

MARYLAND TECH COUNCIL

2020-2021

SPONSORSHIP

OPPORTUNITIES

REVISED NOVEMBER 13, 2020



MDTECHCOUNCIL.COM

WHY SPONSOR

The Maryland Tech Council (MTC) is the largest technology and life sciences trade association in the state of Maryland and we provide value by giving members a forum to learn, share, and connect. MTC believes in saving lives, securing our nation and improving the quality of life through innovation. We support our member companies who are driving innovation through advocacy, education, workforce development, cost savings and connecting entrepreneurial minds.

As you will see in this sponsorship prospectus, we maintain the high-quality level of programming and events we are known for and are proud of the sponsorship packages that we offer. MTC sponsorships offer you an excellent opportunity to reach targeted life sciences and technology audiences, and host quality events and programming to help advance your organization and connect you with industry leaders.

Through our various programming that includes our signature events, conferences, networking opportunities and educational forums, we attract speakers and attendees from across the state and throughout the country. We produce events of all sizes from large-scale celebrations that reach a diverse audience, through smaller events that are focused on specific topics and encourage thoughtful discussion. Events are branded within special interest areas that enable you to direct your dollars to targeted groups of technology and life sciences leaders.

This year has brought challenges and we have quickly pivoted many of our programs to a virtual platform. Sponsorships have been updated to include virtual benefits that offer you the ROI that is essential to your business.

For sponsors that want a more continual 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 thought leaders. Achieve high visibility and a large reach among the technology and life sciences communities with a controlled fee structure. By sponsoring more than \$15,000 you are automatically a part of our Signature Partner program. Contact [Wendy Worm](#) for more information.

CONTACT INFORMATION

Wendy Worm

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and Programs

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Event Manager

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SPONSORSHIP OPPORTUNITIES

CAPITALM ZOOMCAST LIVE!	Series of 10	PG. 4
INDUSTRY VIRTUAL SERIES	Quarterly	PG. 4
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DONATION OPPORTUNITY

VENTURE MENTORING SERVICES		PG. 10
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CAPITALM ZOOMCAST LIVE!

[CLICK HERE
TO WATCH OR
LISTEN TO PAST
EPISODES »](#)

CapitalM, the Maryland Tech Council podcast, was originally created to elevate the discussion of access to capital and other entrepreneurial challenges in the region. As COVID-19 surfaced and began to ramp up in severity, we immediately pivoted to a live ZoomCast format, one-hour interview, with key leaders in the state to provide you the most up to date information for your business. These have been very effective in covering the pandemic with talks on PPP and EIDL funding, the economic downturn, refunding of the PPP program, industry engagement in the response to COVID-19, business agility and resilience, re-opening Maryland, and so on. With over 800 registrants, 300 downloads and 500 views, the programs have been a success.

ZOOMCAST LIVE!

\$5,000
(3 SPONSORSHIPS AVAILABLE)

- Sponsor for the series of 10+ podcasts
- Opportunity to share your company message during a podcast
- Company logo recognition at the beginning and end of each ZoomCast Live! podcast
- Logo recognition in all marketing communications and promotional materials
- Promotion on Facebook, Twitter and LinkedIn social media platforms

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INDUSTRY VIRTUAL SERIES

MTC's quarterly industry virtual series provides an opportunity to spearhead a topic of interest from industry leaders. Share your expertise without leaving your office using a virtual platform. This is an affordable forum to reach your community.

VIRTUAL SPONSOR

\$2,500
(4 SPONSORSHIPS AVAILABLE)

- Opportunity to moderate a panel during a session
- Opportunity to share a company message during a session
- Company logo recognition at the beginning and end of each webinar
- Logo recognition in all marketing communications and promotional materials
- Promotion on Facebook, Twitter and LinkedIn social media platforms

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VIRTUAL LEADERSHIP DINNER

Annually, the Maryland Tech Council hosts a leadership dinner to celebrate the technology and life sciences industries and further spread the word to our legislative community about its incredibly powerful impact on the State of Maryland. Last January, we had a full day that began with legislator meetings and ended with our Leadership Dinner attended by over 200 guests. We were honored to have Linda Singh, Interim Executive Director and CEO of TEDCO attend and speak.

This year, due to COVID-19 and the safety of our attendees, we will hold a virtual event. Watch for more information coming soon.

TITLE SPONSOR SOLD OUT



LEGISLATIVE HOST SPONSOR \$3,000

- Ten complimentary registrations
- Multimedia and verbal recognition during the ceremony:
 - Sponsor Billboards: 15 second advertisement highlighting your company
 - Logo and mention at top and end of show
- Marketing and logo recognition:
 - Event web page
 - All marketing collateral and promotions
 - Digital program

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DIGITAL TRANSFORMATION VIRTUAL SUMMIT

Join us in March 2021 for our Second Annual Digital Transformation Virtual Summit. Presented by Maryland Technology, a division of the Maryland Tech Council, the Digital Transformation Virtual Summit will focus on increasing your company's productivity through digital transformation and explore problem solving strategies in different areas of digital transformation.

TITLE SPONSOR \$6,000

- Opportunity to produce a session (content, speakers, moderator, etc.)
 - List of attendees (who opt-in) post session
- Opportunity to introduce keynote speaker
- Opportunity to produce a Thought Leadership Lightning Round
 - 15 minute mini-session on a topic relevant to your industry
- Opportunity to participate on the program committee
- Verbal recognition during opening and closing remarks
- Prominent virtual exhibit booth
 - High visibility position
- Logo recognition on website, virtual event platform and all marketing collateral
- Logo presence and company description in virtual program book
- List of attendees post event (including emails for those attendees who "opt-in")

GOLD SPONSOR \$4,000

- Opportunity to produce a Thought Leadership Lightning Round
 - 15 minute mini-session on a topic relevant to your industry
- Opportunity to participate on the program committee
- Logo recognition during opening remarks
- Prominent virtual exhibit booth
 - High visibility position
- Logo recognition on website, virtual event platform and all marketing collateral
- Logo presence and company description in virtual program book
- List of attendees post event (including emails for those attendees who "opt-in")

SESSION SPONSOR \$3,000

- Opportunity to produce a session (content, speakers, moderator, etc.)
 - List of attendees (who opt-in) post session
- Opportunity to participate on the program committee
- Verbal recognition during opening remarks
- Logo recognition on website, virtual event platform and all marketing collateral
- Logo presence and company description in virtual program book
- List of attendees post event (including emails for those attendees who "opt-in")

THOUGHT LEADERSHIP LIGHTNING ROUND SPONSOR \$1,500

- Opportunity to moderate a topic relevant to your industry
 - 15 minute mini-session on a topic of your choosing
- Analytics and data provided post session (i.e., attendees who opt-in, social media reach, audience engagement, survey results, etc.)

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VIRTUAL INDUSTRY AWARDS CELEBRATION

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 executives from the technology and life sciences industries. [Click here](#) to visit the Industry Awards Celebration website.

AWARD SPONSOR \$10,000

- Free registrations! Opportunity to invite a broader plethora of clients, colleagues, family, friends via live stream
- Expanded audience via live stream
- Opportunity to present your award through live Zoom or in person in the Frederick studio
- Logo presence on the award your company sponsors
- On-camera sponsor remarks
- Free registrations to in-person finalist reception (date and location TBD)
- Multimedia and verbal recognition during the ceremony
 - Sponsor Billboards: 15 second advertisement highlighting your company
 - Logo and mention at top and end of show
- Marketing and logo recognition
 - Email promoting your billboard
 - Company listing in pre-event press release
 - Event website
 - Graphic recognition on award bumpers
 - All marketing collateral and promotions
- Digital Program Book
 - Full-page ad
 - Logo presence
 - 100-word company description

GOLD SPONSOR \$5,000

- Free registrations! Opportunity to invite a broader plethora of clients, colleagues, family, friends via live stream
- Expanded audience via live stream
- Free registrations to in-person finalist reception (date and location TBD)
- Multimedia and verbal recognition during the ceremony
 - Logo and mention at top and end of show
- Marketing and logo recognition
 - Event website, all marketing collateral and promotions
- Digital Program Book
 - Logo presence
 - 100-word company description

SILVER SPONSOR \$3,000

- Free registrations! Opportunity to invite a broader plethora of clients, colleagues, family, friends via live stream
- Expanded audience via live stream
- Free registrations to in-person finalist reception (date and location TBD)
- Multimedia and verbal recognition during the ceremony
 - Company listing and mention at top and end of show
- Marketing and logo recognition
 - Company listing on event website, all marketing collateral and promotions
- Digital Program Book
 - Company listing
 - 100-word company description

GIVEAWAY SPONSOR \$10,000

- Free registrations! Opportunity to invite a broader plethora of clients, colleagues, family, friends via live stream
- Expanded audience via live stream
- Free registrations to in-person finalist reception (date and location TBD)
- Multimedia and verbal recognition during the ceremony
 - Sponsor Billboards: 15 second advertisement highlighting your company
 - Logo and mention at top and end of show
- Marketing and logo recognition
 - Exclusive logo placement on swag sent to registrants prior to the event
 - Event website, all marketing collateral and promotions
- Digital Program Book
 - Logo presence
 - 100-word company description

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MTC ANNUAL GOLF TOURNAMENT

The Maryland Tech Council's Annual Golf Tournament will be held in June 2021 at a great location to be determined. Golfers enjoy a fun day of raffles, contests, and friendly competition. The tournament will be a Captain's Choice, four-golfer team tournament.

TOURNAMENT SPONSOR \$7,500

- Exclusive logo inclusion on clubhouse banner, golf cart GPS system, etc. (where applicable)
- Two complimentary foursomes
- Logo recognition
 - Website
 - All marketing collateral
 - On-site signage
- Logo inclusion on player giveaway
- Complimentary hole sponsorship including opportunity to provide handouts and meet and greet all golfers
- Opportunity to provide promotional items in players gift bag
- Recognition during announcements and at cocktail reception

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GOLD SPONSOR \$5,000

- One complimentary foursome
- Logo recognition
 - Website
 - All marketing collateral
 - On-site signage
- Complimentary hole sponsorship including opportunity to provide handouts and meet and greet all golfers
- Opportunity to provide promotional items in players gift bag
- Recognition during announcements and at cocktail reception

COCKTAIL RECEPTION SPONSOR \$3,000

- One complimentary foursome
- Logo recognition
 - Website
 - All marketing collateral
 - On-site signage
- Complimentary hole sponsorship including opportunity to provide handouts and meet and greet all golfers
- Opportunity to provide promotional items in players gift bag
- Recognition during announcements and at cocktail reception
- Exclusive signage during the cocktail reception

TEE SPONSOR \$3,000

- One complimentary foursome
- Company listing recognition in all marketing promotions, website, and event signage
- Corporate promotion on tee signage

MTC SUMMER SIZZLER

Kick off your summer with the Maryland Tech Council at our Summer Sizzler. Join us for a casual evening of networking while enjoying food and an open bar. We hosted over 75 guests for our first annual Summer Sizzler at South Point in Baltimore, and we have big plans for next year!

PLATINUM SPONSOR \$5,000

- Logo recognition
 - Website
 - All marketing collateral
 - On-site signage
- Logo inclusion on event t-shirt
- Ten complimentary registrations
- Company logo displayed throughout the room
- Logo on cocktail napkins
- List of attendees post event (excluding emails)

GOLD SPONSOR \$2,500

- Logo recognition
 - Website
 - All marketing collateral
 - On-site signage
- Logo inclusion on event t-shirt
- Five complimentary registrations
- List of attendees post event (excluding emails)

SILVER SPONSOR \$1,000

- Company listing recognition in all marketing promotions, website, and event signage
- Company name on event t-shirt
- Five complimentary registrations
- Company logo displayed throughout the room
- List of attendees post event (excluding emails)



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MARYLAND TECH COUNCIL VENTURE MENTORING SERVICES

Maryland Tech Council Venture Mentoring Services (MTC VMS) is a program based on the well-established and highly successful MIT Venture Mentor Services Program. The MTC VMS, a team-based approach to mentorship is designed to help CEOs with development, funding and beyond. The four-year young program and its 130 trained mentors have helped more than 50 companies raise over \$55M to scale their companies here in Maryland. For 2021 we plan to double our efforts with support from this community.

MTC VMS relies heavily on financial support from our mentors, organizational representatives and ventures. Donations have a major impact in this nearly 100% volunteer program. With your generous financial support, you will join those who have shown their commitment to helping MTC VMS educate Maryland's emerging entrepreneurs.

THE MTC VMS IS PLEASED TO RECOGNIZE THE FINANCIAL SUPPORT OF OUR SPONSORS, MENTORS AND FRIENDS.

- Lynne Benzion
- Dina Blumwest
- Scott Cotter
- Dwighd Delgado
- Chris Effesiou
- FitterWeb
- Foley & Lardner
- Mark Grant
- Greenberg & Taurig
- Cheryl Heller
- Doug Holly
- HCEDA
- Iron Bow Technologies
- Arthur Lafionatis
- Barry Lipsy
- MCEDC
- MD Department of Commerce
- Barry Mersky
- Anthony Millin
- Frank Oelschlager
- Marty Rosendale
- Scheer Partners
- Phil Schiff
- Vic Schmitt
- Paul Schmitz
- Karen Shoos
- Eddie Snyder
- Sally Sternbach
- Bill Suffa
- Tom Thomson
- Jackie Wynn



[CLICK TO DONATE »](#)

DONATE BY CHECK

Payable to Tech Council of Maryland
Foundation Venturing Mentoring Services:
**12 W Church Street, Suite 220
Frederick, MD 21701**

THANK YOU TO LAST YEAR'S SPONSORS AND PARTNERS

							
							
							
							
							
							
							
							
							
							
							

READY TO SPONSOR OR PARTNER?

GET IN TOUCH

FOR MORE INFORMATION OR TO SECURE YOUR SPONSORSHIP,
CONTACT WENDY WORM AT WENDY@MDTECHCOUNCIL.COM



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