










2021-2022 **SPONSORSHIP OPPORTUNITIES**

SPONSORSHIP OPPORTUNITIES

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EVENTS ARE ABOUT CONNECTION, COMMUNITY, AND CONTENT.

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. We support our member companies who are driving innovation through advocacy, education, workforce development, cost savings and connecting entrepreneurial minds.

After many long months we are very excited to bring in-person events back to the community. We will continue to monitor safety protocols and produce our high-quality level of programming whether in-person or virtually.

MTC 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 (annual awards program, roundtables, networking, educational events, 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.

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 INFORMATION

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LEADERSHIP ASSEMBLY

JANUARY 20, 2022

Each year, the Maryland Tech Council hosts a leadership assembly to set the stage for issues facing our industry on Capitol Hill. With policies impacting our industry, our event will provide a forum for you to meet with legislators and peers to discuss policy initiatives pertinent to your organization. This event is invite-only and a must-attend for senior industry leaders, policymakers, and life sciences government affairs executives.

TITLE SPONSOR

SOLD OUT



LEGISLATIVE HOST SPONSOR

\$3,000

- Verbal recognition during opening and closing remarks
- Ten complimentary registrations
- Logo presence and recognition on website, all marketing promotions and event signage
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- List of program attendees (who opt-in)



LAST YEAR
REACHED AN
AUDIENCE OF
2,000+

ADVOCACY SUMMIT

DECEMBER 2021

A Unified Voice to Create Change: Maryland Tech Council member companies work to mitigate national cyber security threats, develop vaccines that will one day save millions of lives around the world, and protect intellectual property for new innovations. New this year, MTC's Advocacy Summit will bring industry leaders together to build meaningful relationships with elected officials, provide information about policies that can transform millions of lives and tips on how your advocacy can make a difference. The program will include panel discussions, presentations and a networking reception. We invite you and your team to learn about the importance of leveraging advocacy and opportunities to achieve legislative, regulatory and other policy objectives.

CHAMPION SPONSOR **\$10,000**

- Opportunity to moderate or participate on a panel
- Verbal recognition during opening and closing remarks
- Opportunity to provide remarks (1-2 minutes)
- Complimentary registrations
- Logo presence and recognition on website, all marketing promotions and event signage
- Logo presence in press release
- Full-page color ad in program book
- Logo presence on lanyards
- Three MTC Facebook posts: one announcement and two appreciation posts for sponsorship
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- List of program attendees (who opt-in)

ALLY SPONSOR **\$2,000**

- Verbal recognition during opening and closing remarks
- Complimentary registrations
- Name recognition on website, all marketing promotions and event signage
- Name recognition in press release
- Quarter-page ad in program book
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- List of program attendees (who opt-in)

ADVOCATE SPONSOR **\$5,000**

- Verbal recognition during opening and closing remarks
- Complimentary registrations
- Logo presence and recognition on website, all marketing promotions and event signage
- Logo presence in press release
- Half-page ad in program book
- One MTC Facebook post: appreciation for sponsorship
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- List of program attendees (who opt-in)

MAY 2022 INDUSTRY AWARDS CELEBRATION

LAST YEAR REACHED
AN AUDIENCE OF
9,000+

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, life sciences, and business communities.

AWARD SPONSOR **\$10,000**

- Logo presence and recognition in all marketing promotions, website, event signage and event promotion
- Company listing in pre-event press releases
- Opportunity to present an award
- Logo presence on the award your company presents
- Verbal recognition during opening and closing remarks
- Multimedia recognition during the ceremony
- Reserved table of ten at the ceremony in prominent location
- Five admissions to the VIP Reception
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- Logo presence in the program book
- Full page ad in the program book
- List of program attendees (who opt-in)

SWAG SPONSOR **\$7,500**

- Logo presence and recognition in all marketing promotions, website, event signage and event promotion
- Company listing in pre-event press releases
- Prominent logo presence on swag presented to attendees at event
- Opportunity to provide handout about your company with swag
- Verbal recognition during opening and closing remarks
- Multimedia recognition during the ceremony
- Reserved table of ten at the ceremony
- Five admissions to the VIP Reception
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- Logo presence in the program book
- Full page ad in the program book
- List of program attendees (who opt-in)

COCKTAIL RECEPTION SPONSOR **\$7,500**

- Logo presence and recognition in all marketing promotions, website, event signage and event promotion
- Company listing in pre-event press releases
- Prominent logo presence on signage at cocktail reception
- Logo presence on cocktail napkins at cocktail reception
- Opportunity to provide handout about your company at cocktail reception
- Multimedia recognition during the ceremony
- Verbal recognition during opening and closing remarks
- Reserved table of ten at the ceremony
- Five admissions to the VIP Reception
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- Logo presence in the program book
- Full page ad in the program book
- List of program attendees (who opt-in)

REGISTRATION SPONSOR **\$7,500**

- Logo presence and recognition in all marketing promotions, website, event signage and event promotion
- Company listing in pre-event press releases
- Prominent logo presence at registration
- Logo presence on name badges
- Opportunity to provide handout about your company at registration
- Multimedia recognition during the ceremony
- Verbal recognition during opening and closing remarks
- Reserved table of ten at the ceremony
- Five admissions to the VIP Reception
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- Logo presence in the program book
- Full page ad in the program book
- List of program attendees (who opt-in)

GOLD SPONSOR **\$5,000**

- Logo presence and recognition in all marketing promotions, website, event signage and event promotion
- Company listing in pre-event press releases
- Multimedia recognition during the ceremony
- Verbal recognition during opening and closing remarks
- Reserved table of ten at the ceremony
- Three admissions to the VIP Reception
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- Logo presence in the program book
- List of program attendees (who opt-in)

SILVER SPONSOR **\$3,000**

- Company listing recognition in all marketing promotions, website, event signage and event promotion
- Company listing in pre-event press releases
- Multimedia recognition during the ceremony
- Verbal recognition during opening and closing remarks
- Reserved table of ten at the ceremony
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- Company listing in the program book
- List of program attendees (who opt-in)

MARCH 2022 DIGITAL TRANSFORMATION SUMMIT

LAST YEAR REACHED
AN AUDIENCE OF
700+

Presented by Maryland Technology, a division of the Maryland Tech Council, the Third Annual Digital Transformation Summit will focus on increasing your company's productivity through digital transformation and explore problem solving strategies in different areas of digital transformation. Attendees will hear from leaders in the technology industry on how they are solving problems related to digital transformation and their takeaways of top challenges and opportunities over the past year.

TITLE SPONSOR **\$7,500**

- Opportunity to produce a session (content, speakers, moderator, etc.)
- Opportunity to introduce keynote speaker
- Opportunity to participate on the program committee
- Verbal recognition during opening and closing remarks
- Ten event registrations
- Prominent exhibit booth
- Logo recognition on website, all marketing collateral and event signage
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- Logo presence and description in program book
- Ability to place marketing materials at tables
- List of attendees post event (excluding emails)

GOLD SPONSOR **\$5,000**

- Opportunity to participate on the program committee
- Verbal recognition during opening and closing remarks
- Five event registrations
- Exhibit booth
- Logo recognition on website, all marketing collateral and event signage
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- Logo presence and description in program book
- Ability to place marketing materials at tables
- List of attendees post event (excluding emails)

SILVER SPONSOR **\$3,000**

- Opportunity to participate on the program committee
- Verbal recognition during opening and closing remarks
- Five event registrations
- Exhibit booth
- Company name recognition on website, all marketing collateral and event signage
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- Company name presence and description in program book
- List of attendees post event (excluding emails)

EXHIBITOR **\$500**

- Exhibit booth
- Two event registrations
- Name recognition in program book



NETWORKING MIXERS

Tasked with the mission of improving the quality of life through innovation, MTC believes one great way to help and achieve growth is to bring our member companies together and network. We continue to keep our members connected through networking events, whether virtual or in person. Gain added exposure and visibility by sponsoring one of our in-person or virtual mixers.

IN-PERSON SPONSOR

\$5,000

- Logo recognition on website, all marketing collateral and event signage
- Verbal recognition during opening and closing remarks
- Opportunity to provide remarks (1-2 minutes)
- Complimentary registrations to the event
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- List of program attendees (who opt-in)

VIRTUAL SPONSOR

\$2,000

- Logo recognition on website, all marketing collateral and event signage
- Verbal recognition during opening and closing remarks
- Opportunity to provide remarks (1-2 minutes)
- Complimentary registrations to the event
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- List of program attendees (who opt-in)

EXECUTIVE SERIES

MTC's Executive Series is an educational asset to our membership, and will focus on interests that are important to our community, such as quantum, finance, talent and workforce, advocacy, biotech, technology, cyber, capital markets, etc. The series will be offered in-person and virtually.

LEAD PRESENTING SPONSOR

\$10,000

- Opportunity to select the topic for one event
- Opportunity to moderate, introduce and participate on a panel at one event
- Verbal recognition during opening and closing remarks at each event as the Lead Presenting Sponsor
- Complimentary registrations to all events
- Prominent logo presence and recognition on website, all marketing collateral, and event signage
- Opportunity to distribute company information at all events
- Full page ad in program book for all events
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- List of program attendees (who opt-in) for all events

SUPPORTING SPONSORSHIP

\$5,000

- Opportunity to select the topic for one event
- Opportunity to moderate, introduce and participate on a panel at your event
- Verbal recognition during opening and closing remarks at your event
- Complimentary registrations for your event
- Logo presence and recognition on website, all marketing promotions and event signage
- Opportunity to distribute company information at your event
- Full page ad in program book for your event
- Promotion on Facebook, Twitter and LinkedIn social media platforms
- List of program attendees (who opt-in) for your event

MTC ANNUAL GOLF TOURNAMENT

JUNE 2022

Join us for a fun day on the golf course with plenty of networking, raffles, contests, and a lot of friendly competition. After the tournament, stay for a barbeque, cocktails and awards!

TOURNAMENT SPONSOR **\$7,500**

- Exclusive logo presence on clubhouse banner, golf cart GPS system, etc. (where applicable)
- Two complimentary foursomes
- Logo recognition in all marketing promotions, website and event signage
- Logo presence on player giveaway
- Complimentary hole sponsorship including opportunity to provide handouts and meet and greet all golfers
- Opportunity to provide promotional items for player gift bag
- Recognition during announcements and at cocktail reception
- Promotion on Facebook, Twitter and LinkedIn social media platforms

GOLD SPONSOR **\$5,000**

- One complimentary foursome
- Logo recognition in all marketing promotions, website and event signage
- Complimentary hole sponsorship including opportunity to provide handouts and meet and greet all golfers
- Opportunity to provide promotional items for player gift bag
- Recognition during announcements and at cocktail reception
- Promotion on Facebook, Twitter and LinkedIn social media platforms

COCKTAIL RECEPTION SPONSOR **\$4,000**

- One complimentary foursome
- Logo recognition in all marketing promotions, website and event signage
- Complimentary hole sponsorship including opportunity to provide handouts and meet and greet all golfers
- Opportunity to provide promotional items for player gift bag
- Recognition during announcements and at cocktail reception
- Exclusive signage during the cocktail reception
- Promotion on Facebook, Twitter and LinkedIn social media platforms

CONTEST SPONSOR **\$3,000**

- One complimentary foursome
- Logo recognition in all marketing promotions, website and event signage
- Opportunity to provide promotional items for player gift bag
- Recognition during announcements and at cocktail reception
- Opportunity to present award at cocktail reception
- Corporate promotion on tee signage
- Promotion on Facebook, Twitter and LinkedIn social media platforms

TEE SPONSOR **\$3,000**

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

LAST YEAR
REACHED AN
AUDIENCE OF
200+



DEI BIG IDEAS SUMMIT

APRIL 2022

Through this inaugural event, MTC will convene the tech community for action-oriented presentations, discussions and activities designed to advance diversity, equity and inclusion (DEI) within Maryland's tech industry as well as in Maryland communities where technology solutions can provide advancement and empowerment of underrepresented groups with significant potential. Explore DEI strategies and best practices and connect with other individuals and organizations committed to developing more diverse, equitable and inclusive businesses, communities, opportunities and solutions.

TITLE SPONSOR (LIMITED TO 2 NON-COMPETING ORGANIZATIONS)

\$5,000

- Opportunity to moderate or participate in one of the program sessions
- Opportunity to participate on the program planning committee
- List of program attendees (who opt-in)
- Verbal recognition during opening and closing remarks
- Prominent exhibit booth space
- Logo presence and company description in program book
- Logo recognition on website, all marketing collateral and event signage
- Ten complimentary program registrations (includes two seats at exhibit space)

SUPPORTING SPONSOR (UNLIMITED)

\$1,500

- Verbal recognition during opening and closing remarks
- Prominent exhibit booth space
- Logo presence and company description in program book
- Logo recognition on website, all marketing collateral and event signage
- Three complimentary program registrations (includes two seats at exhibit space)

GOLD SPONSOR (LIMITED TO 5)

\$3,000

- Opportunity to moderate or participate in one of the program sessions
- Opportunity to participate on the program planning committee
- Verbal recognition during opening and closing remarks
- Prominent exhibit booth space
- Logo presence and company description in program book
- Logo recognition on website, all marketing collateral and event signage
- Six complimentary program registrations (includes two seats at exhibit space)

DEI IN ACTION WEBINAR/ PODCAST SERIES

These webinars and podcasts will explore technology innovations, leaders and initiatives that are advancing or can advance diversity, equity and inclusivity in Maryland's tech industry as well as provide socioeconomic advancement for underrepresented groups across the State. The DEI In Action Series is designed to educate, inspire and empower individuals, businesses, organizations, academic institutions, policy makers and others to take action to develop more diverse, equitable and inclusive businesses, organizations, communities, opportunities and solutions. Webinars will be offered via a live broadcast that can be viewed and listened to on the day the webinar is offered. Podcasts will be pre-recorded and do not include a viewing option, just listening. Both the webinars and podcasts will be recorded for post-event distribution via email and social media and will be accessible for viewing via MTC's website.

DEI IN ACTION WEBINAR/PODCAST SPONSORSHIP (PER WEBINAR/PODCAST)

\$3,500

- Company recognition at the beginning and end of each podcast
- Opportunity to share your company message during a podcast/webinar
- Logo recognition in all marketing communications and promotional materials
- Promotion on social media platforms
- As previously noted, the recorded webinars/podcasts will reside on MTC's website for continued viewing, thus, providing long-term exposure for sponsors.

To get involved with
TI2 and DEI efforts, Contact
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SECURE YOUR SPONSORSHIP

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