

Sponsorship



The Technology Association for North Texas

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 - Premier annual awards gala of the high-tech industry in North Texas.
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 - Programming and activity targeted at a particular vertical, hot topic or function. Forums 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**
 - Quarterly events featuring leaders in innovation and entrepreneurship. Special events throughout the year.
- **Advocacy**
 - Monthly luncheon meetings featuring subject matter experts on legislative issues affecting the technology industry.
- **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.
- **Live Expo and Happy Hour**

Trade show that showcases companies engaged in technology and business verticals built around Tech Titans special interest forums
- **HR Committee**

HR professionals come together at a quarterly lunch to discuss the latest in their field.



BILL SPROULL
President & CEO

\$20,000
\$12,000
\$6,000
\$2,250
\$1,441
\$750

DAVINCI
EINSTEIN
EDISON
NEWTON
Cost-per-member benchmark
BASIC

DAVINCI \$20,000

ANNUAL INVESTMENT

Your DaVinci investment offers exclusive positioning while supporting our work to strengthen the regional economy.

POSITIONING IN OUR REGION

- Innovation Collider service
- STEM Fund sponsorship recognition
- Forums Benefactor recognition

SERVICES

- Gift a Tech Titans membership to the three start-ups of your choice

PLUS all of the services and benefits of Einstein, Edison, Newton and Basic levels on the following pages



“Tech Titans is promoting North Texas as the premier destination for the talent we need to succeed.”

AMY WHEELUS
AT&T

EINSTEIN \$12,000

ANNUAL INVESTMENT

Your Einstein investment gives you and your team access to some of the most valuable programs and events in the region.

ACCESS

- CEO Executive Roundtable meets twice a year
- Executive Regional Orientation for New CEOs
- TechTitans.org Annual Sponsor (\$3,000 Value)

SERVICES

- Tech Titans Podcast Sponsor
- One Innovation Master Class registration (\$1,500 Value)
- Tech Industry Luncheon Season Ticket (\$600 Value)

PLUS all of the services and benefits of Edison, Newton and Basic levels on the following pages



“Tech Titans feeds the innovation ecosystem by promoting ideas and connecting people.”

BRENNAN CROPPER
Capital One

EDISON \$6,000

ANNUAL INVESTMENT



“Encouraging the next generation of tech leaders is vital. Tech Titans reaches thousands of students with STEM every year.”

ANDREW OLOWU
Axxess

Edison investment puts your business among an elite group of investors helping Tech Titans to invest more into our mission.

ACCESS

- Talent Hub - Connecting job seekers with our Tech Titans (6 ads/year)
- \$400 worth of forum or Tech Industry Lunch tickets
- Growth Breakfast
- TechTitans.org Sponsor, six months (\$1,500 Value)

SERVICES

- Team Registration in Young Professional Kickball Tournament
- Personal membership concierge and a customized membership plan

PLUS all of the services and benefits of Newton and Basic levels on the following pages

NEWTON \$2,250

Newton members receive even more exposure built in to your membership.

MARKETING VISIBILITY

- Tech Industry Newsletter Spotlight on TechTitans.org and in Board Member Packets (\$2,500 Value)
- TechTitans.org Sponsor, three months (\$750 Value)
- Promote an event on our Tech Calendar (\$500 Value)
- Additional location (\$750 Value)
- 3 talent hub ads/year

PLUS all of the services and benefits of the Business level on the opposite page

BASIC \$750

Tech Titans hosts more than 30 events and programs per year. These functions help you to connect with key business leaders and potential customers in our community. This exchange of connections means more people know about your company.

TO GET CONNECTED:

1. Join today - call us at 972-792-2800
2. Schedule an orientation with our membership concierge
3. Attend your first event and meet others business leaders just like you

CONNECTING YOU TO OUR REGION

- Events Calendar Email - Check out one of our events, targeted to one of your interests. You can also sign up for a weekly email calendar, so you don't miss different offerings.
- New Member Orientation - A complimentary lunch where member services staffwalks you through how to specifically get involved with Tech Titans offerings. Come early and find out how Tech Titans can benefit you and your business. Schedule with Sylvia Palmer at (972) 792-2816 or sylvia@techtitans.org.
- Directory listing on the website
- Committee membership
- Member pricing at all events

2021 TECH TITANS AWARDS GALA

The Tech Titans Awards Gala returns to a live presentation over dinner in 2021. The gala recognizes achievement and innovation in the technology industry in North Texas. Approximately 700 executives, their clients and leaders in the North Texas tech community showcase their companies, build relationships and further their business. Sponsoring this high-profile, successful event will put your business in elite company with tremendous exposure to some of the world's leading companies. The gala, held in late August at a first-class luxury hotel, has been a sell out for the past six years.

Contact Mallory Crumb at 972-792-2870 or Paul Bendel at 972-792-2854 for more information.

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

- Reserved prime seating at the Gala for 10
- Valet parking passes of 5 (excludes table sponsors)
- Recognition on the event website
- Recognition in the event program
- Recognition from the podium and onscreen
- Recognition in the online event promotion
- Inclusion in the winners archive at TechTitans.org
- Gala Committee representation (members only)
- Sponsor priority for next year's event
- Recognition in Tech Titans member communications
- Tickets to the exclusive Finalist Event prior to Gala

Sponsor Levels	Title Sponsor \$25,000	Hall of Fame Sponsor \$12,000	Corporate CEO Sponsor \$12,000	Tech Titan of the Future Sponsor \$9,500	Fast Tech Sponsor \$9,500	STEM Pledge Sponsor \$9,500	Award Sponsor \$9,500	Reception Sponsor \$6,000
Scholarship fund	\$3,000	\$2,000	\$1,500	\$1,000	\$1,000	\$1,000	\$1,000	\$800
Limit	1	1	1	2	2	1	8	4
On-Stage presentation of awards	✓	✓	✓	✓	✓	✓	✓	
Presentation at Finalist Event								
Recognition in Pre-event Promotion (Dallas Business Journal)	✓	✓	✓	✓	✓	✓	✓	
Recognition in Post Event Thank You Ad (Dallas Business Journal)	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in News Releases & Sponsor Recaps	✓	✓	✓	✓	✓	✓	✓	✓
Ad in Event Program	1 page	½ page	½ page	1/3 page	1/3 page	1/3 page	1/3 page	¼ page

Recognition in the 2019 Event Coverage Archive on TechTitans.org	✓	✓	✓	✓	✓	✓	✓	✓
Valet Parking Passes	✓	✓	✓	✓	✓	✓	✓	✓

In-kind sponsor – negotiable benefits based on value of donation. Usually includes providers of media, news and print, radio, television, production and program.

Advertising in program – priority given to sponsor, but ad placements also taken. Sponsors may upgrade their advertising size with payment of the difference of their given ad.
 ¼ page - \$1,125, 1/3 page - \$1,500, ½ page -- \$2250, Full page - \$4,500

Sponsor Levels	Community Hero Investment Catalyst Sponsor \$9,500	Valet Parking Sponsor \$6,000	Sponsor \$6,000	Platinum Table Sponsor \$4,650	Gold Table Sponsor \$2,650	After Party Sponsor \$5,000
Scholarship Fund Donation	\$1,000	\$800	\$300	\$500	\$300	\$1,000
Limit	2	1	1	Unlimited	Unlimited	1
On-Stage presentation of awards	✓					
Presentation at Finalist Event	✓					
Recognition in Pre-event Promotion (Dallas Business Journal)	✓					
Recognition in Post Event Thank You Ad (Dallas Business Journal)	✓	✓	✓	✓	✓	✓
Recognition in News Releases & Sponsor Recaps	✓					✓
Ad in Event Program * Must be received by 7/31 to be included	1/3 page	Logo & Listing in event program & logo printed on valet parking passes	Logo & Listing on event photos	¼ page	Listed in Program	1/3 Page
Recognition in the 2019 Event Coverage Archive on TechTitans.org	✓	✓	✓	✓		✓
Valet Parking Passes	✓					✓

Special Interest Forums



Tech Titans has 9 special interest 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 cutting-edge technology, trends and best use cases within business verticals, each forum will host anywhere from one to four speaker-based events per year. Attendance ranges from 20-60 per event with the audience comprised of tech management and project managers. Larger collaborative events among the forums could attract as many as 100-plus people. Some 650+ attended all forum events in 2020.

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

- Create visibility in the technology industry through this unique marketing and branding opportunity.
- Gain exposure to potential new customers who attend forum events
- Be recognized as a leader in the tech industry and in Tech Titans.
- Support the mission and goals of Tech Titans and those of the specific sponsored forum.

Active forums include: Analytics & Insights Artificial Intelligence Emerging Growth
 Blockchain Cyber Security Health Tech
 Human Resources Internet of Things

Contact: Paul Bendel, Senior Vice President @ 972-792-2854, or Bill Sproull @ 972-792-2851

Sponsorship level	Title \$3,000 (annual)	Associate \$1,500 (annual)	Supporting \$500
Limit	1	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 giveaways 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 guests	✓ Up to 3 guests	✓ 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 promotes entrepreneurship and the latest innovative ideas from the north Texas high tech ecosystem. The Innovation Team conducts quarterly events at various locations featuring speakers on an array of topics. The Innovation Team also organizes Venture Forum events, featuring fast growth start-ups that are ready to scale to the next level, pitching for growth capital to an audience of potential investors or a "reverse pitch" event featuring several panel sessions of large North Texas corporations, describing areas of technology they are interested in, to an audience of North Texas, start-ups, technology companies, university researchers and entrepreneurs. The team also leads other special events as required.

Tech Titans event sponsorships 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 Innovation Team.

Contact: Beth Kolman, 972-792-2817 beth@techtitans.org

Sponsorship level	Title sponsor \$3,500	Associate sponsor \$1,500	Supporting sponsor \$500
Branding/ marketing opportunity at event	✓	✓	
Recognition from podium at event	✓	✓	✓
Logo on event materials and in the pre-event slide show	✓	✓	✓
Company logo posted on the event webpage	✓	✓	✓
Option to host an Innovation Team 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)	✓		
Innovation Team Committee membership	✓	✓	✓
May bring guests to the events	✓ Up to 3	✓ Up to 2	✓ 1 guest per sponsor

Advocacy 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 Shannon Skripka at 972-792-2866 for more information.

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

Advocacy Sponsorship Levels	Presenting \$1000	Single event/meeting \$250	Associate special event \$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	✓		

Tech Industry Luncheon Series

Tech Titans has been a leader in showcasing key industry visionaries and presenting cutting edge topics since the 3rd Friday Technical Luncheon first appeared in 1997. Now branded as the Tech Industry Luncheon, this series of 11 monthly luncheons has become the benchmark for presenting the business case for technology with programs that define how technology is being used as much or more than technology itself.



The luncheons are presented on the third Friday of each month. The target audience includes C-level executives to engineers, programmers, and business executives of both high tech and tech enabled companies. Average attendance is 100-150.

Some of the recent past speakers include Calvin Carter, Bottle Rocket; Sherif Mityas, TGI Fridays; Anne Chow, AT&T Business, James Klein, Qorvo and Pamela Arora, Children’s Medical Center .The highlight of the Tech Industry Luncheon Series is the presentation of the ever-popular Annual Tech Titans Innovators Luncheon featuring finalists in the annual Tech Titans Awards.

Contact Paul Bendel at 972-792-2854 for more information.

Sponsorship Level	Presenting \$20,000	Associate Sponsor \$5,000	Single Event Sponsor \$2,000	Table Sponsor \$400/event
Limit	1 per year	unlimited	Unlimited	unlimited
Branding/marketing opportunity	✓	✓	✓	✓
Reserved Table	2 tables of 8 seats	1 table of 8 seats		1 table of 8 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 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

The Tech Titans Golf Tournament attracts technology and business executives from around North Texas for an enjoyable day of networking and golf. Scheduled for a date in the summer of 2021, the tournament will be played at one of the many prestigious golf courses in DFW. The tournament format is a four-person scramble with a 8:30 shotgun start. A brief awards reception and lunch will follow play.

Corporate sponsorship provides a business with the opportunity to promote its products and services in a variety of price ranges. This is an ideal opportunity to reach the decision makers in technology and tech-enabled companies and do it during one of the most enjoyable Tech Titans events of the year.

For more information, contact Paul Bendel at 972-792-2854 or Andrea Young at 972-792-2869.

Pillar Sponsor (3 available) - \$2,000

One team of four golfers including lunch and awards reception
Tent cards with company logo at tournament awards reception
Par 3 Hole Sponsorship
Company logo on event website and printed promotional literature.

Premium Hole Sponsor - \$800

Exclusive sponsorship of one hole
Two golfers in tournament
Signage on tee box of assigned hole
Can add two golfers for discounted price of \$125 each
Company name/logo on website and printed promotional literature

Team of 4 Golfers - \$750

Two Golfers - \$400



Live! Expo & Happy Hour

The Tech Titans Live! Expo and Happy Hour is a trade show that showcases companies engaged in technology and business verticals built around Tech Titans special interest forums. The expo is combined with technical presentations produced by the Tech Titans forums to make for a full day of education, building business and networking.

The goal of the expo is to provide attendees with two great experiences - a top notch trade show and a series of outstanding technology presentations. The expo is open to the public and drew 300+ attendees and exhibitor representatives in the inaugural event in 2019. The expo went virtual in 2020 so we expect an even larger number of exhibitors and a crowd in February 2021.



Tech Titans Forums

Analytics & Insights * Artificial Intelligence * Blockchain * Cybersecurity * Emerging Growth * Design & Manufacturing * Health Tech * Human Resources * Internet of Things

Contact: Paul Bendel, 972-792-2854
 Mallory Crumb, 972-792-2860
 Shannon Skripka, 972-792-2856
 Andrea Young, 972-792-2969

Sponsorship level	Lunch sponsor \$3,000	Networking sponsor \$2,000	Program sponsor \$1000	Gold exhibitor \$500	Silver exhibitor \$250	Ad in printed program
Limit	1 available	2 available	2 available	Multiple available	Multiple available	Multiple available
10x10 exhibit booth and electricity	✓	✓	✓	✓	✓	
Company name and logo on all marketing materials, website, programs, sponsor slide show, event signage in hall and lunch area	✓	✓	✓	✓	✓	✓
Ad in printed program	✓ Full page	✓ ½ Page		✓ ¼ page		✓ ¼ page
Ad on front of printed program			✓			
May display promotional materials in lunch area	✓					
Brief welcome remarks	✓ Lunch	✓ Happy Hour				
Admission Includes access to expo hall, educational sessions, lunch and reception	2	2	2	2	2	1

Human Resource Luncheon Series

The group consists of senior HR staff from DFW's leading employers and technology companies as well as independent businesses. Committee participation is limited to corporate HR professionals or those in small and medium businesses that handle the HR function.

The quarterly meetings feature recognized expert speakers about recruiting, hiring, compliance, compensation & benefits, training, payroll processing and IT functions as well as community giving and support opportunities.

Luncheon meetings are held quarterly, and attendance is in the 25 to 40 range.

Contact John Jacobs at 972-792-2802 or Shannon Skripka at 972-792-2806 for more information.

Dates: March, June, September and November.

Sponsorship Levels	Luncheon Sponsor \$600 per event	Assoc. Series Sponsor \$1200/year	Series Sponsor \$ 2400/year
Limit	4	Up to 2	1
Recognition at meeting(s)	✓	✓	✓
Display marketing materials at the meeting(s)	✓	✓	✓
30-second speaking opportunity at meeting(s)	✓	✓	✓
Recognition on email invitations	✓	✓	✓
Signage at meeting(s)	✓	✓	✓
5-Minute presentation at meeting(s)	No	No	✓