In 2014, the North Carolina Technology Association (NCTA) launched an initiative to produce an annual **North Carolina State of Technology Industry Report** (NC STIR). The inaugural report was released in January 2015, with annual updated releases early in each subsequent year. The report is housed on a dedicated website (www.NCSTIR.com). A Key Findings summary is also published in various other formats and venues.

The valuable information in the report has a variety of uses:

- ✓ Repository of facts, statistics, trends, narratives and insights into NC's tech industry
- ✓ Guide for companies considering headquarter relocation or operations establishment
- ✓ Source of data and trends for policy makers
- ✓ Collection of stories that highlight the vibrancy of the state's tech sector
- ✓ Resource for innovation sector organizations, economic development community, & media

Areas for Visibility

The State of Technology Industry Report will be viewed both statewide and nationally as a resource for those looking to start and/or grow their business in NC.

There are three areas for visibility including:

I. **NC STIR web site – NCSTIR.com**
Online portal of data that will contain the most comprehensive version of research and analysis from the data collection including the key findings, cluster strengths and trends, and more.

II. **State of the Technology Industry Roadshow – Briefing Events**
NCTA will roll out regional briefings to share key findings and trends from data collection. The initial release will take place on February 3 in Charlotte at NCTA's *Outlook for Tech* conference. A Triangle Briefing will take place on February 9 at the Research Triangle Foundation headquarters; additional regions to be determined.

III. **Published Directory**
NCTA will publish a Tech Directory of its members for distribution statewide to business and civic leaders. The Directory will feature NC STIR's findings and underwriters.

2017 North Carolina State of Technology Industry Report & Tech Directory

Sponsorship Opportunities

	PARTNER $10,000	**GOLD $5,000**	**SILVER $2,500**
Lead visibility as a Partner organization on all virtual or print collateral including prominent placement on the State of the Tech Industry Report website.	✓		
Prominent Partner recognition, stage presence and brief remarks during Roadshow Events.	✓		
Logo and ad space in printed directory which will include key findings from the 2017 State of Tech Industry Report.	**Full** page	**Half** page	**Quarter** page
Recognition on web site (www.ncstir.com/sponsors) for the full year duration of the report.	✓	✓	✓
Opportunity to reference the State of Tech Industry Report in company materials/releases as well as link to the NCSTIR site on your company/organization website.	✓	✓	✓
Inclusion in Roadshow Events with verbal/signage recognition and reserved seating for selected representative(s). This also includes specified number of registrations at ***Outlook for Tech*** on February 3, 2017 in Charlotte when the new report is unveiled.	Reserved Seating and **6** Registrations at *Outlook for Tech*	Reserved Seating and **4** Registrations for *Outlook for Tech*	Reserved Seating and **2** Registrations for *Outlook for Tech*
Partners and Sponsors will be recognized in all press releases regarding the State of the Tech Industry.	✓	✓	✓

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