



# **Tech Titans**

# **Board of Directors**

# **Manual**

# **2021**



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**Vision statement:**

We champion and serve the technology community across North Texas.

**Mission statement:**

Tech Titans will stimulate research and innovation, advocate for pro-technology legislation, nurture the future technology workforce, create business networking and learning opportunities, and recognize excellence in our technology community.

**Tech Titans creed:**

The members of Tech Titans believe a passionate pursuit of technology creates the innovation and productivity that benefit the lives of north Texans today and tomorrow.



## Tech Titans 2021 Top Goals

### Innovation

- Develop a curated list of Collider resources and publish it to our audiences to add engagement by at least 20 new companies with the Collider program
- Offer quarterly Innovation Collider services during 2021, including another national Grand Challenge

### STEM Talent

- Produce inspirational STEM experiences for 5,000 North Texas school students in 2021.
- Raise \$100,000 in STEM Fund revenue thru contributions and contractual reimbursements

### Marketing

- Create a personalized employee engagement toolkit for each Champion Circle member (email/website) by June 1, 2021
- Create a branding video promoting Tech Titans for use during Awards Gala and beyond
- Roll out leadership and benefit-based messaging throughout channels using the 'learn-do good-be seen' value statements
- Promote the Foundation and Tech Tuesdays
- Promote specialized offerings to identified subgroups in the organization including emerging growth and young professionals

### Programs

- Procure the technology and produce hybrid events for the Tech Industry Luncheon and Forums by beginning of Q3 2021
- Launch the Tech Tuesday event series by February 2021 to produce collaborative programs between the Forums and/or Tech Industry Luncheon to drive greater attendance.
- Produce the Tech Titans Live Expo and annual Golf Tournament to provide business and networking opportunities for Tech Titans members and potential members.
- Explore establishment of a peer-to-peer network for a C-suite group within Tech Titans by April 30, 2021

### Legislative Advocacy

- Develop and communicate a clear and compelling Legislative Agenda to the 87<sup>th</sup> Texas Legislature.
- Develop Virtual DC and Austin "fly-ins" in the first half of 2021 to expose members to elected officials and advocate our legislative agenda to our area elected delegation
- Collaborate with other associations on Federal policy priorities

### Membership

- Produce a Board led membership drive in Q1
- Improve retention of existing members to 85% during 2021
- Develop a member introduction and match-making service by February 26, 2021

### Finance

- Exceed budgeted net income and avoid use of reserves for operations
- Operationalize the Tech Titans Foundation

**Awards Gala**

- Produce a high-quality hybrid awards event in October 2021
- Sell all major sponsorships
- Equal or exceed number of 2020 nominations



## **Tech Titans: The Voice of the Tech Industry in North Texas** ***A History of Tech Titans***

Tech Titans originated as a result of explosive growth experienced by technology businesses in North Texas and the Telecom Corridor® area. The strong technology business presence began in the north Dallas suburb of Richardson in the 1950's. In 1956, Texas Instruments selected the east side of U.S. 75 just north of Interstate 635 for its corporate campus. In 1957, Collins Radio, a well-established electronics company from Cedar Rapids, Iowa, built the first building of what would become a multi-building campus on a 400-acre site north of Texas Instruments near US 75 and Arapaho Road. Both companies attracted a cadre of engineering talent and eventually spawned a number of new technology-based enterprises.

Collins Radio was acquired by Rockwell in 1971, and the Rockwell unit was later acquired by Alcatel in 1991. The pace accelerated even further in the 1980's with the deregulation of the telecommunications industry. First came MCI, whose microwave network relied upon Collins Radio/Rockwell products and technical expertise. Later, Nortel, Fujitsu and Ericsson created major operations in Richardson to benefit from the technical expertise and attractive cost-of-living that have made this region a world-class center for both telecommunications and technology businesses.

In late 1993, the Richardson Chamber of Commerce (RCC) began exploring the concept of creating a technology council to provide leadership and sponsor collaboration among area technology companies on the issues of vital importance to the technology community. In August of 1994, following discussions with other out-of-state technology business councils and a nine-month feasibility study, the Telecom Corridor® Technology Business Council was formed by Joe Snayd of Fujitsu Network Communications, Jim Carmichael of Rockwell International, Frank J. Kozel, Jr. of MCI, and Max Kee, Nortel Networks.

The initial leadership selected 80 high-technology companies as charter members, all of which joined. In January 1995, after the charter membership was established, the council conducted its first Board of Directors meeting. In 2000, the name of the council was changed to the Metroplex Technology Business Council. The name change provided the council with the opportunity to reach out and better represent the technology companies of the entire region.

In the beginning, the organization focused its efforts on services, networking and advocacy. It began by offering members the opportunity to engage in discussions with peers in small networking roundtable discussions. Council members made trips

to Austin and Washington, DC to represent the best interests of the TBC members and the technology industry.

The TBC gained traction and began to flourish into the organization it is today with the introduction of the 3<sup>rd</sup> Friday Technical Luncheon in 1997. This luncheon series became the signature event for the organization's presenting programs on leading edge technologies by luminary speakers in the field. 3<sup>rd</sup> Friday spawned other events; First Friday in High Tech Management, the CEO Forum Series for CEOs and Presidents, and a number of Special Interest Groups (SIGs) such as RFID, Nanotech and Semiconductor.

In 2001, the MTBC began the prestigious Tech Titans Annual Awards Gala to honor both individuals and companies for excellence in technology. In 2003, the Tech Titans gala joined with Deloitte to become the Tech Titans/Titan Fast 50 Awards Gala adding recognition of the fastest growing tech companies in the Metroplex. In 2005 MTBC added the Titan of the Future program providing scholarships funds for outstanding students in technology focused programs at the university level. The program was expanded the following year to honor and reward exceptional high school level math and science teachers for innovative programs that address STEM education.

MTBC changed its name to Tech Titans in 2014, and opened its membership up to technology enabled companies like State Farm and Capital One, and also allowed individuals to join. It also added Special Interest Forum groups built around technologies like Internet of Things, Analytics, Artificial Intelligence, etc.

Since its creation, Tech Titans has been influential at the state level as a voice for the technology community in North Texas. Under the leadership of President Bill Sproull, Tech Titans is fully engaged in legislative advocacy. The group led a statewide consortium to provide a state tax break for R&D expenditures. In 2004, several members of Tech Titans were appointed by Governor Perry to Industry Cluster Initiative teams that were tasked with the development of strategies to strengthen the competitiveness of key technology industry clusters. Tech Titans also supported the Governor's reauthorization of the Texas Enterprise Fund and the creation of the Texas Emerging Technology Fund. The TETF created "Regional Centers of Innovation and Commercialization", collaborations between higher education institutions and the private sector.

Tech Titans and its members are dedicated to the pursuit of excellence in technology, an exchange of information among peers, advocacy of the technology industry, and ensuring that the technology industry in the Metroplex continues to prosper for years to come.

The five "pillars" of Tech Titans are 1) STEM workforce development; 2) Legislative Advocacy; 3) Innovation initiatives through the Collider services; 4) Recognition and branding thru the annual awards Gala; and 5) Programs, education and networking.



2021  
Tech Titans Board of Directors  
Commitment Form

I, \_\_\_\_\_, (please print) agree to the following during my tenure on the Tech Titans Board.  
(Please checkmark each commitment you can make and fill in the blanks where appropriate. Not all are required.)

**Financial Support**

I/my company will financially support Tech Titans with the following:  
Maintaining **membership** investment package of:

- \_\_\_\_\_ Basic (\$750) Fewer than 50 employees
- \_\_\_\_\_ Newton (\$2,250) Fewer than 300 employees
- \_\_\_\_\_ Edison Champion's Circle (\$6K)
- \_\_\_\_\_ Einstein Champion's Circle (\$12K-\$20K)
- \_\_\_\_\_ DaVinci Champion's Circle (\$20K-\$60K)

I/my company will **sponsor**: \_\_\_\_\_ Awards Gala  
\_\_\_\_\_ Special Interest Forum(s) – see list below  
\_\_\_\_\_ STEM Talent Initiatives  
\_\_\_\_\_ Tech Industry Monthly Luncheon Series  
\_\_\_\_\_ Legislative Advocacy  
\_\_\_\_\_ Young Professional events  
\_\_\_\_\_ Innovation Events  
\_\_\_\_\_ Annual Golf Tournament

**Champion and Engage**

Select one or more

- Committees or Teams: Legislative Advocacy; Awards Gala; Innovation; STEM Talent; Tech Industry Luncheon; Golf Tournament
- Forums: Analytics & Insights Forum; Forum; Blockchain Forum; Cyber Security Forum;  
Artificial Intelligence Forum; Health Tech Forum; HR Forum; Internet of Things Forum; Emerging Growth

How you will support committees and forums?

- \_\_\_\_\_ Personally attend and engage
- \_\_\_\_\_ Recruit at least 5 co-workers to participate
- \_\_\_\_\_ Help get speakers, sponsors
- \_\_\_\_\_ Serve as a tri-chair

**Broaden Our Reach**

- \_\_\_\_\_ Provide introductions to Member Services Team for new member recruitment purposes.
- \_\_\_\_\_ Invite customers, suppliers and colleagues to attend events and get involved in a team or forum.

I enthusiastically agree to participate and support the above checked activities.

Signed \_\_\_\_\_

Date \_\_\_\_\_



## TECH TITANS 2021 Board of Directors

### **CHAIRMAN**

**Amy Wheelus**, VP – Architecture & Strategic Planning, AT&T

### **EXECUTIVE COMMITTEE**

**Vice Chair, Talent – Lisa Frey**, Toyota Connect

**Vice Chair, Budget/Finance - Vance McCollough**, Partner, Moss Adams

**Vice Chair, Member Services - Tad McIntosh**, President, HumCap, LP

**Vice Chair, Innovation - Andrew Olowu**, CTO, Axxess

**Vice Chair, Programs & Forums - Deborah Sawyer**, Vistage

**Vice Chair, Awards Gala – Kathy Curry**, Technology Manager, State Farm

**Vice Chair, Marketing – Calvin Carter**, Founder & CEO, Bottle Rocket

**Immediate Past Chair - Barbara Baffer**, Vice President, Government and Industry Relations, Ericsson

### **BOARD MEMBERS**

**Robert Atkins**, CEO, Balanced Media Technology

**Gurshaman Baweja**, CIO, Texas Instruments

**Dr. Richard Benson**, President, UT Dallas

**Siddhi Bhakta**, Technology Leader, Thomson Reuters

**Chris Bradford**, President, Newline Interactive

**Greg Carr**, Founder/Managing Member, Carr Law Firm, PLLC

**Barry Carter**, CIO, RealPage

**Calvin Carter**, CEO, Bottle Rocket

**Ollie Chandhok**, Publisher, Dallas Business Journal

**David Copps**, CEO, Worlds

**Brennan Cropper**, Sr. Dir. Software Engineering, Capital One

**Kathy Curry**, Technology Manager, State Farm

**Jon Davis**, Chief Revenue Officer, Matrix Resources

**Dr. Kay Eggleston**, President, Dallas College Richland Campus

**Mark Farris**, Sr. Partner, Launch Consulting

**Charlie Fell**, Vice President, Comerica Bank – Life & Sciences

**Farid Firouzbakht**, Sr. VP Mobility Solutions, CommScope

**Robert Fitzgerald**, Partner, Deloitte

**Caroline Gagliardi**, Partner, PricewaterhouseCoopers LLP

**Roger Hall**, General Manager, Defense & Aerospace, Qorvo

**Stacie Hyatt**, Owner, SL Partners/SACL

**Robert Jackson**, Executive VP, General Counsel & Secretary, CyrusOne

**Dustin Johnson**, Partner, Haynes and Boone, LLP

**Sanjay Jupudi**, President, Qentelli

**David Little**, Sales Director, Red Hat

**Chris MacFarland**, CEO, Masergy

**Betty Manetta**, President & CEO, Argent Associates

**David Matthews**, Managing Director, REVTECH

**Mary Elizabeth McNeely**, Principal, McNeely Technology Solutions

**Garyld Miles**, COO/VP, Operations & Engineering, The RealTime Group

**Rod Naphan**, CTO, SVP, Technology Business Unit, Fujitsu Network Communications, Inc.

**Shanthi Rajaram**, President & CEO, Amazech Solutions

**Barry Shurkey**, CIO, NTT DATA

**Vik Thapar**, Partner, Cypress Growth Capital

**Melissa Townsley**, CEO, GIACT

### **HONORARY BOARD MEMBERS**

**Rusty Cone**, General Manager, Unicom Engineering

**Rich McBee**, CEO, Riverbed Technologies

**Doug Moore**, CEO, Fujitsu Network Communications

**Kent Novak**, CEO, Valencell

**Krish Prabhu**, Retired, AT&T Labs

**Jeff White**, Dell Technologies

### **EX OFFICIO BOARD MEMBERS (Lead Tri-Chair in a forum)**

**Steve Parta**, Seven Tablets, Analytics & Insights Forum

**Andy Slote**, Object Spectrum, Internet of Things Forum

**Eric Peltier**, Chairman of the Board, Richardson Chamber of Commerce

## 5a - TT Board Contact List 02-04-21.xlsx

First Name	Last Name	Title	Phone	Company Name	Address 1	Address 2	City	State	Zip	eMail
Robert	Atkins	CEO		BALANCED Media   Technology	906 W. McDermott se.	Suite 116	Allen	TX	75013	robert@bmt.world
Barbara	Baffer	VP, Government and Industry Relations	(972) 583-3730	Ericsson Inc.	6300 Legacy Dr		Plano	TX	75024	barbara.baffer@ericsson.com
Gurshaman	Baweja	CIO & Sr VP	(972) 995-2011	Texas Instruments, Inc.	12500 TI Blvd. M/S 8656		Dallas	TX	75243	baweja@ti.com
Richard	Benson, PhD	President	(972) 883-2201	University of Texas at Dallas, The	800 W. Campbell Road AD22		Richardson	TX	75080	benson@utdallas.edu
Siddhi	Bhakta	Technology Leader	(800) 327-8829	Thomson Reuters	2395 Midway Road		Carrllton	TX	75006	siddhi.bhakta@thomsonreuters.com
Chris	Bradford	President	(888) 233-0868	Newline Interactive	101 W. Bethany Drive	Suite 330	Allen	TX	75013	cbradford@newline-interactive.com
Greg	Carr	Founding/Managing Member	(214) 760-3030	CARR Law Firm PLLC	6170 Research Rd Ste 111		Frisco	TX	75033	gcarr@carrip.com
Calvin	Carter	Founder and CEO	214-310-1419	Bottle Rocket	14841 Dallas Parkway	8th Floor	Addison	TX	75254	calvin.carter@bottlerocketstudios.com
Barry	Carter	CIO		RealPage, Inc	2801 Telecom Pkwy.		Richardson	TX	75082	barry.carter@realpage.com
Ollie	Chandhok	Publisher	(214) 696-5959	Dallas Business Journal	2515 McKinney Ave.	Ste # 100	Dallas	TX	75201	ochandhok@bizjournals.com
Dave	Copps	CEO	(214) 354-8946	Worlds	3102 Oak Lawn Ave	Suite 109	Dallas	TX	75219	dave@worlds.io
Brennan	Cropper	Sr. Dir. Software Engineering	(214) 733-9075	Capital One	8000 Dominion Parkway		Plano	TX	75024	brennan.cropper@capitalone.com
Kathy	Curry	Technology Manager	(972) 699-6559	State Farm Insurance Companies	PO Box 853918		Richardson	TX	75085	kathy.curry.amr4@statefarm.com
Jon	Davis	Chief Revenue Officer	(972) 778-1807	MATRIX Resources Inc.	5151 Belt Line Road	Suite 1010	Dallas	TX	75254	jon.davis@matrixres.com
Kay	Eggleston, PhD	President	(972) 238-6364	Richland, Dallas College	12800 Abrams Rd.		Dallas	TX	75243	
Mark	Farris	Senior Partner	(425) 919-3315	Launch Consulting Group	5810 Tennyson Pkwy 5	STE 200,	Plano	TX	75024	mfarris@launchcg.com
Charlie	Fell	Vice President	(469) 330-3914	Comerica Bank-Tech. & Life Sciences	1201 E Belt Line Rd	Ste 150	Richardson	TX	75081	CWFell@comerica.com
Farid	Firouzbakht	Senior V.P. Mobility Solutions	(972) 792-3200	CommScope	2601 Telecom Pkwy		Richardson	TX	75082	farid.firouzbakht@commscope.com
Robert	Fitzgerald	Partner	(214) 840-7725	Deloitte	2200 Ross Ave, Ste 1600		Dallas	TX	75201	rfitzgerald@deloitte.com
Lisa	Frey	IT Analyst	(972) 744-7918	State Farm Insurance Companies	1150 State Street		Richardson	TX	75082	lisa.a.frey@gmail.com
Caroline	Gagliardi	Partner	(512) 426-4489	PricewaterhouseCoopers LLP	2121 N Pearl, Ste 2000		Dallas	TX	75201	caroline.gagliardi@pwc.com
Roger	Hall	Gen Mgr High Performance Solutions Business Unit	(972) 974-6747	Qorvo, Inc.	1201 E. Campbell Road		Richardson	TX	75081	roger.hall@qorvo.com
Stacie	Hyatt	Owner	214-952-7456	SL Partners/SACL	6534 Danbury Lane		Dallas	TX	75214	stacie10hyatt@gmail.com
Robert	Jackson	Executive VP, General Counsel & Secretary	(214) 488-1365	CyrusOne	2850 Harwood Street	Suite 2200	Dallas	TX	75201	rljackson@cyrusone.com
Dustin	Johnson	Partner	(972) 739-6969	Haynes and Boone, LLP	2505 N Plano Rd, Ste 4000		Richardson	TX	75082	dustin.johnson@haynesboone.com
Dan	Johnson	City Manager	(972) 744-4100	City of Richardson	411 W. Arapaho Rd		Richardson	TX	75080	Dan.Johnson@cor.gov
Sanjay	Jupudi	President	(469) 210-2111	Qentelli	14241 Dallas Parkway	Suite 540	Dallas	TX	75254	sanjayj@qentelli.com
David	Little	Sales Director	(916) 815-8224	Red Hat	7250 Dallas Pkwy #850		Plano	TX	75024	dlittle@redhat.com
Chris	MacFarland	Executive Chairman & CTO	(214) 442-5700	Masergy Communications	2740 N. Dallas Parkway	Ste 260	Plano	TX	75093	chris.macfarland@masergy.com
Betty	Manetta	President and CEO	(972) 312-0444	Argent Associates, Inc.	2800 E. Plano Parkway		Plano	Te	75074	bmanetta@argentassociates.com
David	Matthews	Managing Director	(214) 926-9966	REVTECH	8144 Walnut Hill Ln	Suite 310	Dallas	TX	75231	david@revtechaccelerator.com
Vance	McCollough	Partner	(214) 242-7408	Moss Adams LLP	14555 Dallas Pkwy	Suite 300	Dallas	TX	75254	vance.mccollough@mossadams.com
Tad	McIntosh	President	(469) 484-6023	HumCap, LP	5401 Village Creek Drive		Plano	TX	75093	tad@humcapinc.com
Mary Elizabeth	McNeely	Principal	214 349 9994	Mary Elizabeth McNeely	P. O. Box 38545		Dallas	TX	75238	mmcneely@mcneelytech.com
Garyld	Miles	COO/VP, Operations & Engineering	(972) 985-9100	Realtime Group, The	5217 Tennyson Parkway	Suite 200	Plano	TX	75024	gmiles@therealtimegroup.com
Rod	Naphan		(972) 690-6000	Fujitsu Network Communications Inc.	2801 Telecom Pkwy.		Richardson	TX	75082	rod.naphan@fnc.fujitsu.com
Andrew	Olowu	CTO	(214) 575-7711	Axess	16000 Dallas Parkway	Suite 700N	Dallas	TX	75248	AOlowu@axess.com
Shanthi	Rajaram	Treasurer/Finance	(408) 757-3851	DFW Alliance of Tech. & Women	PO Box 8000868		Dallas	TX	75305	info@dfwatw.org
Shanthi	Rajaram	President & CEO	(408) 757-3851	Amazech Solutions	9555 Lebanon Rd Ste. 202		Frisco	TX	75035	shanthi@amazech.com
Deborah	Sawyer	Managing Director	(404) 229-8797	ZRG Partners, LLC	15950 N. Dallas Parkway	Suite 400	Dallas	TX	75248	dsawyer@zrgpartners.com
Barry	Shurkey		(469) 486-8699	NTT DATA	7950 Legacy Drive	Suite 900	Plano	TX	75024	barry.shurkey@nttdata.com
Bill	Sproull	President & CEO	(972) 792-2801	Tech Titans	411 Belle Grove Drive		Richardson	TX	75080	bill@techtitans.org
Vik	Thapar	Venture Partner	(214) 304-7645	Cypress Growth Capital	3899 Maple Ave	Ste 100	Dallas	TX	75219	vthapar@cypressgc.com
Melissa	Townsley	CEO		GIACT Systems, LLC			Richardson	TX	75080	Melissa.solis@Refinitiv.com
Amy	Wheelus	VP - Cloud & D2 Platform Integration	(404) 229-8468	AT&T Inc.	208 S. Akard	#1921	Dallas	TX	75202	Aw1734@att.com



## **2021 Tech Titans Board Meeting Schedule**

Friday, Jan. 29 – 7:30 – 9:30 a.m.

Friday, Mar. 5 – 7:30 – 9:30 a.m.

Friday, May 7 – 7:30 – 9:30 a.m.

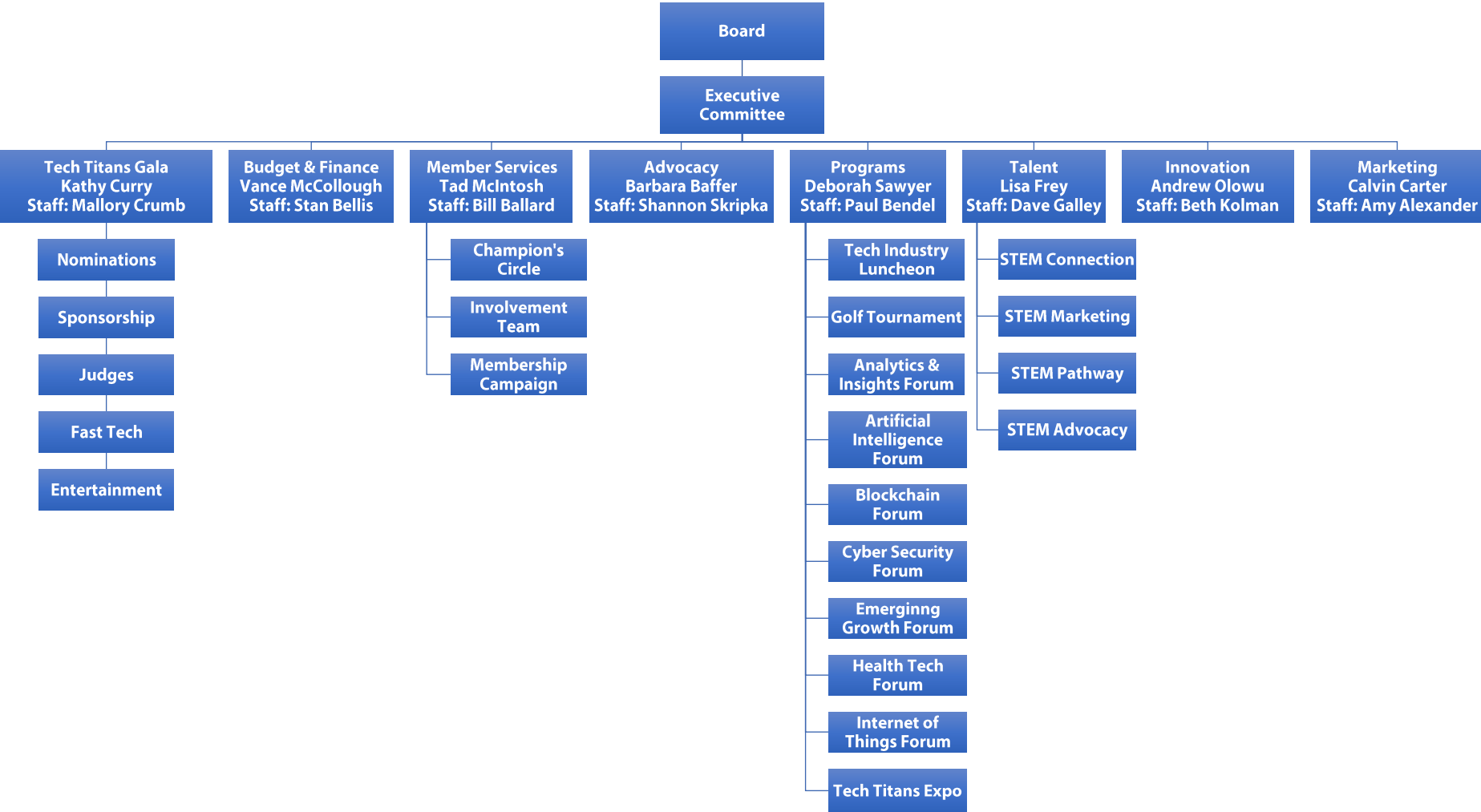
Friday, Jun. 25 – 7:30 – 9:30 a.m.

Friday, Aug. 6 – 7:30 – 9:30 a.m.

Friday, Nov. 5 – 7:30 – 9:30 a.m.

Friday, Dec. 3 – 7:30 – 10:00 a.m. Planning Retreat

# Tech Titans Volunteer Organizational Chart





**People make organizations successful and Tech Titans is no exception. Your participation is needed and appreciated.**

Please check the following committees in which you are interested in participating

**Analytics and Insights Forum:** Brings together functional and technical experts to advance the knowledge and understanding of how data is used, identify solutions and encourage the growth of the business intelligence and analytics community in North Texas

Staff Advisor: Paul Bendel and Andrea Young  
 Meeting Time: 2nd Friday at 11:30 a.m.  
 Attend  Steer  Sponsor

**Artificial Intelligence Forum:** Machine learning, M2M, Automation

Staff Advisors: Bill Sproull, Paul Bendel and Shannon Skripka  
 Meeting Time: 1st Monday at 11:30 a.m.  
 Attend  Steer  Sponsor

**Blockchain Forum:** The mission of the Blockchain Forum is to bring together business, legal and university leaders to learn from each other about blockchain technology and encourage its growth.

Staff Advisors: Paul Bendel and Shannon Skripka  
 Meeting Time: 3rd Monday at 8:00 a.m.  
 Attend  Steer  Sponsor

**Cybersecurity Forum:** Create an information security community that provides a place for thought leadership, education, industry development and community service.

Staff Advisor: Paul Bendel and Shannon Skripka  
 Meeting Time: 2nd Thursday @ 8:30  
 Attend  Steer  Sponsor

**Emerging Growth Forum:** Bring together business leaders from emerging growth tech companies to learn from each other and provide access to professional and other resources they need to be successful.

Staff Advisor: Shannon Skripka  
 Attend  Steer  Sponsor

**Health Tech Forum:** For those interested or engaged in development of health technologies: pharma, biotech, medical devices, software apps, wearable and IT solutions, to connect and encourage the promotion of technologies focused on health outcomes and to shape trends in DFW.

Staff Advisors: Paul Bendel and Andrea Young  
 Meeting Time: 1st Wednesdays at 4:30 p.m.  
 Attend  Steer  Sponsor

**People make organizations successful and Tech Titans is no exception. Your leadership is needed and appreciated.**

**Please check the following committees in which you are interested in participating**

**Human Resources Forum:** For local HR professionals only (must serve in HR position within company)- a resource to share challenges, ideas and solutions to issues in the HR profession. Forum hosts speakers on key topics of interest and exchanges ideas, counsels, resources and strategizes with peers.

Staff Advisor: John Jacobs and Shannon Skripka  
Event Date: Quarterly  
Attend  Sponsor

**Internet of Things Forum:** Connects companies, people and ideas to encourage the development, knowledge creation, identification of solutions and promotion of Internet of Things

Staff Advisors: Paul Bendel and Mallory Crumb  
Meeting Time: 3<sup>rd</sup> Thursday at 8 a.m.  
Attend  Steer  Sponsor

**Advocacy Team:** Reviews and develops Tech Titans position on technology issues, tax laws and pending legislation that will affect the high-tech industry.

Staff Advisors: Bill Sproull and Shannon Skripka  
Meeting Time: 2nd Thursday at 4:00 p.m.  
Attend  Sponsor

**Golf Tournament Team-Seasonal 2Q:** Produces a prestigious golf tournament that provides members the opportunity to expand their networking over an enjoyable round of golf.

Staff Advisors: Paul Bendel and Andrea Young  
Meeting Time: 3<sup>rd</sup> Tuesday at 11:30 a.m.  
Attend  Steer  Sponsor

**Innovation Team:** Includes members interested in improving and encouraging high-tech innovation, entrepreneurship and commercialization in north Texas. Programs include the Innovation Collider series, Innovation Showcase, reverse pitch events and other programs as organized by tri-chairs.

Staff Advisors: Beth Kolman  
Event Date: Quarterly  
Attend  Sponsor



**Programs Team:** Selects speakers, promotes and hosts the monthly Tech Industry Luncheon programs focusing on technical applications and business trends in the high technology field.

Staff Advisors: Paul Bendel and Mallory Crumb  
Meeting Time: 4<sup>th</sup> Fridays at 8:00 a.m.

Attend  Steer  Sponsor

**Talent Team:** Facilitates the technology business community's sustainable impact on building an emerging workforce through strategies that enhance STEM education.

Staff Advisor: Dave Galley  
Meeting Time: 3<sup>rd</sup> Thursday at 7:30 a.m.

**Tech Titans Awards Gala Committee - Seasonal 1Q:** Plans the annual technology awards program for the Metroplex that recognizes and honors technology leaders and companies for their outstanding achievements, innovations, and leadership, and raises money for scholarships and grants.

Staff Advisor: Paul Bendel and Mallory Crumb  
Meeting Time: 4<sup>th</sup> Wednesday at 4:00 p.m. (March-August)

Attend  Steer  Sponsor

**Please fill out and return this form to:**

Tech Titans  
Bill Ballard  
bballard@techtitans.org  
972.792.2855  
cell: 214.549.4824  
fax: 972.792.2825  
411 Belle Grove Drive  
Richardson, TX 75080

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**We appreciate your interest in Tech Titans and look forward to a prosperous and beneficial relationship. Thank you!**



## **Tech Titans Member Definition and Qualification**

**Tech Titans Members** are companies that produce technology products (hardware and software) or provide technology services (IT services, data centers).

**Technology Service Providers** support technology companies with services such as legal services, staffing and consulting.

**Consumers of Technology** are non-technology companies that may join the Tech Titans membership because they are major consumers of technology products.

**Start-up Members** with less than \$1 million revenue and less than two years old may be members for a flat rate of \$350 for up to two years. Pre-revenue startups can receive a one-year complimentary membership.

**Individual Members** of non-member companies can become Tech Titans members for a flat fee of \$350.





## **Key Elements of the Tech Titans Forums Best Practices, Policies & Procedures Manual**

### **Introduction**

- Essential elements of a forum:
  - Volunteer Committee of approximately 20 members.
  - Each forum will have tri-chairs to lead a committee that plans the forum 's programs and activities.
  - Each forum will have a Mission Statement, Attendance Goals, and Sponsor Goals.
  - Each forum will eventually produce quarterly events.

### **Creation & Organization of Forums**

- Any member of the Tech Titans may propose the creation of a new forum.
- The creation and launch of all new forums must be approved by the Executive Committee and Board of Directors.
- All new forums must complete the key steps of organization under the guidance of the Programs or Innovation Team, which will share responsibilities for assisting in the development of all forums.
- Tri-Chairs will be appointed with approval of the Executive Committee. They will be responsible for organizing the forum steering committee.
- Tri-Chairs will serve on a 3-year rotating basis as has been the practice in the Tech Titans.
- The lead Tri-Chair of each forum will serve on the Tech Titans Board of Directors.
- A Tech Titans board member may be recruited to serve as an advisor, assist in program development and to ensure the Tech Titans policies and procedures are followed.
- The Programs Team and/or Innovation Team will have the responsibility for vetting proposed forums and managing the establishment process through completion of the key steps to organization.

### **Creation of the Forum Leadership Council**

- A Forum Leadership Council, comprised of at least one tri-chair from each of the forum committees, will be organized to serve as a best-practices-and-oversight board for the operation of all forums.
- The Leadership Council will share program ideas to avoid duplication in speakers and will manage matters of importance that contribute the health of the forums.
- The Programs Team will have management oversight of the Leadership Council in 2015 until the Council is operating on its own.

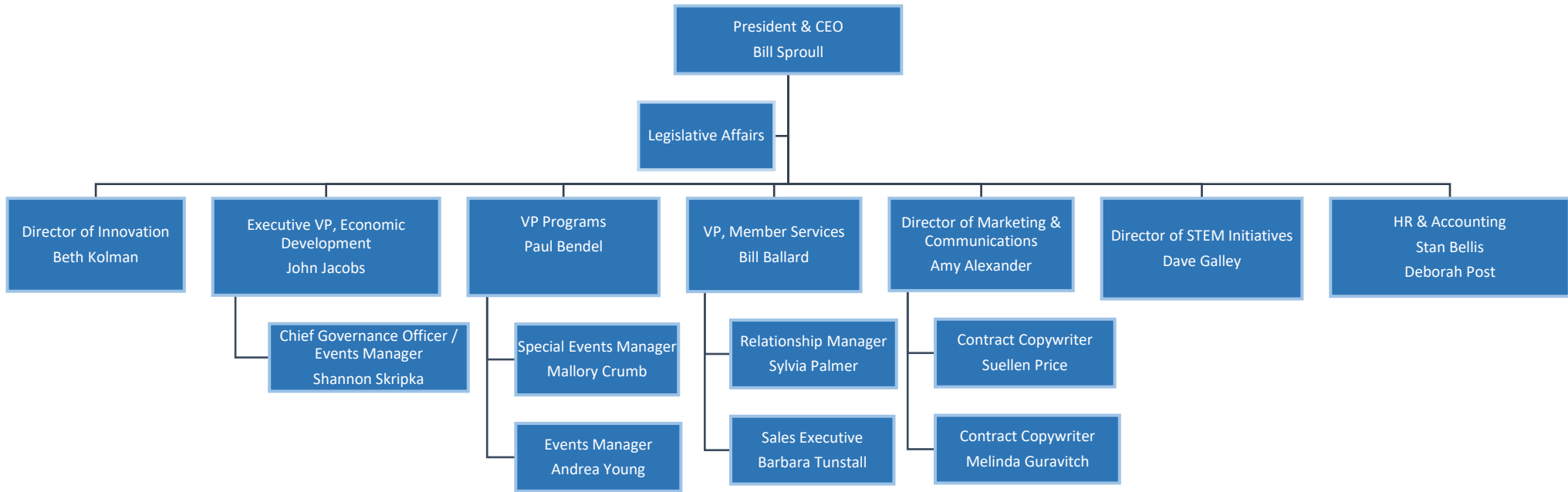
### **Events**

- Each forum is expected to plan 4 major events annually. Small roundtable programs or "lunch & learns" may be held at any time in between the major events.
- Each forum is encouraged to partner with other forums when needed or with outside organizations to plan joint programs using the guidelines in the handbook.
- There will be a price differential between members and non-members to attend the programs/events of each forum, and it shall be significant enough to encourage non-members to join the Tech Titans.

### **Marketing Events**

- Programs developed by the forums will be promoted through the Tech Titans Weekly Calendar of Events, dedicated emails to forum members, and social media.

# Tech Titans Staff Organizational Chart





## **Tech Titans Staff Contact Information**

<b>Amy Alexander</b>	<i>Director, Marketing &amp; Communications</i>	972-792-2862	amy@techtitans.org
<b>Paul Bendel</b>	<i>SVP, Programs</i>	972-792-2854	paul@techtitans.org
<b>Mallory Crumb</b>	<i>Events Manager</i>	972-792-2870	mallory@techtitans.org
<b>Dave Galley</b>	<i>STEM/Talent</i>	972-792-2859	dave@techtitans.org
<b>Lawrence Howorth</b>	<i>VP, International Business Development</i>	972-792-2814	lphoworth@techtitans.org
<b>John Jacobs</b>	<i>Executive Vice President</i>	972-792-2852	john@techtitans.org
<b>Beth Kolman</b>	<i>Community Relations Director</i>	972-792-2877	beth@techtitans.org
<b>Deborah Post</b>	<i>Manager, Accounting &amp; Human Resources</i>	972-792-2858	deborah@techtitans.org
<b>Sylvia Palmer</b>	<i>Relationship Manager</i>	972-792-2866	sylvia@techtitans.org
<b>Shannon Skripka</b>	<i>Chief Governance Officer Events Manager</i>	972-792-2856	shannon@techtitans.org
<b>Bill Ballard</b>	<i>VP, Member Services</i>	972-792-2855	bballard@techtitans.org
<b>Bill Sproull</b>	<i>President &amp; CEO</i>	972-792-2851	bill@techtitans.org
<b>Barbara Tunstall</b>	<i>Sales Executive</i>	972-792-2853	barbara@techtitans.org
<b>Andrea Young</b>	<i>Events Team</i>	972-792-2869	andrea@techtitans.org
<b>Tech Titans General</b>		972-792-2850	

# Sponsorship



The Technology Association for North Texas



# Table of Contents

- **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. 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.

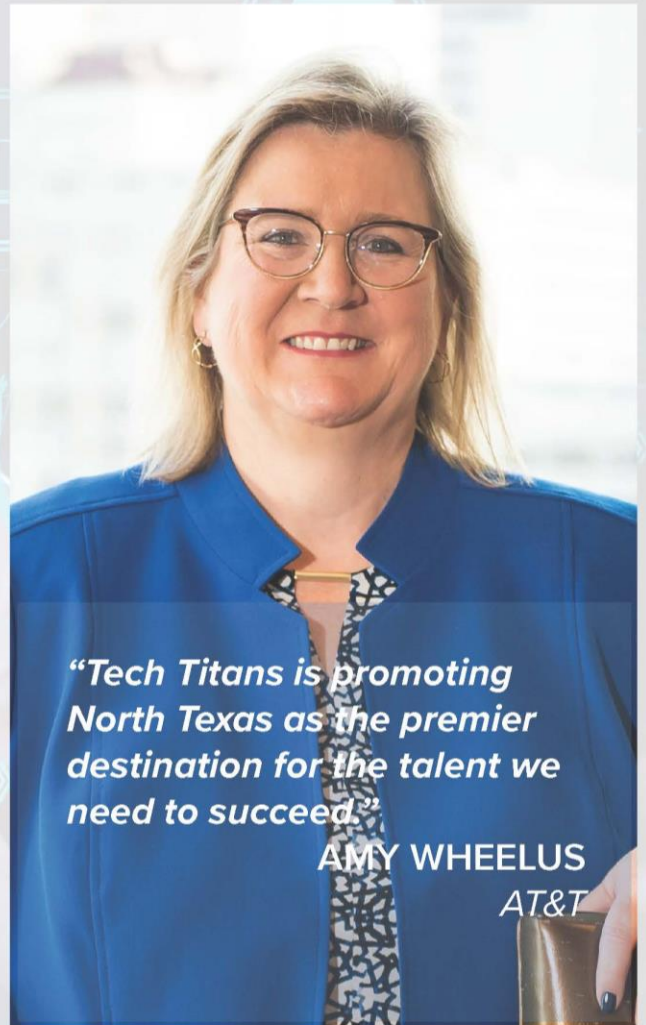
## POSITIONING IN OUR REGION

- 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



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](mailto: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 Limit	\$3,000 1	\$2,000 1	\$1,500 1	\$1,000 2	\$1,000 2	\$1,000 1	\$1,000 8	\$800 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 Tech Titans.org	✓	✓	✓	✓		✓
Valet Parking Passes	✓					✓

# Special Interest Forums

# TechTitans 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

<b>Sponsorship level</b>	<b>Title \$3,000 (annual)</b>	<b>Associate \$1,500 (annual)</b>	<b>Supporting \$500</b>
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.

<b>Sponsorship Levels</b>	<b>Funding amounts</b>	<b>Benefits (in addition to level branding recognition)</b>
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](mailto: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 Molly Ulmer at 972-792-2861 for more information.

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

<b>Advocacy Sponsorship Levels</b>	<b>Presenting \$1000</b>	<b>Single event/meeting \$250</b>	<b>Associate special event \$500</b>
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 spring 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 11:30 shotgun start. A brief awards reception and light dinner 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 (5 available) - \$3,000**

One team of four golfers including lunch and awards reception  
One dedicated marketing email featuring each pillar sponsor  
Tent cards with company logo at tournament awards reception  
Opportunity to have a table at the awards reception to promote your business  
Company logo on event website and printed promotional literature.

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

Exclusive sponsorship of one hole  
Two golfers in tournament  
Signage on tee box of assigned hole  
Can add two golfers for discounted price of \$100 each  
Can add a keg of beer at your hole for \$450  
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	✓