

# SPONSORSHIP OPPORTUNITIES

2018-2019

**MARYLAND TECH COUNCIL  
SPONSORSHIP GUIDE**



**MARYLAND  
TECH COUNCIL**



# WHY SPONSOR

The Maryland Tech Council (MTC) is a collaborative community actively engaged in building stronger technology and life sciences companies by supporting the efforts of our individual members.

As we celebrate 35 years as the largest technology trade association in the state of Maryland, we continue to support our member companies who are driving innovation through advocacy, education, workforce development, cost savings and connecting entrepreneurial minds.

## MARYLAND TECH COUNCIL PROGRAMMING

The Maryland Tech Council hosts numerous events throughout the year that attract speakers and attendees from across the state and throughout the country. Each of our events are categorized within special interest areas that enable you to direct your dollars to targeted groups of technology and life science leaders. We produce events of all sizes (networking, educational, conferences, golf outings, etc.) from large-scale celebrations that reach a diverse audience, through smaller events that are focused on specific topics and encourage thoughtful discussion.

## WHY SPONSOR

We are proud of the sponsorship packages that we maintain, and we are always adding new programs and features to further enhance your experience and grow your business. We offer comprehensive sponsorship packages that provide your company the ability to mingle with key business decision makers, important political figures, and respected members of the academic community.

Whether you are building a startup or further expanding your business, an MTC sponsorship will provide you with the exposure you need. Make sure your marketing plan includes sponsorship with MTC. It's more than a sponsorship, it's a good investment in your company's future.

## SIGNATURE PARTNERSHIP

For sponsors that want a more sustained presence throughout the year at a variety of events and programs, MTC's Signature Partnerships provide the perfect way for you to connect with industry makers. Achieve high visibility and a large reach among the technology and life sciences leaders with a controlled fee structure.

By sponsoring more than \$15,000 you are automatically a part of our Signature Partner program. You can choose from three levels including Global, Elite or Preferred Partner. See page 3 for additional benefits.

# SIGNATURE PARTNERSHIPS

Signature Partnerships provide a great way for you to connect with industry decision makers on a sustained level throughout the year. You can choose to be a Global, Elite or Preferred Partner. The Global Business Partner package gives you a broader exposure while the other packages allow you to target those industry events. Packaged pricing means that you'll get the highest exposure. The chart below shows some of the benefits you'll receive with each of the three packages.

	GLOBAL PARTNER	ELITE PARTNER	PREFERRED PARTNER
<b>EVENT RECOGNITION</b>			
Industry Awards Celebration - Table of 10	X	X	X
Leadership Dinner - Table of 10	X	X	X
Technology or Life Sciences Signature Event Sponsorship	CHOOSE ONE	CHOOSE ONE	CHOOSE ONE
Golf Tournament - Tee Sponsor	X	X	
Roundtables - Host Roundtable Series	X	X	
<b>DIRECT MARKETING</b>			
Corporate Membership	X	X	
Guest Blog Article	X		
Dinner/Lunch with CEO	X		
Board of Directors Guest Attendance	X	X	X
Literature Distribution in New Member Kits and Events	X	X	X
Membership Email List	QUARTERLY		
Membership Address List	QUARTERLY	SEMI-ANNUAL	ANNUAL
Registration List for all Events	X	X	
Direct Market Email Blasts	X	X	
Featured Article in Vibe E-Newsletter	X		
Logo Presence on MTC Homepage	X	X	X
Advertisements	X	X	X
Salon Dinners	X		
Complimentary Registration to all Events (1)	X	X	X
Recognition at all Events (Signage, Multimedia) Where Applicable	X	X	X
	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$15,000</b>

# CIO BREAKFAST + VENDOR FAIR

The CIO Breakfast and Vendor Fair will bring together CIOs, buyers and the IT industry. Learn ways that industry and the public sector can partner. CIOs and buyers will share ways that the IT industry can gain access to them.

Don't miss your opportunity to network with a room full of IT decision makers. Service providers, vendors and the academic community will be given the opportunity to learn more about contracting in Maryland.

## PANEL DISCUSSION

### Technology and IT Trends and Challenges for 2019



#### DAN ENNIS

CISSM Senior Fellow and the Executive Director of the University of Maryland Cyber Initiative and Head of Threat Intelligence and Operations of BlueVoyant



#### FRANK JOHNSON

Chief Digital Officer and Chief Information Officer, Baltimore City Office of Information & Technology



#### VENNARD WRIGHT

Chief Information Officer, Washington Suburban Sanitary Commission



Moderator

#### TODD MARKS

MTC Board Chairman and President and CEO, Mindgrub Technologies

NOVEMBER 29, 2018

### PLATINUM SPONSOR \$7,500

- Opportunity to moderate, introduce or participate on the panel
- Five complimentary registrations to the event
- Logo inclusion and recognition in all marketing promotions, website and event signage
- Multimedia and verbal recognition during the ceremony
- Exhibit Space
- Pre- and post-event registration list (excluding emails)

### GOLD SPONSOR \$5,000

- Five complimentary registration to the event
- Logo inclusion and recognition in all marketing promotions, website and event signage
- Multimedia and verbal recognition during the ceremony
- Pre- and post-event registration list (excluding emails)

### SPONSOR \$2,500

- Three complimentary registrations to the event
- Company name recognition in all marketing promotions, website and event signage
- Multimedia and verbal recognition during the ceremony
- Pre- and post-event registration list (excluding emails)

### EXHIBITOR \$500


- Exhibit space
- Two complimentary registrations to the event



# LEADERSHIP DINNER

JANUARY 30, 2019

The Maryland Tech Council, in conjunction with the Maryland legislative session, hosts an annual Leadership Dinner in Annapolis to bring together the region's leadership in the technology and life sciences industries. As you hear about the issues facing the legislature and our community, we will also engage you in the call to action as MTC plans its next steps through the session. MTC's Board of Directors and members of the state General Assembly will attend.

	TITLE SPONSOR SOLD	LEGISLATIVE HOST SPONSOR \$3,000
Five seats at the dinner		X
Recognition from the podium		X
Logo inclusion and recognition in all marketing promotions, website, program book and event signage		X



## UGLY SWEATER HOLIDAY HAPPY HOUR DECEMBER 12, 2018

Dig into the back of your closet to find your ugliest sweater or other holiday attire and come join MTC for our Ugly Sweater Holiday Happy Hour! In the spirit of the holidays, a donation will be made at the event to The Children's Inn at NIH. The Children's Inn at NIH is a residential "Place Like Home" for families with children participating in leading-edge research studies at the National Institutes of Health (NIH) in Bethesda.

## MTC 35<sup>TH</sup> BIRTHDAY CELEBRATION FEBRUARY 2019

Join us as we commemorate all we have accomplished since our doors opened 35 years ago. Celebrate our longevity, integrity and strength with the staff, members and Board of Directors at our premier birthday bash.

**PLATINUM SPONSOR**  
\$7,500

- Logo inclusion and recognition in all marketing promotions, website, event signage and event promotion
- Ten complimentary registrations
- Company logo displayed throughout the room
- Logo on cocktail napkins
- Pre- and post-event registration list (excluding emails)

**BAND SPONSOR**  
\$5,000

- Logo inclusion and recognition in all marketing promotions, website, event signage and event promotion
- Exclusive band sponsor
- Opportunity to introduce band
- Five complimentary registrations
- Pre- and post-event registration list (excluding emails)

**BAR SPONSOR**  
\$3,000

- Company name recognition in all marketing promotions, website, event signage and event promotion
- Five complimentary registrations
- Pre- and post-event registration list (excluding emails)

**PRESENTING SPONSOR**  
\$3,500

- Exclusive title recognition in event promotion
- Five complimentary registrations
- Opportunity to distribute collateral or giveaways at event
- Logo presence on holiday cookies served at the event
- Logo on all printed and electronic marketing collateral and event webpage
- Prominent logo placement on event signage
- Registration list pre and post event

## SUMMER SIZZLER AT SOUTHPOINT JUNE 2019

Summertime is finally here and with that MTC's favorite summertime event! Join us for an evening of excellent networking opportunities among MTC business professionals in a unique venue.

**PLATINUM SPONSOR**  
\$5,000

- Logo inclusion and recognition in all marketing promotions, website, event signage and event promotion
- Ten complimentary registrations
- Company logo displayed throughout the room
- Logo on cocktail napkins
- Pre- and post-event registration list (excluding emails)

**GOLD SPONSOR**  
\$2,500

- Logo inclusion and recognition in all marketing promotions, website, event signage and event promotion
- Five complimentary registrations
- Pre- and post-event registration list (excluding emails)

**SILVER SPONSOR**  
\$1,000

- Company name recognition in all marketing promotions, website, event signage and event promotion
- Five complimentary registrations
- Pre- and post-event registration list (excluding emails)



## INDUSTRY AWARDS CELEBRATION

MAY 22, 2019

The MTC Industry Awards Celebration honors the best in Maryland's technology and life sciences communities as we recognize the work of individuals and companies that have changed the landscape of their industries and have ultimately touched the lives of millions of people. Awards go to those who develop the treatments, design the systems, and teach the children. It's a celebration of great minds and the companies that believe in the future, and is attended by over 600 executives from the technology and life sciences industries. **Contact us for other sponsorship opportunities (i.e., Cocktail Reception, VIP Reception, Dessert, etc.).**

	AWARD SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$3,000
Recognition in all marketing promotions, website, event signage and event promotion	X logo inclusion	X logo inclusion	X company listing
Company listing in pre-event press releases	X	X	X
Opportunity to present an award	X		
Logo presence on the award your company presents	X		
Multimedia and verbal recognition during the ceremony	X	X	X
Reserved table of ten at the ceremony	X prominent location	X	X
Admissions to the VIP Reception	X five tickets	X three tickets	
Logo presence in the program book	X	X	
Full page ad in the program book	X		
Company listing in the program book			X

## CXO SERIES

The CXO series is an invitation only opportunity designed exclusively for C-levels in our region's life sciences and technology communities to network on a peer-to-peer level and provides a venue to discuss pertinent, informative issues as well as learn from each other.

### TITLE SPONSOR (2 AVAILABLE) \$5,000

- Opportunity to provide opening remarks at event (breakfast, lunch, cocktail reception)
- Logo inclusion and recognition in all marketing promotions, website, event signage and event promotion
- Two complimentary registrations for your sponsored event
- One complimentary registration to all other events
- Pre- and post-event registration list (excluding emails)



## VACCINE BREAKFAST

JANUARY 2019

The vaccine breakfast will provide a panel lecture on the debates of global vaccinations. Leaders will highlight on the latest technologies and innovations in vaccines and immunizations.

### PLATINUM SPONSOR \$5,000

- Logo inclusion and recognition in all marketing promotions, website, event signage and event promotion
- Ten complimentary registrations
- Opportunity to moderate panel
- Pre- and post-event registration list (excluding emails)

## ROUNDTABLE SERIES

The Roundtable Series focuses on topics that are of interest to small and mid-sized businesses. Roundtables meet throughout the year, with each program headlined by a prominent industry leader. Tech Council roundtables give sponsors the opportunity to directly engage with their potential clients through small group educational discussions about important industry issues.

### ROUNDTABLE SPONSOR \$3,000

- Series of two roundtables
- Five complimentary registrations
- Opportunity to moderate and lead discussion
- Prominent corporate signage at the event
- Opportunity to distribute company information
- Logo presence on marketing materials and registration page



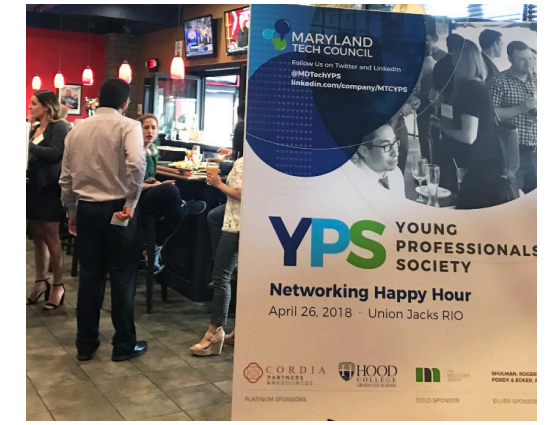
## MTC GOLF TOURNAMENT

JUNE 2019

The Maryland Tech Council's Golf Tournament will be held in June 2019 at a great location to be determined. The tournament will be a Captain's Choice, four-golfer team tournament with golf, networking, raffles, contests and plenty of friendly competition.

	TOURNAMENT SPONSOR \$7,500	GOLD SPONSOR \$5,000	COCKTAIL RECEPTION SPONSOR \$3,000	CONTEST SPONSOR \$3,000	TEE SPONSOR \$3,000
Exclusive logo inclusion on clubhouse banner, golf cart GPS system, etc. (where applicable)	X				
Complimentary foursomes	X two foursomes	X one foursome	X one foursome	X one foursome	X one foursome
Recognition in all marketing promotions, website and event signage	X logo inclusion	X logo inclusion	X logo inclusion	X logo inclusion	X company listing
Logo inclusion on player giveaway	X				
Complimentary hole sponsorship including opportunity to provide handouts and meet and greet all golfers	X	X	X		
Opportunity to provide promotional items for player gift bag	X	X	X	X	
Recognition during announcements and at cocktail reception	X	X	X	X	
Exclusive signage during the cocktail reception			X		
Opportunity to present award at cocktail reception				X	
Corporate promotion on tee signage				X	X





# MTC VENTURE MENTORING SERVICES

MTC VMS is a program based on the well-established and highly successful MIT Venture Mentor Services Program. The program provides free mentoring services in a unique team approach to selected young company CEOs. Sponsors will have exposure to young technology and life science companies and the myriad of creative ideas and products these companies are bringing to Maryland. With your generous financial support, you will join those who have shown their commitment to helping MTC VMS mentor Maryland's entrepreneurs.

	EXECUTIVE PLATINUM SPONSOR \$5,000	PLATINUM SPONSOR \$3,000	MEETING SPONSOR \$1,500
Logo on all MTC VMS promotional material and website	X	X	
Literature distribution at MTC VMS events	X	X	
Literature distribution at MTC VMS and MTC events	X	X	
Recognition at Industry Awards Celebration Cocktail Reception	X		
Table of 10 at Industry Awards Celebration	X		
Logo placement on meeting signage and verbal recognition from the podium during monthly MTC VMS meetings			X

# MTC YOUNG PROFESSIONALS SOCIETY

The Maryland Tech Council's Young Professionals Society (YPS) advances young professionals through professional development and networking events. YPS aims to involve the next generation of leaders in the life sciences and technology industries in order to strengthen these communities in Maryland by providing an opportunity for collaboration.

	MEETUP SPONSOR \$500 PER MEETUP	PROGRAMMING EVENT SPONSOR \$5,000	GOLD SPONSOR \$3,000
Logo on all Meetup promotional material and registration page	X		
Prominent logo placement on signage at Meetup event	X		
Opportunity to distribute company materials at Meetup event	X		
Opportunity to participate on panel as a moderator or speaker		X	
Verbal recognition from the podium		X	X
Logo on all Programming Event promotional material and registration page		X	X
Logo placement on event signage		X	X
Opportunity to distribute company materials		X	X
Complimentary registrations	X three registrations	X five registrations	X three registrations

## UPCOMING EVENTS

**January 15, 2019**  
Networking Meetup - Old Town Pour House, Gaithersburg, MD

**March 2019**  
Networking Meetup - Guinness Open Gate Brewery, Baltimore, MD

**June 2019**  
Programming Event - Gaithersburg, MD

**August 2019**  
Networking Meetup - Howard County, MD

**October 2019**  
Programming Event - Baltimore, MD

**December 2019**  
Holiday Networking Meetup - Montgomery County, MD

GLOBAL PARTNERS



STATE AFFILIATE



SUPPORTER OF



ELITE PARTNERS



PREFERRED PARTNERS

