



# CHATECH

## 2020 Sponsorship Prospectus

**Visit**

[chatechcouncil.org](http://chatechcouncil.org)

**Mail**

100 Cherokee Boulevard Suite 103  
Chattanooga, TN 37405

**Message**

[carla@chatechcouncil.org](mailto:carla@chatechcouncil.org)

**Call**

(423) 826-8700

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# Chattanooga's Technology Council

**ChaTech** is the bridge connecting the Chattanooga technology community to the **resources needed for growth.**

Open to companies of all sizes, membership is comprised of **all major industry sectors** in the region.

Our mission is to connect the Chattanooga technology community to help **drive economic growth across the region.** Any interested company may join ChaTech, and membership fees are based on IT department size.

ChaTech is a 501(c)3 nonprofit organization.

## Become a Sponsor

Your support enables us to:

- Provide outreach and educational programs
- Award scholarships to engage Chattanooga's next generation of IT and tech professionals.
- Offer professional education
- Plan leadership forums
- Support entrepreneurial and economic development

## Benefits of Sponsorship

- Reach 1,800 tech professionals, across industries and departments
- Demonstrate your thought leadership and industry expertise
- Foster a vibrant tech culture in Chattanooga that attracts customers and retains employees

*Membership is a prerequisite for sponsorship.*

# Annual Sponsorships


Community | Connections | Economic Growth | Innovation | Leadership | Visibility

|   | Diamond<br>\$15,000 | Platinum<br>\$10,000 | Gold<br>\$5,000 | Silver<br>\$2,500 | Bronze<br>\$1,000 |
|---|---------------------|----------------------|-----------------|-------------------|-------------------|
| Logo hyperlinked on ChaTech website                   | ✓                   | ✓                    | ✓               | ✓                 | ✓                 |
| Company recognition at every event                    | ✓                   | ✓                    | ✓               | ✓                 | ✓                 |
| Social media promotions                               | ✓                   | ✓                    | ✓               | ✓                 |                   |
| Newsletter highlight and blog posts                   | Two                 | One                  | One             |                   |                   |
| Special lunch to discuss marketing and business goals | ✓                   | ✓                    |                 |                   |                   |
| Industry exclusivity                                  | ✓                   |                      |                 |                   |                   |
| Additional benefits to fit company's needs            | ✓                   |                      |                 |                   |                   |

# Quarterly Events & Programs

## Benefits

- Logo on materials and web
- Free tickets
- Social media promotion
- Speaking opportunities

| Program         | Description  | Sponsor Investment  |
|-----------------|--|---|
| TechTalk        | Our signature educational and networking event. Each program is centered around a significant topic that connects across industries.   | \$5,000 annual<br>OR<br>\$1,250 per event   |
|                 | Exhibitor table  | \$100 per event   |
| Leader Insights | Chattanooga is home to an ever-growing array of tech specialties. At these events, we will showcase local practitioners and thought leaders. Discussions include: insights, best practices, and industry trends.   | \$2,000 per event   |
| Social          | ChaTech members and guests come together in a laid-back, social atmosphere to connect and build relationships.   | <br>Ardera is the 2020 sponsor |
| Forums          | These groups come together to discuss topics of common interest and share best practices with peers. <ul style="list-style-type: none"> <li>• Executive for CIOs</li> <li>• Information Security for CISOs</li> <li>• Data &amp; Analytics Professionals</li> <li>• ChaTech Women</li> </ul> | One annual sponsor per forum<br><br>\$4,000/year OR \$1,000/event if no annual sponsor                              |

# Emerging & Inclusive Talent

ChaTech creates a vibrant, diverse tech ecosystem for employers, professionals and students.

Initiatives include:

- Teen code camp
- Scholarships for college students with computer science and IT majors
- Leading the community conversation on how to make IT workplaces diverse and inclusive

The Emerging and Inclusive Talent Sponsor will support these ChaTech initiatives and also provide up to 15 scholarships for each of these events: Scenic City Summit, DevOpsDays, and other ChaTech programs.

| Benefits  | Annual<br>\$5,000<br>Limit: 1 |
|---|-------------------------------|
| Logo hyperlinked on website   | ✓                             |
| Tickets for a signature event (SCS or Tech Awards)                      | 2                             |
| Committee Member seat for Scholarship selection                         | 1                             |
| Judging seat for Code Camp  | 1                             |
| 2 Email communications (sent by ChaTech) to 2020 scholarship applicants | ✓                             |



# SCENIC CITY SUMMIT

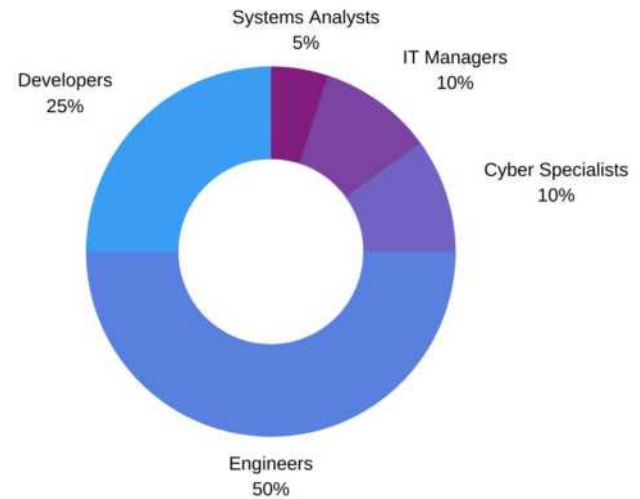
Friday, August 21, 2020

SCENIC CITY SUMMIT is the largest local IT professional development program in Chattanooga.

This conference brings together attendees, across industries, platforms and business units to share new methodologies, emerging technologies, and practical knowledge on a wide range of topics.

Estimated attendance: 450.

## Who's Attending



|   | Premier<br>\$7,500<br>Limit: 1 | Speaker<br>Dinner<br>\$4,000<br>Limit: 1 | After Party<br>\$2,500<br>Limit: 1 | Sponsor<br>Talk Track<br>\$2,000<br>Limit: 6 | Beverage<br>\$2,000<br>Limit: 2 | Gold<br>\$1,500 | Silver<br>\$1,000 | Exhibitor<br>Table<br>\$250 |
|---|--------------------------------|--|------------------------------------|--|---------------------------------|-----------------|-------------------|-----------------------------|
| Logo on website, program, and slideshow | ✓                              | ✓  | ✓                                  | ✓  | ✓                               | ✓               | ✓                 |                             |
| Logo in email marketing campaign        | ✓                              |  |                                    |  |                                 |                 |                   |                             |
| Speaker dinner tickets                  | 4                              | 4  | 2                                  |  | 2                               | 2               | 1                 |                             |
| Conference badges                       | 4                              | 4  | 3                                  | 2  | 2                               | 2               | 1                 | 1                           |
| Promo on social media                   | ✓                              | ✓  | ✓                                  | 2  | ✓                               | ✓               | ✓                 |                             |
| Sponsor table in conference hallway     | All Day                        | All Day                                  | All Day                            | All Day                                      | All Day                         |                 |                   |                             |
| Sponsor table during lunch              |                                |  |                                    |  |                                 | ✓               | ✓                 | ✓                           |
| Preferred sponsor table location        | ✓                              |  |                                    |  |                                 |                 |                   |                             |
| 45-minute sponsor session track         | ✓                              |  |                                    | ✓  |                                 |                 |                   |                             |
| Contacts from opt-in mailing list       | ✓                              |  |                                    |  |                                 |                 |                   |                             |