

In 2015, 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 each January going forward. 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. Schedule and location of events are to be determined but will take place in late Jan- early Feb 2016.

III. Published Directory

NCTA will publish a virtual Tech Directory of its members, made available online and in limited print format for distribution statewide to business and civic leaders.

North Carolina State of Technology

Industry Report

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.	✓		
Guest appearance on NC Tech Talk, monthly radio show, at the time of State of the Tech Industry release.	✓		
Logo and ad space in virtual and printed directory which will include key findings from the 2016 State of Tech Industry Report.	Full page	½ page	¼ page
Recognition on web site (www.ncstir.com/sponsors) from January 2016-2017.	✓	✓	✓
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 IT on January 29, 2016 in Charlotte when the new report is unveiled.	Reserved Seating and 6 Registrations at Outlook for IT	Reserved Seating and 4 Registrations for Outlook for IT	Reserved Seating and 2 Registrations for Outlook for IT
Partners and Sponsors will be recognized in all press releases regarding the State of the Tech Industry.	✓	✓	✓

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