if the host chooses. Contact Andrea Fleming for more information and to schedule your own “Focus on Talent” program.

JOIN US!
**FOR A LIVE
CAREERS
— P A N E L —**



MEET THE EMPLOYER

Meet the Employer Webinar Host · \$1,000

A unique way to highlight your organization as a tech hirer. Host a 30-45-minute webinar to highlight your organization, culture and benefits, introduce recruiters and tech leaders, and highlight current or upcoming job opportunities. Two companies can host in March and two in October.

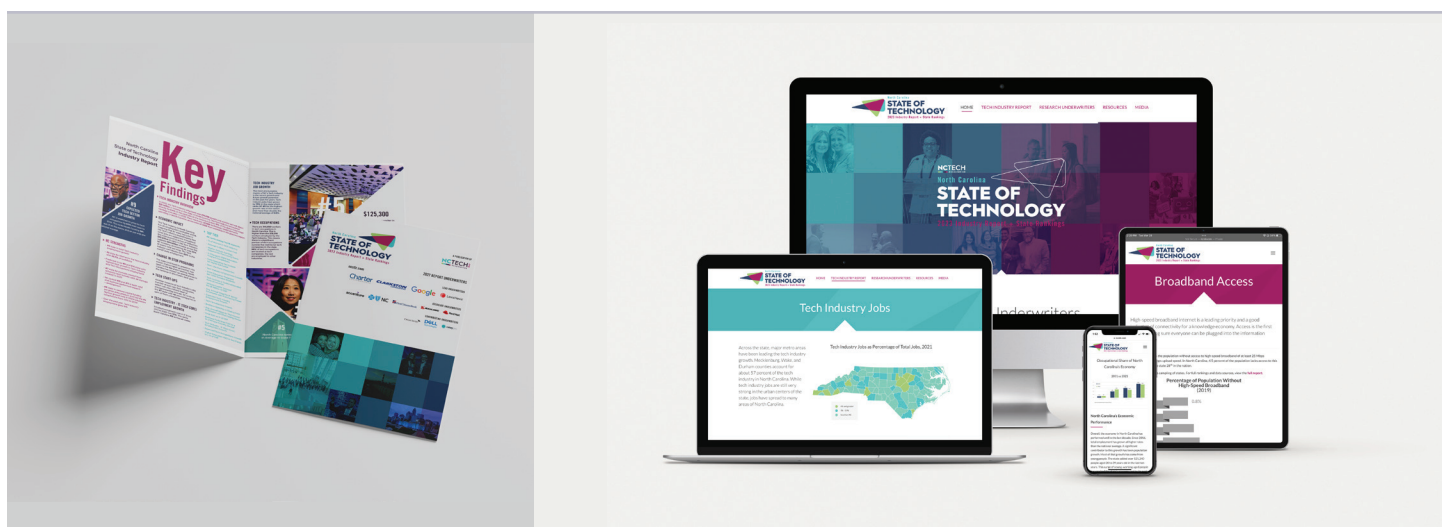
2024 RESEARCH UNDERWRITERS MENU

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.



IT JOB TRENDS DASHBOARD *New*

MONTHLY

The new IT Job Trends dashboard provides an overview of the tech employment landscape in North Carolina, offering a snapshot of IT job postings for the most recent month, both in North Carolina and across the United States. The dashboard includes lists of top job titles, in-demand skills, leading hiring companies, and wage rates. A 13-month chart visualizes job opening trends over the past year, with an extended view covering the last five years. Leveraging data from Lightcast, this dashboard is designed to offer valuable insights to both tech employers and professionals as they evaluate the employment market. Each month, we release a snapshot of the dashboard with graphics to our members and the media, featuring data from the previous month.



UNDERWRITER SUPPORT LEVELS + BENEFITS

BENEFITS	LEAD UNDERWRITERS \$10,000	ASSOCIATE UNDERWRITERS \$5,000	CONTRIBUTING UNDERWRITERS \$2,500
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 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	✓	✓	✓
Recognition on monthly IT Job Trends Report, distributed to all members, press & social media	LOGO + WEBSITE LINK	LOGO + WEBSITE LINK	LISTED
Placement and proportion of logos across these publications commensurate with level of underwriting	✓	✓	✓
Underwriters will be recognized and receive complimentary registrations for the 2024 Outlook for Tech event on Feb. 2, when the annual 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)	✓	✓	✓



CONTACT ME FOR MORE INFO

ANDREA FLEMING

Director of Talent + Workforce Development
919.856.0393 / andrea@nctech.org

NC TECH
Association



COMMUNICATIONS

NC TECH Leader Poll Sponsorship • \$5,000 (Exclusive Annual Investment)

- 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.

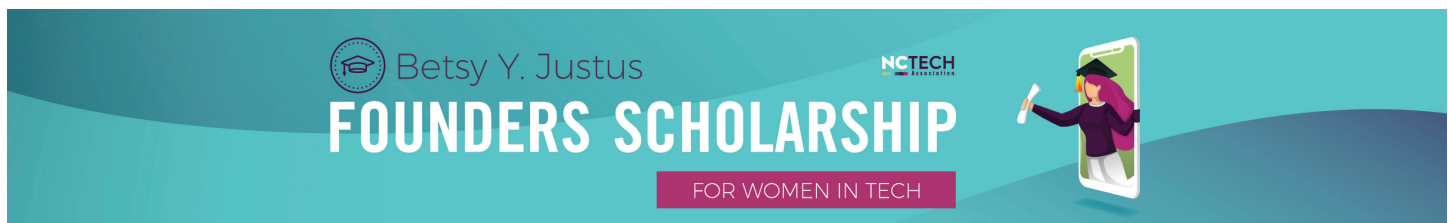
Monthly Newsletter Advertising

Monthly Sponsor • \$500

- Sponsor banner ad to run in 2 e-newsletters per month (distribution between 8K - 12K, members/non-members)



NC TECH Connect is the member-only virtual community for employees of NC TECH members. NC TECH Connect allows members to network with peers, share content, collaborate, and socialize including posting pictures, polls, discussions, and events. An important function is for folks to gather in “groups” around commonalities, both exclusive (CIOs/CISOs, Tech CEOs, Directors + Advisors, etc.), and general special interest (Cyber Security, Women in Tech, Talent). The platform allows for ease of access through web, mobile app, and email notifications. Sign up now and start connecting today!



Education Foundation Contribution + Scholarship Supporter (\$1,000-\$5,000)

Betsy Justus was NC TECH's founding CEO, playing a pioneering role among women in tech and demonstrating her leadership within North Carolina. Following her passing, NC TECH established the Betsy Justus Scholarship, which is dedicated to empowering young women in North Carolina who are pursuing degrees in information technology or engineering at accredited colleges, universities, or community colleges within the state. All contributions made to the Education Foundation go exclusively towards supporting these scholarships and are eligible for tax deductions, as the foundation holds 501(c)(3) status.