



TECH TITANS  
AWARDS

ROARING TWENTIES  
2.0

SPONSORSHIPS

 **TechTitans**  
The Technology Association for North Texas



## ABOUT TECH TITANS

Broadly speaking, the vision of Tech Titans is to champion and serve the technology community across North Texas. More specifically, we know that our industry thrives not only because of the companies within the technology industry, but also because of the people and institutions that embrace, nurture and leverage technological innovation. With this in mind, Tech Titans serves, encourages and celebrates not only the developers of technology but also the adopters who implement groundbreaking technology and the educators who help shape the next generation of innovators. Our programs include a number of advocacy, networking and educational events each year in addition to our prestigious annual awards gala. Collectively, these events help make the technology community in North Texas one of the world's strongest.



# ABOUT THE TECH TITANS AWARDS GALA

The Tech Titans Awards Gala is the single-most prestigious event honoring North Texas companies and individuals that leverage technology in extraordinary ways. The gala celebrates creators, innovators and adopters alike – companies of all sizes, executives, individual employees, investors and teachers. Basically, anyone or any organization that develops technology products, implements groundbreaking technology or helps shape the next generation of innovators.

The 2020 Awards Gala will be held Friday, October 23.





# THE AWARD CATEGORIES

Hall of Fame

Corporate CTO

Corporate CIO

Corporate CEO

Corporate Innovation

Emerging Company Innovation

Emerging Company CEO

Fast Tech

Tech Titans of the Future - University Level (awarded later)

Tech Titans of the Future - High-School Math/Science Teacher (awarded later)

Technology Adopter

Technology Advocate



# WHY SPONSOR THE GALA?

This is a different year, but this year, we plan to bring together 100+ executives, clients and luminaries to showcase their companies, build relationships and further their businesses--just in person. We'll also have a virtual streamed element that will go throughout the US or even the world.

Sponsoring this high-profile, successful event will put your business in elite company with tremendous exposure to some of the world's leading companies.

Also, to show our appreciation for your AWARD sponsorship, your company will receive:

- Reserved prime seating at the live Gala
- Complimentary valet parking
- Invitation to a virtual happy hour with finalists
- Sponsor podcast
- Recognition on the event website
- Recognition in the event program
- Recognition from the podium and onscreen (major sponsors)
- Recognition in the online event promotion
- Inclusion in the winners archive at [TechTitans.org](https://techtitans.org)
- Gala Committee representation (members only)
- Sponsor priority for next year's event
- Recognition in Tech Titans member communications
- DBJ ad post event recognition



## SPONSOR TESTIMONIALS



Ericsson's Tech Titans sponsorship allows us to support the thriving technology ecosystem in North Texas. As a leading provider of ICT equipment and services to network operators and adjacent industries all around the world, Ericsson is one of the few companies to offer end-to-end solutions for all major mobile communications standards. With more than 110,000 employees serving customers in more than 180 countries, we are using innovation to empower people, business and society as we work towards the Networked Society. We are able to share that message at the biggest tech industry event of the year, the Tech Titans Awards Gala.

— *Barbara Baffer*  
*Vice President, Govt. and Industry Relations, Marketing Ops and Internal Comms*  
*Ericsson, Market Area North America*



State Farm must stay on the cutting edge of technology for our business challenges and to help customers. We're proud to support an organization like Tech Titans, which plays a key role in helping prepare students enter the by setting academic standards and offering many networking opportunities, like the annual gala. This relationships enables State Farm to continue to meet our customers' evolving and changing needs by offering educational opportunities designed to keep our employees' skills current.

— *Dawn Francour*  
*Systems Department – Dallas Workforce Team*  
*State Farm*



We are a new brand in North Texas and our focus is partnering with technology companies to solve leadership issues. Having our clients and potential clients see our support of the tech community is worth more than the dollars invested. Beyond the online and print media exposure, as an award sponsor we receive stage time at the Gala itself. We are able to sincerely express our commitment to the technology community in North Texas consistently through the evening and through an ad in the evening's program. The benefit to ZRG by being a part of the Tech Titans Gala is priceless as we continue to support the innovation, leadership and advocacy of Tech Titans, The Technology Association for North Texas.

— *Deborah A. Sawyer*  
*Managing Director*  
*ZRG Partners, LLC*





# SPONSORSHIP RATES & CONTACT INFO

To inquire about sponsorship, please contact:

**Mallory Crumb**

or

**Bill Sproull**

972.792.2870 | mallory@techtitans.org

972.792.2851 | bill@techtitans.org

2020 sponsor levels	Title Sponsor \$15,000	Hall of Fame Sponsor \$7,200	Corporate CEO Sponsor \$7,200	Fast Tech Sponsor \$5,700	Award Sponsor \$5,700
Number available	1	1	1	2	8
On-stage presentation at Gala	✓	✓	✓	✓	✓
Number of seats	4	4	4	4	4
Invitation to virtual happy hour with finalists	✓	✓	✓	✓	✓
Sponsor podcast	✓	✓	✓	✓	✓
Recognition in Post Event Thank You Ad (Dallas Business Journal)	✓	✓	✓	✓	✓
Recognition in News Releases/Sponsor Recaps	✓	✓	✓	✓	✓
Ad in Event Program *Must be delivered by 10/2 to be included	1 Page	1/2 Page	1/2 Page	1/3 Page	1/3 Page
Recognition in the 2020 Event Coverage Archive on TechTitans.org	✓	✓	✓	✓	✓
Complimentary Valet Parking	✓	✓	✓	✓	✓



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2020 Sponsor Levels	Valet Parking Sponsor \$3,600	Photo Sponsor \$3,600	Reception Sponsor \$3,600
Number Available	1	1	4
Number of seats to Gala	2	2	2
Invitation to virtual happy hour with finalists			
Sponsor podcast			
Recognition in Post Event Thank You Ad (Dallas Business Journal)	✓	✓	✓
Recognition in News Releases/Sponsor Recaps			✓
Ad in Event Program *Must be delivered by 10/2 to be included	Logo & listing in event program & logo printed on valet parking passes	Logo & listing on event photos	1/4 Page
Recognition in the 2019 Event Coverage Archive on TechTitans.org	✓	✓	✓
Complimentary Valet Parking	✓	✓	✓





# GALA PROGRAM ADVERTISING

The gala's printed program will be distributed to approximately 100+ in print and many more digitally of DFW's top executives and decision-makers, which makes it a high-value marketing opportunity for advertisers. Any company may advertise in the program; however, sponsors receive priority ad placement. While Platinum sponsors already receive a 1/4 page ad as part of their sponsorship, they may upgrade the size of their ads by paying the difference between their upgraded size and the listed value of the 1/4 page ad.

## **Ad Placement Rates**

1/4 page: \$500

1/3 page: \$1000

1/2 page: \$1550

Full-page: \$2,500



# CURRENT & PAST SPONSORS

We'd like to thank the sponsors for the 2019 gala, recognize all sponsors from previous years' galas and remind you that now is the time to add your company's name to this year's list.

## 2019 Gala Sponsors



## Past Gala Sponsors

- |                       |                        |                               |                                  |
|-----------------------|------------------------|-------------------------------|----------------------------------|
| AT&T                  | City of Richardson     | Moss Adams                    | Silicon Valley Bank              |
| ATW                   | Cyrus One              | Nokia                         | Slalom Consulting                |
| Argent Associates     | Dassault Systemes      | Pearson Partners              | Texas A&M University – Commerce  |
| Axcess                | Dialexa                | Plano ISD                     | Thomson Reuters                  |
| BKD, LLP              | eShipGlobal            | Plexon, Inc                   | UT Dallas                        |
| BravoTECH             | Freeman Audio Visual   | Property Damage Appraisers    | University of Texas at Arlington |
| Carr LLP              | GIACT                  | PwC                           | University of Texas at Dallas    |
| Carter Scholer Arnett | HCA Healthcare         | Qorvo                         | Verizon                          |
| Cigniti Technologies  | Masergy Communications | Rehab Synergies               | Weaver                           |
| Cisco                 | Mitel                  | Richland College of the DCCCD | Wylie ISD                        |
|                       |                        |                               | ZTE USA Inc.                     |