

# Sponsorship



The Technology Association for North Texas



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- **Champions Circle**
  - Premier level membership offering a higher degree of benefits and value.
- **Tech Titans Awards Gala**
  - Premier annual awards gala of the high-tech industry in North Texas.
- **Special Interest Forums**
  - Programming and activity targeted at a particular vertical, hot topic or function. SIGs are a great way to drill down to your desired audience.
- **STEM Workforce**
  - Be a supporter of the North Texas STEM effort to inspire the expansion of the number and diversity of local students in the STEM educational pipeline while also increasing their career preparation.
- **Innovation**
  - Bi-monthly Next Big Thing events and two Reverse Pitch Events are planned for 2017, where entrepreneurs, corporate developers, educators and those with an interest in the cutting-edge technology will attend.
- **Advocacy**
  - Monthly luncheon meetings featuring subject matter experts on legislative issues affecting the technology industry.
- **Legislative Day**
  - Legislative Day is a great way to meet legislators and to promote issues that impact the North Texas tech community.
- **Tech Industry Luncheon Series**
  - Monthly luncheons focused on technology applications and trends in the high-tech industry.
- **Golf Tournament**
  - Annual golf tournament for fun and networking.
- **Brown Bag Luncheon Series**
  - A casual learning environment about hands-on topics that affect the general membership.

# Tech Titans member levels

**Basic**  
\$680

Basic available for companies with fewer than 50 employees with the option to buy additional benefits from other blocks

## Basic package *additional \$500 value*

Participation in pillar activities –

- Advocacy
- Innovation Team
- Talent/STEM programs

Full **access to** any Tech Titans team, committee or forum

**Member pricing** at all events and forums

Peer-to-peer **networking** opportunities

**Business referrals** and introductions

**Education:** Access to thought leaders in the industry

Visibility: Basic **marketing** package

Member directory listing (online)

Inclusion in any printed magazine/directory

*This block available for companies with employees of 1-299, though you may choose to join the Champion Circle.*

**\*Premium benefits may be purchased in addition to your dues level**

**Advanced**  
\$1575

### Event

- 10 forum tickets

### Sponsor

- Friend of Tech Titans in the Gala program (listing)

### Marketing

- Enhanced directory listing

**Superior**  
\$2625

### All of the above PLUS

#### Sponsor

- 1 forum single event supporting sponsor

*or*

#### Marketing

- Tech Titans Awards Gala quarter page ad

## Champion Circle VIP benefits

All companies are invited to join the Champion Circle., also required for companies with 300+ employees.

Exclusive access to:

**Choose package below**

- ❖ Behind-the-scenes member company tours
- ❖ University Innovation Showcases
- ❖ Champion Circle Newsmaker Meetings
- ❖ Champion Circle Reception
- ❖ Speaking opportunities
- ❖ Survey questions/feedback from membership
- ❖ TechQuest to find customized tech solutions

•Champion Circle Plaque

•Preferred communications and referrals to other members through CEO and VP of Member Services

•On-site new member orientation

•Recognition on the Tech Titans website + enhanced directory listing

•Recognition in all PowerPoint on-screen opportunities at Tech Titans events

•Recognition in all Tech Titans event programs

CC Silver  
\$6000

CC Gold  
\$12K-20K

Platinum  
\$20K-60K

**Pick 6**

Customized package including mix of premium benefits and sponsorships

## Premium benefits\*

### Events

- 20 regular forum individual tickets

### Sponsorship

- Event sponsor at one Tech Industry Lunch (counts as 3 benefits)

- 2 Forum supporting sponsorships (name only)

- 1 Forum single event sponsor (name only)

- Forum mid-level sponsor, annual (name only, counts 3)

- Golf sponsor, high visibility, no players (counts as 3 benefits)

- Annual Advocacy or Talent sponsor (counts as 2 benefits)

### Marketing

- Member profile in the Tech Titans newsletter (7,000 circulation)

- Customized advertising banner/calendar multiple listings

- Tech Titans Gala, 1 qtr page ad in program (counts as 2 benefits)

- 1 dedicated email blast to Tech Titans email list (counts as 4 benefits)

# Awards Gala

The largest annual event of Tech Titans, the Tech Titans Awards Gala recognizes achievement and innovation in the technology industry in North Texas. More than 800-900 executives, their clients and luminaries attend the black-tie awards gala providing the perfect opportunity to gain recognition and build relationships. Held each year in August at one of the region's premier hotels, the Tech Titans Awards Gala has been a sellout for five consecutive years.

Contact: Taylor Lopez Date: Friday, August 25th



**Benefits included at all levels except where noted. Additional differentiating benefits called out in tables below.**

- Reserved table for 10 at Gala with table signage (Title, 2 tables)
- Valet parking passes, 5 (title 10, photography none)
- Recognition on the website
- Recognition in the event program
- Recognition from the podium
- Inclusion in "Dallas Business Journal" special supplement
- Logo onscreen during dinner
- Invitation to all associated events (not platinum or gold tables)
- Gala Committee representation (members only)
- Sponsor priority for next year's event

2017 Sponsorship Level	Title Sponsor \$25,000	Corporate CEO Sponsor \$10,000	Emcee Sponsor \$6,000	Social Media Sponsor \$6,000	Tech Titan of the Future \$8,500	Forum Sponsor \$8,000	Fast Tech Sponsor \$8,000	STEM Pledge Sponsor \$8,000	Award Sponsor \$8,000	Reception Sponsor \$5,000
Scholarship fund	\$3,000	\$1,500	\$1,500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$800
Limit	1	1	1	1	2	1	2	1	10	4
On-Stage presentation of awards	✓									
Inclusion in event ads – approx. 15	✓									
Ad in event program if received by	1 Page	½ Page	1/3 Page				¼ Page			
Recognition in news releases	✓									

2015 Sponsorship Level	Valet Parking Sponsor \$5,000	Photo Sponsor \$5,000	Platinum Sponsor \$4,500	Gold Table Sponsor \$2,200	
Scholarship fund donation	\$800	\$300	\$300	\$300	<b>Advertising in program</b> — priority given to sponsors, but ad placements also taken. Sponsors may upgrade their advertising size with payment of the difference of their given ad.
Limit	1	1	1	1	
Inclusion in special event supplement					<b>In-kind sponsor</b> – negotiable benefits based on value of donation. Usually includes providers of media news and print, radio, television, production, and program
Ad in event program if received by 7/31	Logo & Listing in event program & logo printed on valet parking passes	Logo listing & logo on event photos	¼ Page ad	Listed in program	

# Special Interest Forums

Tech Titans has seven forums that bring industry experts together to exchange information and knowledge, identify challenges and issues, identify solutions, and promote their specific area of influence in the North Texas technology community. Built around specific technology or business verticals, each forum will host anywhere from one to four speaker-based events per year. Attendance ranges from 20 – 100 per event. Larger Signature events should attract 150 – plus people.



Tech Titans forum sponsorship is designed to provide sponsors the potential to:

- Create visibility and a marketing and branding opportunity in front of peers in the technology industry.
- Gain exposure to potential new customers who attend forum events.
- Support the mission and goals of Tech Titans and specifically those of the forum.

Active forums include:

<ul style="list-style-type: none"> <li>Business Intelligence/Analytics</li> <li>Cyber Security</li> <li>Drone Technology</li> <li>Internet of Things</li> </ul>	<ul style="list-style-type: none"> <li>Cloud/IT</li> <li>Design &amp; Manufacturing</li> <li>Health Technology</li> </ul>
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Contact: Paul Bendel, Senior Vice President @ 972-792-2854

Sponsorship Level	Title \$3,000 (Annual)	Associate Sponsor \$1,500 (Annual)	Supporting Sponsor \$500
Limit	Up to 3 per year	Unlimited	Up to 4 per event
Branding/ marketing opportunity at all forum events	✓	✓	
Recognition from podium at event	✓	✓	✓
Logo on event materials and in the pre-event slide show.	✓	✓	✓
Company logo posted on specific forum webpage on the website	✓	✓	✓
Option to host a forum event at their office or facility.	✓	✓	
Attend a Sponsor Appreciation Reception with Tech Titans leadership	✓	✓	
May provide give-away such as pens, notepads, etc.	✓		
Permission to place company sign in room	✓		
1-3 minute presentation at the event	✓		
May serve on a program panel (per forum discretion and program schedule)	✓		
Forum Committee member	✓	✓	✓
May bring guests to the events	✓ Up to 5	✓ Up to 3	✓ 2 guests per sponsor

# STEM Workforce

Growth, sustainability and innovation in the technology industry are all highly dependent upon talent. However, students in the U.S. in general and North Texas specifically are not pursuing careers in science, technology, engineering and math (STEM). How can this trend be reversed? Raising career awareness and supporting career preparation in high schools and middle schools in high demand STEM fields is critical to producing a vibrant, dynamic and healthy North Texas economy.

Our vision is to inspire the expansion of the number and diversity of local students in the STEM educational pipeline while also increasing the quality of their learning objectives, their career awareness and, ultimately, their career preparation thus producing the talent to sustain and innovate our high technology economy.

The following funding opportunities will place your company as one of the top supporter of the future of North Texas with STEM initiatives.

Sponsorship Levels	Funding amounts	Benefits (in addition to level branding recognition)
Titan of the Community	\$50,000 and above	Sponsorship/co-sponsorship of an agreed package of Type A and/or Type B events
Platinum Partner	\$20,000	Sponsorship/co-sponsorship of an agreed package of Type A and/or Type B events
Gold Partner	\$10,000	Sponsorship/co-sponsorship of an agreed package of Type A and/or Type B events
Silver Partner	\$5,000	Sponsorship of a Type A event or 2 Type B events
Event Sponsor/Co-Sponsor	\$2,500	Co-sponsorship of a Type A event or sponsorship of a Type B event
Contributing Partner	\$1,000	Recognition of ecosystem investment

**Notes:**

1. Type A investments are Experiential Events, STEM Learning Camps and Job Shadowing experiences.
2. Type B investments are Forum based Technology Presentations, Job Awareness and Job Preparation experiences.
3. Investors can designate an ISD or a group of ISDs, if preferred.
4. Funds not expended for specific events will be used in the ecosystem to leverage program direction, program development, and synergistic equipment procurement. Administrative costs will be less than 10% of the overall ecosystem cost structure.
5. Investment and recognition will be renewable on a floating twelve-month basis.

# Innovation Team

Tech Titans Innovation Team Programs include interactive bi-monthly and semi-annual events focused exclusively on the promotion of the DFW high-tech industry, innovation and entrepreneurship. Events include bi-monthly “Next Big Thing” speaker series, where entrepreneurs and early-stage company executives introduce new break-through technologies, products or services that could revolutionize a business or industry sector. Lunch time events are held on the third Thursday every other month starting in February except December. Average attendance is 40 per luncheon. Twice per year the Innovation Team produces a Reverse Pitch event to foster interaction between large corporations, entrepreneurs and start-ups, possibly resulting in business transactions, corporate investments or acquisitions. This program consists of large company executives from product groups or corporate investment groups pitching what technology solutions their companies are interested in and how to engage with them if an entrepreneur or startup company has such a solution. Previous Reverse Pitch events have drawn as many as 175 attendees.

Past Reverse Pitch speakers and panelists have included senior executives from AT&T, Blue Cross Blue Shield, Capital One, Cisco, Dell, Ericsson, Fujitsu, Mitel, Nokia, Pioneer Natural Resources, PWC, State Farm Insurance, Texas Instruments, Verizon.

Date: Bi-monthly Next Big Thing meetings are held on the 3rd Thursday of every other month. Reverse Pitches are held semi-annually, dates subject to change based on speaker availability and holidays.

Contact Mike Skelton at 972-792-2814 for more information.

Sponsorship Level	Reverse Pitch Event Sponsorship \$3,500	Associate Sponsor \$2,000	Next Big Thing Sponsor \$1,000	Next Big Thing Food & Beverage Sponsor \$500/event
Limit	unlimited	unlimited	Unlimited	unlimited
Branding/marketing opportunity	✓	✓	✓	✓
No-charge registrations	✓ 2 seats	✓ 1 seat		✓ 1 seat
Recognition from podium	✓	✓	✓	✓
Company logo posted on the TIL web page of the Tech Titans website	✓	✓	✓	
Company logo posted in pre-event slide show	✓	✓	✓	
Recognition in the event Program	✓	✓	✓	
Permission to place company sign in event	✓	✓	✓	
1-minute welcome at each event	✓			
Hand out Promotional Items at event	✓			
List of attendees following each event	✓	✓		



# Advocacy Luncheon Series

The Advocacy Team focuses on issues affecting the technology industry such as STEM education, transportation, tax relief, and other important issues. Subject matter experts are invited to speak to members at monthly meetings. Speakers have included many state legislators, representatives from federal organizations that monitor federal issues, educational experts, etc.

The program is an outstanding opportunity to become engaged, network with fellow members, hear an educational presentation and take part in an interactive discussion on key legislative topics; meet local, state and federal representatives and learn more about the legislative process.

The programs/meetings are held in the Board Room of the Tech Titans offices.

Contact Molly Ulmer at 972-792-2861 for more information.

Approximately ten luncheons are held each year with one or two special events. Schedule is subject to change.

Advocacy Sponsorship Levels	Presenting Sponsor \$1000	Single Event/Meeting Sponsor \$250	Associate Special Event Sponsor \$500
Limit	1	Unlimited	2
Recognition on the Advocacy web pages of the Tech Titans website	✓	✓	✓
Recognition from the podium at special events	✓	✓	✓
Display marketing materials at events	✓	✓	✓
List of attendees following event	✓	✓	✓
30 sec welcome remarks at each meeting and special events	✓		
Company logo on special event program	✓	✓	✓
Company logo on calendar of events each month	✓	✓ (for month sponsoring a meeting or special event)	✓ (for specific event sponsoring)
Opportunity to introduce speaker at special event	✓		

# Legislative Day 2017

For the 85<sup>th</sup> Texas Legislative Session this Spring, Tech Titans will partner with the Richardson Chamber of Commerce to host Legislative Day in Austin. Legislative Day is an excellent opportunity to meet with state legislators and promote issues that impact the North Texas high-tech community.

Delegates travel to Austin to attend informative programs, meet with legislators and their staff, and visit the Texas Capitol. In 2015, activities included a reception and dinner with elected officials, as well as breakfast hosted by our local representatives. We also heard briefings from committee chairs, policy experts and the Texas Comptroller to learn and prepare for meetings with officials.

Each legislative session, Tech Titans hosts a trip to Austin to remind the Texas Legislature how important technology is to the future and economic development of our great state. Tech Titans is actively involved in the public policy process, urging legislators to introduce and pass legislation that benefits high-tech companies.

Contact Molly Ulmer at 972-792-2861 or [molly@techtitans.org](mailto:molly@techtitans.org) for more information.

2017 Sponsorship Levels	Legislative Sponsor \$2500	Event Sponsor \$1,000	Delegation Dinner/Reception Sponsor \$750	Delegation Lunch Sponsor \$500	Breakfast Briefing Sponsor \$250	Individual Sponsors \$225	Individual Ticket \$125 members \$175 non-members
Limit	1	2	4	Unlimited	Unlimited	Unlimited	Unlimited
Recognition on event emails	✓	✓	✓	✓	✓		
Recognition on Tech Titans/RCC website	✓	✓	✓	✓	✓		
Signage at event	✓	✓	✓	✓	✓		
Acknowledgement at legislative delegation functions	✓	✓	✓	✓			
Inclusion in event press releases, articles, etc.	✓	✓	✓	✓			
Acknowledgement at delegation breakfast, lunch or dinner	✓	✓	✓	✓			
Acknowledgement at pre-dinner Reception	✓	✓	✓				
Registration for 2 people	✓	✓				✓ (for spouse of first registrant)	
Introduction of guest speaker at dinner	✓						
Registration for 1 person includes reception & dinner, breakfast & lunch, speakers and all activities related to Legislative Day							✓

# Tech Industry Lunch Series

The Tech Titans Technology Industry Luncheon Series is an interactive monthly program focused exclusively on the high-tech industry and presented by industry experts and often luminary speakers. Held on the third Friday of each month except December, the luncheon features topics ranging from management and financial operations to cutting edge technology trends and applications. The target audience includes C-level executives to engineers and programmers. Average attendance is 100 per luncheon.



Past speakers have included Kim Stevenson, CIO of Intel; Ahmad Bahai, CTO of Texas Instruments, Beatriz Manetta, CEO of Argent & Associates, Allison Cerra, VP of Marketing for HP, and Colonel Robert S. Kimbrough, NASA Astronaut.

Date: 3rd Friday of each month. Luncheon dates subject to change based on speaker availability and holidays. Contact Paul Bendel at 972-792-2854 for more information.

Sponsorship Level	Presenting Sponsor \$20,000	Associate Sponsor \$5,000	Single Event Sponsor \$2,000	Table Sponsor \$500/event
Limit	1 per year	Unlimited	Unlimited	Unlimited
Branding/ marketing opportunity	✓	✓	✓	✓
Reserved Table	✓ 2 tables of 10 seats	✓ 1 table of 10 seats		✓ 1 table of 10 seats
Reserved seating at head table	✓ 1 at the head table each event	✓ 1 at the head table each event	✓ 1 at the head table for single event	
Recognition from podium	✓	✓	✓	✓
Company logo posted on the TIL web page of the Tech Titans website	✓	✓	✓	
Company logo posted in pre-luncheon slide show	✓	✓	✓	
Recognition in the event Program	✓	✓	✓	
Permission to place company sign in ballroom	✓	✓		
1-minute welcome at each luncheon	✓			
Place Promotional Items on each table	✓			
List of attendees following each event	✓	✓		

# Golf Tournament

## **Tournament Presenting Sponsor \$5,500**

Two teams of four golfers  
One free hole sponsorship  
Company Name on all literature advertising the event  
Signage at the registration desk and at dinner  
Sponsor to show promotional video at dinner  
Recognition on Tech Titans website  
The opportunity for a 3 – 5 minute address at the dinner  
Lunch and dinner for up to twelve including golfers  
Opportunity to have booth in Premium Gift Salon at additional cost

## **Awards Ceremony Sponsor - \$4,000**

One team of 4 golfers  
Company name on all literature advertising the event Signage at the dinner and announcement of winners  
Recognition on Tech Titans website  
Opportunity for a 2 – 3 minute address at dinner  
Lunch and dinner for up to four including golfers  
Opportunity to have booth in Premium Gift Salon at additional cost

## **Lunch Sponsor - \$3,000**

One team of 4 golfers  
Logo on all box lunches  
Signage at the luncheon  
Recognition on Tech Titans website  
Lunch and dinner for up to four including golfers  
Opportunity to have booth in Premium Gift Salon at additional cost

## **Volunteer Sponsor - \$2,500**

One team of 4 golfers  
Company logo on all volunteer t-shirts & volunteer carts  
Recognition on Tech Titan website  
Lunch and dinner for up to four

## **Check in Sponsor- \$2,500**

One team of 4 golfers  
Company banner at check in table  
Company representatives greet and, help all golfers through the check in/greeting processes  
Recognition on the Tech Titan website

## **Snack Sponsors- \$2,000**

Two available  
One team of 4 golfers  
Sponsor logo on all snack bags and snacks in the bags  
Opportunity to place promotional items in the snack bag.  
Recognition on the Tech Titan website  
Lunch and dinner for four including golfers

## **Putting Contest Sponsor \$1,500**

2 golfers  
Company name on all literature advertising the event Recognition on the Tech Titans website  
Signage at putting green  
Lunch and dinner for four including golfers Able to announce contest winner at awards dinner  
(must provide contest prize)  
Opportunity to have booth in Premium Gift Salon at additional cost

## **Entertainment Sponsor - \$1,500**

2 golfers  
Company name on all literature advertising the event  
Recognition on the Tech Titans website  
Able to introduce entertainment at tournament  
Lunch and dinner for four including golfers  
Opportunity to have booth in Premium Gift Salon at additional cost

## **Range Balls Sponsor - \$1,500**

2 golfers  
Company name on all literature advertising the event  
Recognition on the Tech Titan website  
Signage and table/chairs at driving range  
Lunch and dinner for four including golfers  
Opportunity to have booth in Premium Gift Salon

## **Beverage Station Sponsor - \$750**

2 golfers  
Signage at beverage station  
Recognition on the Tech Titan website  
Lunch and dinner for up to four  
Opportunity to have booth in Premium Gift Salon at additional cost

## **Premium Hole Sponsorship - \$750**

2 golfers  
Sponsor's choice of logo on flag at green or signage on the tee box and table and chairs at hole  
Recognition on the Tech Titan website  
Lunch and dinner for sponsor and golfers

## **Golf Cart Sponsors - \$250**

Company name on all literature advertising the event  
Recognition on the Tech Titan website  
Company logo on all golf carts used in the tournament

## **Scorecard Sponsors - \$250**

Company name on all literature advertising the event  
Recognition on the Tech Titan website  
Company logo on all scorecards used in the tournament

**Team of four - \$600**

**Individual player - \$200**

# Brown Bag Luncheon Series

The goal of the Brown Bag Series is to provide strategic and tactical programming on topics of interest to business leaders, owners, managers and those interested in improving their business.

The program is an outstanding opportunity to become engaged, network with fellow members, hear an educational presentation and take part in an interactive discussion on key topics and trends in business, business operations, personal improvement and sales/marketing.

And the program is promoted through the Richardson Chamber of Commerce, an affiliate organization to Tech Titans, and is the only such program that is co-branded between both organizations. The program is held in the Board Room of the Tech Titans offices.

Contact Paul Bendel at 972-792-2804 for more information.

Eight luncheons each year based on demand and availability. Schedule is subject to change.

Brown Bag Sponsorship Levels	Presenting Sponsor \$1000	Single Event Sponsor \$250	Sponsored Presentation \$400
Limit	1	Unlimited	2
Tickets to event	2 to each event	1 per event sponsored	n/a
Recognition on the Brown Bag web pages of the RCC and the BB page on the MTBC website	✓	✓	✓
Recognition from the podium	✓	✓	✓
Display marketing materials at events	✓	✓	✓
List of attendees following event	✓	✓	✓
30 sec welcome remarks	✓		
Opportunity to present program at one event	✓		✓
Category Exclusivity	✓		