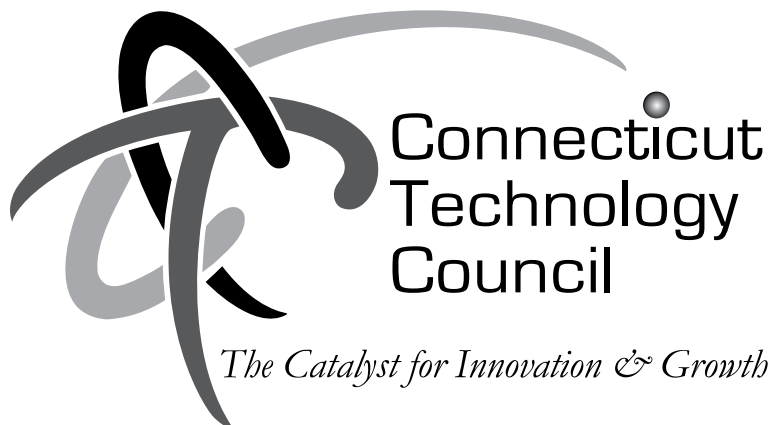


# Sponsorship OPPORTUNITIES 2017



## SPONSORSHIP & MEMBERSHIP INQUIRIES

Interested in pursuing additional ways not enumerated here in which your organization can get involved with the Connecticut Technology Council? We'd love to customize a Sponsorship Opportunity to suit your organization's unique needs.

Contact:

Paige Rasid, Membership Director

[PRasid@ct.org](mailto:PRasid@ct.org)

860.289.0878 ext. 335

The mission of the Connecticut Technology Council is to spark innovation, cultivate tech talent, advocate for industry-beneficial law and policy, expand the scope of industry networking and professional development, and celebrate industry achievements in the state.

Our vision is to support and promote Connecticut's tech ecosystem to lead as a national model.

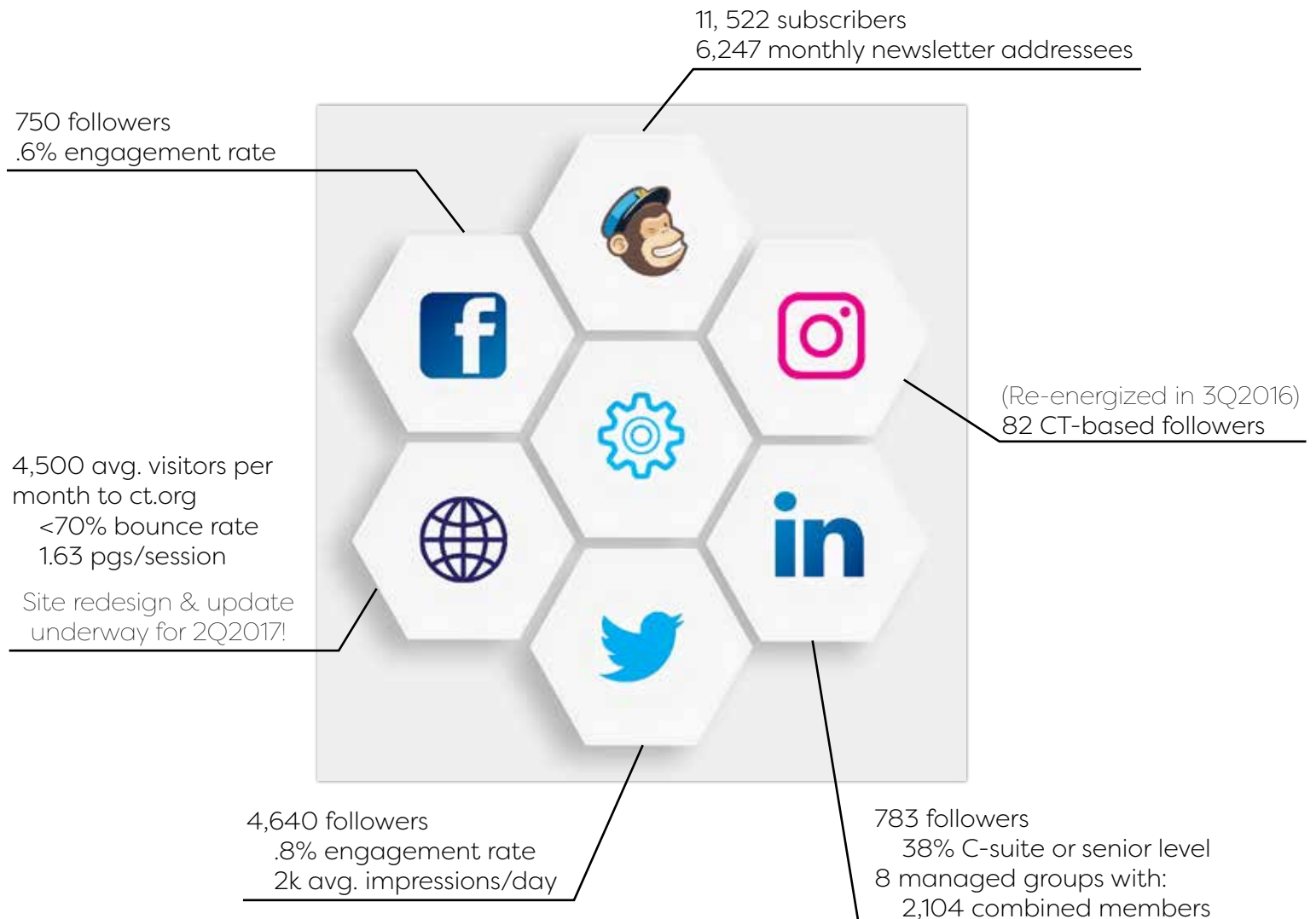
As a non-profit trade association, the Connecticut Technology Council supports:

- 250+ member companies, ranging in size from 1 to 20,000
- Over 6,000 technology and tech-related businesses within Connecticut

We are able to do this by:

- Hosting over 85 networking and professional advancement events yearly
- Developing programs designed to feed Connecticut's growing need for talented employees at every stage of growth and at every point of need
- Leveraging expertise and leadership in statewide advocacy efforts

## CTC DIGITAL OUTREACH AT A GLANCE



Sponsorship of any or all of the Connecticut Technology Council’s Strategic Initiatives, Signature Events, or Professional Development & Networking Programs is the ideal avenue for your organization to increase penetration in the market and develop quality, sustained professional relationships with industry and thought leaders, peers, and future clients.

Just as programmatic and networking opportunities are multi-dimensional, so are sponsorship opportunities with the CTC. Stratified by Strategic Initiative, our Events and Programs work to support specific areas of focus that bolster our mission as a whole. Your company can choose to support one or all of these Initiatives through a matrixed set of opportunities that come with extensive outreach and alignment benefits. Moreover, when your organization commits to a minimum threshold of sponsorship, you will be listed as a Catalyst Sponsor, a unique distinction that earns additional returns on your important investment.

By sponsoring the Connecticut Technology Council, you’re aligning your organization with the best in current and rising thought and business leadership within Connecticut. Each Strategic Initiative below keenly focuses on a mini-mission designed to support the CTC as a whole. Every event or program that make up these Strategic Initiatives is honed to serve specific needs in the tech ecosystem that the CTC has identified by working with our members and high-level stakeholders. Our offerings will continue to evolve in scope as our industry and its needs continues to grow and change.



**CATALYST SPONSORS**  
**Those Sponsor Companies Who Ignite Innovation in Connecticut**

When you contribute at least \$10k to the Connecticut Technology Council as a whole, your company is then recognized as a Catalyst Sponsor and are provided with additional marketing and outreach benefits, enumerated below.

CATALYST SPONSORSHIP	DYNAMO	MOTIVATOR	DRIVER	ACTIVATOR
	\$40,000+	\$30,000+	\$20,000+	\$10,000+
Opportunity to work with CTC leads on thematic story for wide distribution to local press	✓			
Inclusion on site as Preferred Provider	✓	✓		
Paid social promotions on mutually-agreed upon platform for sponsor initiative(s)	3	2	1	
CTC-led introduction to mutually beneficial and agreed upon existing CTC members	5	3	1	
Guest CTC blog posts (promoted on all social channels and in Monthly Newsletter)	4	3	2	1
Company branding across all CTC digital platforms	✓	✓	✓	✓
ct.org homepage logo recognition	✓	✓	✓	✓



**STRATEGIC INITIATIVE: TALENT & WORKFORCE**

**Strengthening Connecticut's Tech-Talent Pipeline**

**Signature Event:** Women of Innovation®

**Professional Development & Networking Programs:** HR Forum, Skills Challenges

**Events & Programs in Development:** Girls of Innovation, Women of Innovation Networking Events



**STRATEGIC INITIATIVE: GROWTH & INNOVATION**

**Ensuring Connecticut's Startup and Scaleup Organizations Are Supported at Every Stage**

**Signature Event:** Tech Top 40, Innovation Summit

**Professional Development & Networking Programs:** Tech CEO Forum, Peer-to-Peer Groups

**Events & Programs in Development:** Growth Company Roundtables



**STRATEGIC INITIATIVE: IT & INFRASTRUCTURE**

**Supporting & Advocating for the Best in IT Resources & Infrastructure Development in CT**

**Signature Event:** IT Summit

**Professional Development & Networking Programs:** Cybersecurity Seminar Series

**Events & Programs in Development:** Broadband Industry Event, State of Industry Report(s)

STRATEGIC INITIATIVE OVERALL SPONSORSHIP	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
	\$30,000	\$20,000	\$12,500	\$7,500	\$3,500
Seat on CTC Strategic Initiative Planning Committee	✓	✓			
Inclusion on all Strategic Initiative-related digital & printed collateral and promotional material	✓	✓			
Priority in Strategic Initiative co-branding opportunities	✓	✓	✓		
Catalyst Sponsor level	Motivator	Driver	Activator		
Inclusion on choice of Strategic Initiative-specific professional development asset collateral	2	2	1	1	
Signature Event Sponsorship Level	Premier	Lead	Supporting	Contributing/ 4 Tickets	2 tickets
Listing as Supporting Sponsor for Sponsor's choice of Professional Development Program associated with Strategic Initiative	✓	✓	✓	✓	✓
Priority participation and co-branding opportunities for all professional development program assets associated with Strategic Initiative	✓	✓	✓	✓	✓
Logo recognition on Strategic Initiative page(s) on ct.org	✓	✓	✓	✓	✓



## SIGNATURE EVENT

**The Women of Innovation Program®** is the premiere event celebrating women in STEM in Connecticut. We are looking to build on this single event to add meaningful and ongoing opportunities for the women we honor to network and share expertise.

Average Annual Attendees: 500+

Honorees per Year: 50

Date & Location: March 29, 2017 - The Aqua Turf Club

WOMEN OF INNOVATION® SIGNATURE EVENT	PRESENTING	PREMIER	LEAD	SUPPORTING	CONTRIBUTING	
	4 available	2 available	4 available	8 available	Unlimited	
	\$20,000	\$10,000	\$7,500	\$5,000	\$1,500	
<b>Pre-Event</b>						
Logo on all digital and printed promotional material including program, eNews, social media	Landing Page Logo with Link	Event Page Logo with Link	Event Page Logo with Link	Sponsor Page Logo with Link	Sponsor Page Logo with Link	
<b>During Event</b>						
Presenting opportunity	✓					
Catalyst Sponsor level	Driver	Activator				
Promotional Items in Honoree gift bags	✓	✓	✓	✓		
Logo recognition on banners, programs & digital applications	✓	✓	✓	✓	✓	
Recognition from podium	✓	✓	✓	✓	✓	
Advertisement in program	Full inside front cover	Full inside back cover	1 page	1/2 page	1/4 page	
Attendance	2 tables of 8	1 table of 8	4 tickets	4 Tickets	4 Tickets	
<b>Post Event</b>						
Contact list of adult finalists (Name, Title, Company)	✓	✓				
Branded sponsorship of Women of Innovation networking event	2	1				
Recognition on all digital and printed materials	Logo w/link	Logo w/link	Logo w/link	Logo w/link	Logo w/link	
<b>In Kind Sponsorships</b>						
Speaker	Printing	Cocktails	Décor	Awards	Media	Lanyard

TICKET PRICES (\$150 VALUE)	CTC MEMBER EARLY BIRD	NON-MEMBER EARLY BIRD	CTC MEMBER	NON-MEMBER
	\$95.00 each	\$130.00 each	\$130.00 each	\$150.00 each
	\$1400.00 table of 8	\$1400.00 table of 8	\$1400.00 table of 8	\$1400.00 table of 8



## NETWORKING & PROFESSIONAL DEVELOPMENT PROGRAM

The **HR Forum Series** brings HR, talent acquisition, talent sourcing, members of the academic community, and other professionals together to share best practices and collaborate around the cultivation and maintenance of a robust pipeline of technical talent in Connecticut. Through panel discussions and workshop sessions the HR Forum Series provides all stakeholders an opportunity to stay on top of the latest information and trends in talent acquisition and retention.

Attendees: 150+ in inaugural year of 2016

HR FORUM PROGRAM per event, three in 2017	PRESENTING	SUPPORTING	CONTRIBUTING
	1 available	2 available	4 available
	\$5,000	\$2,500	\$1,000
<b>Pre-Event</b>			
Opportunity to have CTC-hosted, cross-branded webinar (before or after event)	4	2	
HR Forum hosting opportunity	✓	✓	
Guest CTC blog posts (promoted on all social channels and in Monthly Newsletter - may be before or after event)	3	2	1
Inclusion on HR Forum-related digital and printed material (three events in 2017)	3	2 - sponsor's choice	1 - sponsor's choice
<b>During Event</b>			
Priority in presentation opportunity dependent upon specific event format	✓	✓	
Promotional Items in HR Forum Resource/Gift Bags	✓	✓	✓
<b>Post Event</b>			
Contact list of attendees (Name, Title, Company)	✓	✓	
Recognition on all digital and printed materials	Logo w/link	Logo w/link	Logo w/link
<b>In Kind Sponsorships</b>			
	Speaker	Cocktail Reception	Branded Lanyards
<b>Attendees are not charged for attendance. Ticket valued at \$100.</b>			

If you are interested in sponsoring the entire HR Forum Series, please contact Katie Magboo at [KMagboo@ct.org](mailto:KMagboo@ct.org)



## PROFESSIONAL DEVELOPMENT PROGRAM

**The Skills Challenge** programs' objective is to connect talented computer science (coding) and engineering students from the state's colleges and universities to Connecticut companies seeking these types of interns and junior level talent. The programs occur in two parts - (1) qualifying competitions on each participating campus and (2) a final competition and career fair.

Student Participants in 2016: 150+  
College and University Hosts in 2016: 14

<b>SKILLS CHALLENGE PROGRAM</b> Engineering Skills Challenges or Coding Skills Challenges	PRESENTING	LEAD	SUPPORTING	CONTRIBUTING
	2 available	4 available	4 available	Unlimited
	\$10,000	\$5,000	\$2,500	\$1,000
<b>Pre-Event</b>				
Logo on all digital and printed promotional material including program, eNews, social media	Event Page Logo with Link	Event Page Logo with Link	Event Page Logo with Link	Sponsor Page Logo with Link
<b>During Event</b>				
Emcee the Challenge Final (Engineering or Coding)	✓			
Presenting opportunity at Challenge Final	✓	✓		
Naming opportunity for Challenge Final prizes	Grand Prize	Second Place	Third Place	
Opportunity to connect with participating colleges/universities	ALL	5 - sponsor's choice	2 - sponsor's choice	1 - sponsor's choice
Guest CTC blog posts (promoted on all social channels and in monthly Newsletter)	4	3	2	1
Promotional items in Skills Challenge resource/gift bags	✓	✓	✓	✓
Inclusion on Skills Challenge-related digital and printed collateral and promotional material (10+ events/year)	✓	✓	✓	✓
<b>Post Event</b>				
Access to the database of all student participants	✓	✓	✓	✓
Recognition on all digital and printed materials	Logo w/link	Logo w/link	Logo w/link	Logo w/link
<b>In Kind Sponsorships</b>				
	Refreshments	Named CTC Summer Research Internship		
<b>Student competitors are not charged for participation.</b>				

If you are interested in sponsoring both Engineering and Coding Skills Challenges, please contact Katie Magboo at [KMagboo@ct.org](mailto:KMagboo@ct.org)





## SIGNATURE EVENT

**The Marcum Tech Top 40** is the premier, tech-focused awards program recognizing Connecticut's fastest growing technology companies on the basis of revenue growth. Companies and winners are grouped by six technology verticals that reflect the state's technology landscape.

Average Annual Attendees: 350+

Honored Companies per Year: 42 (Tech Top 40 + 2 Accelerator Winners)

Date & Location: September 21, 2017 at The Toyota Oakdale Theatre

[MARCUM] TECH TOP 40 SIGNATURE EVENT	PRESENTING	PREMIER	LEAD	SUPPORTING	CONTRIBUTING	
	SOLD OUT	2 available	4 available	8 available	Unlimited	
	\$40,000	\$20,000	\$7,500	\$5,000	\$1,500	
<b>Pre-Event</b>						
Logo on all digital and printed promotional material including program, eNews, social media	Landing page logo with link	Event page logo with link	Event page logo with link	Sponsor page logo with link	Sponsor page logo with link	
<b>During Event</b>						
Event naming opportunity	✓					
Presenting opportunity	✓	✓	✓			
Catalyst Sponsor level	Dynamo	Driver				
Exhibiting table at event	✓	✓	✓	✓		
Logo recognition on event materials including banners, programs, & digital applications	✓	✓	✓	✓	✓	
Recognition from podium	✓	✓	✓	✓	✓	
Advertisement in program	Full inside front cover	Full inside back cover	1 page	1/2 page	1/4 page	
Tickets	10	10	5	3	2	
<b>Post Event</b>						
Contact list of attendees (Name, Title, Company)	✓	✓				
Branded sponsorship of Tech Top 40 follow-up networking event	2	1				
Recognition on all digital and printed materials	Logo w/link	Logo w/link	Logo w/link	Logo w/link	Logo w/link	
<b>In Kind Sponsorships</b>						
Speaker	Printing	Cocktails	Décor	Awards	Media	Lanyard

TICKET PRICES (\$150 VALUE)	CTC MEMBER EARLY BIRD	NON-MEMBER EARLY BIRD	CTC MEMBER	NON-MEMBER
	\$95.00 each	\$120.00 each	\$110.00 each	\$135.00 each
	\$950.00 table of 10	\$950.00 table of 10	\$1200.00 table of 10	\$1200.00 table of 10



## SIGNATURE EVENT

**The Innovation Summit** event recognizes start-ups and emerging growth companies that excel in innovation and entrepreneurship. In the past, the event has featured a pitch competition, company exhibiting, investor meetings and a funding fair, concluding with an awards program. The 2017 event will take on a new and exciting format.

Average Annual Attendees: 350+

INNOVATION SUMMIT SIGNATURE EVENT	PRESENTING	PREMIER	LEAD	SUPPORTING	CONTRIBUTING	
	3 available	4 available	4 available	8 available	Unlimited	
	\$30,000	\$20,000	\$7,500	\$5,000	\$1,500	
<b>Pre-Event</b>						
Logo on all digital and printed promotional material including program, eNews, social media	Landing page logo with link	Event page logo with link	Event page logo with link	Sponsor page logo with link	Sponsor page logo with link	
<b>During Event</b>						
Panelist presentation opportunity (based on mutually-agreed upon topic)	✓					
Catalyst Sponsor Level	Motivator	Driver				
Exhibiting table at event	✓	✓	✓	✓		
Logo recognition on event materials including banners, programs, & digital applications	✓	✓	✓	✓	✓	
Recognition from podium	✓	✓	✓	✓	✓	
Advertisement in program	Full inside front cover	Full inside back cover	1 page	1/2 page	1/4 page	
Tickets	10	10	5	3	2	
<b>Post Event</b>						
Contact list of attendees (Name, Title, Company)	✓	✓				
Recognition on all digital and printed materials	Logo w/link	Logo w/link	Logo w/link	Logo w/link	Logo w/link	
<b>In Kind Sponsorships</b>						
Speaker	Printing	Cocktails	Décor	Awards	Media	Lanyard

TICKET PRICES (\$150 VALUE)	CTC MEMBER EARLY BIRD	NON-MEMBER EARLY BIRD	CTC MEMBER	NON-MEMBER
		\$95.00 each	\$120.00 each	\$110.00 each



## NETWORKING & PROFESSIONAL DEVELOPMENT PROGRAM

**The Tech CEO Forum** is an exclusive networking event for the Presidents and CEOs of technology companies in and around Connecticut. The Forum provides an invaluable opportunity for the leadership of small to mid-sized tech companies to connect and share information that will contribute to their companies successes. The Tech CEO Forum is supplemented by industry-specific Peer-to-Peer Groups (see next page).

Attendees: 50+

TECH CEO FORUM	PRESENTING	LEAD	SUPPORTING	CONTRIBUTING	
	2 available	4 available	4 available	Unlimited	
	\$15,000	\$10,000	\$5,000	\$2,500	
<b>Pre-Event</b>					
Logo on all digital and printed promotional material including program, eNews, social media	Event page logo with link	Event page logo with link	Event page logo with link	Sponsor page logo with link	
<b>During Event</b>					
Catalyst Sponsor level	Driver	Activator			
Presenting opportunity	✓	✓	✓		
Logo recognition on event materials including banners, programs, and digital applications	✓	✓	✓	✓	
Recognition from podium	✓	✓	✓	✓	
Advertisement in Program	Full inside front cover	Full inside back cover	1 page inside	1/2 page	
Tickets	4	3	2	1	
<b>Post Event</b>					
Contact List of Attendees (Name, Title, Company)	✓	✓	✓		
Recognition on all digital and printed materials	Logo w/link	Logo w/link	Logo w/link	Logo w/link	
<b>In Kind Sponsorships</b>					
Speaker	Cocktails	Printing	Photography	Media	Lanyard
<b>Invite only event. Attendees are not charged for attendance. Ticket valued at \$250.</b>					

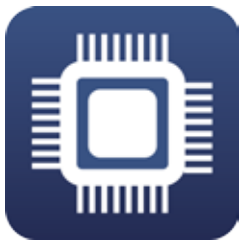


## NETWORKING & PROFESSIONAL DEVELOPMENT PROGRAM

**Peer-to-Peer Groups** are facilitated for tech companies in shared industries. Monthly meetings are intended to harness the collective experience of the participating executives to solve business problems, build trust among peers, and accelerate company growth. Subject matter experts are occasionally invited to present on topics of interest to the CEOs. These meetings are facilitated by CTC staff and are confidential.

**Attendees:** vary by industry vertical

PEER-TO-PEER GROUPS industry specific	PRESENTING	SUPPORTING	CONTRIBUTING
	1 available	2 available	4 available
	\$5,000	\$2,500	\$1,000
<b>Pre-Event</b>			
Opportunity to have CTC-hosted, cross-branded webinar	1		
Peer-to-Peer Group hosting opportunity	✓	✓	
Presenting opportunities at Peer-to-Peer Group (dependent upon mutually beneficial presentation topic opportunity)	✓	✓	✓
Guest CTC blog posts (promoted on all social channels and in Monthly Newsletter)	2	1	1
Promotional Items at Peer-to-Peer Groups	✓	✓	✓
Inclusion on peer-to-peer group-related digital and printed collateral and promotional material from CTC, including program, fliers, eNews, and social media (9 events in 2017)	✓	✓	✓
<b>In Kind Sponsorships</b>			
Refreshments			
<b>Invite only event. Attendees are not charged for attendance.</b>			



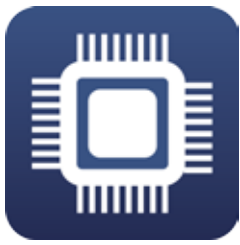
## SIGNATURE EVENT

**The IT Summit** is a panel discussion based event that takes a deep dive into developments in IT and related areas of interest locally, nationally, and globally. Designed for CIOs and senior IT professionals, the event has attracted such Keynoters as Eash Sundaram, CIO of JetBlue Airways, and Jim Noble, CEO of The Advisory Council. In 2016, nine expert panels covered topics as diverse as Big Data, Bi-Modal IT, Cloud Innovation, Attracting IT Talent, and more.

Average Annual Attendees: 200+

IT SUMMIT EVENT	PRESENTING	LEAD	SUPPORTING	CONTRIBUTING
	1 available	3 available	6 available	unlimited
	\$30,000	\$10,000	\$5,000	\$3,500
<b>Pre-Event</b>				
Logo on all digital and printed promotional material including program, eNews, social media	Landing page logo with link	Event page logo with link	Event page logo with link	Sponsor page logo with link
<b>During Event</b>				
Presenting opportunity at event	✓	✓		
Catalyst Sponsor level	Motivator	Activator		
Exhibiting table at event	✓	✓	✓	✓
Logo Recognition on event materials including banners, programs, and digital applications	✓	✓	✓	✓
Recognition from podium during Welcome/Closing	✓	✓	✓	✓
Advertisement in program	Full inside front cover	Full inside	1/2 page	1/4 page
Tickets	10	7	4	2
<b>Post Event</b>				
Contact list of attendees (Name, Title, Company)	✓	✓		
Recognition on all digital and printed materials	Logo w/link	Logo w/link	Logo w/link	Logo w/link
<b>In Kind Sponsorships</b>				
Speaker	Cocktails	Printing	Photography	Media
				Lanyard

TICKET PRICES (\$150 VALUE)	CTC MEMBER EARLY BIRD	NON-MEMBER EARLY BIRD	CTC MEMBER	NON-MEMBER
		\$75.00 each	\$95.00 each	\$95.00 each



## NETWORKING & PROFESSIONAL DEVELOPMENT PROGRAM

The **Cybersecurity Seminar Series (CS<sup>3</sup>)** has traditionally been an ongoing set of panel discussions from experts in cyber security and related fields. Designed to bring deep-dive insight, advice, and actionable responses to the most pressing cybersecurity issues facing businesses in every industry.

Average Annual Attendees: 150+

<b>CYBERSECURITY SEMINAR SERIES PROGRAM</b> (either one large or three smaller meetings in 2017)	PRESENTING	LEAD	SUPPORTING	CONTRIBUTING	
	1 available	3 available	4 available	Unlimited	
	\$30,000	\$15,000	\$7,500	\$1,500	
<b>Pre-Event</b>					
Logo on all digital and printed promotional material including program, eNews, social media	Event page logo with link	Event page logo with link	Event page logo with link	Sponsor page logo with link	
<b>During Event</b>					
Presenting opportunity at event	✓	✓			
Catalyst Sponsor level	Motivator	Activator			
Logo recognition on event materials including banners, programs, and digital applications	✓	✓	✓	✓	
Recognition from podium during event	✓	✓	✓	✓	
Tickets	8	8	4	2	
<b>Post Event</b>					
Contact list of attendees (Name, Title, Company)	✓	✓	✓		
Recognition on all digital and printed materials	Logo w/link	Logo w/link	Logo w/link	Logo w/link	
<b>In Kind Sponsorships</b>					
	Speaker	Refreshments	Printing	Photography	Videography

<b>TICKET PRICES (\$50 VALUE)</b>	CTC MEMBER EARLY BIRD	NON-MEMBER EARLY BIRD	CTC MEMBER	NON-MEMBER
		\$20.00 each	\$30.00 each	\$30.00 each



## SIGNATURE NETWORKING EVENT

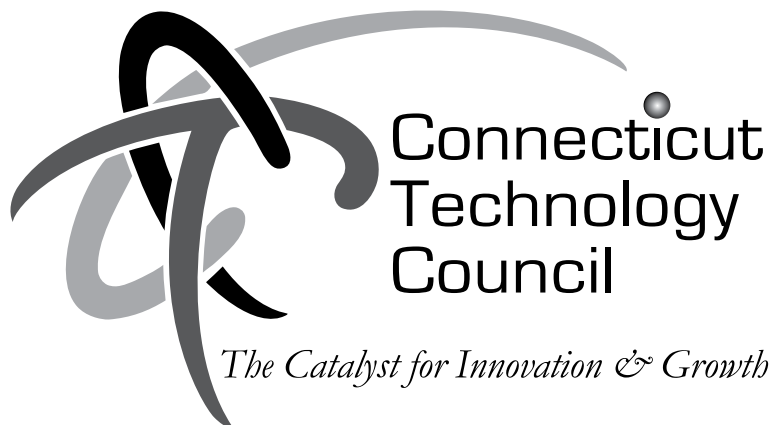
Our **Annual Holiday Party** is the only signature event that isn't specifically aligned with one of our Strategic Initiatives, but that doesn't make it any less vital! Every year, the Connecticut Technology Council in conjunction with our good friends at the Angel Investor Forum (AIF), Crossroads Venture Group (CVG), and Investors Association of Connecticut (IACT), hosts this networking and celebration event to close out the year and honor individuals in the tech ecosystem who have gone the extra mile to support the CTC mission and vision. Easily one of the most fun holiday parties you'll attend for business - spirited sweaters and unwrapped toy donations for Toys for Tots (or similar organization) are encouraged!

Average Annual Attendees: 200+

Date & Location: December 7, 2017 - location TBD

ANNUAL HOLIDAY PARTY	PRESENTING	SUPPORTING	CONTRIBUTING
	1 available	2 available	4 available
	\$5,000	\$2,500	\$1,000
<b>Pre-Event</b>			
Inclusion on Holiday Party digital and printed material	✓	✓	✓
<b>During Event</b>			
\$250 donation made in Sponsor's name (or desired name) to Toys for Tots (or similar organization)	✓		
Presentation of Award	Innovation Excellence Award	Volunteer & Innovation Policy Leadership Awards	
Promotional items or collateral at registration table	✓	✓	
Recognition from podium during event	✓	✓	✓
Tickets	10	5	3
<b>Post Event</b>			
Contact list of attendees (Name, Title, Company)	✓	✓	✓
Recognition on all digital and printed materials	Logo w/link	Logo w/link	Logo w/link
<b>In Kind Sponsorships</b>			
	Bar Sponsor	Décor	Branded Lanyards

TICKET PRICES (\$75 VALUE)	CTC/AIF/CVG/IACT MEMBER	NON-MEMBER
		FREE



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