



TECHNOLOGY
ASSOCIATION
OF OREGON

SPONSORSHIP PROSPECTUS

2023

Ashley Kmiecik

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Advocacy, Industry Promotion, Signature Events, Professional Networks & Talent Development

Technology Association of Oregon (TAO) provides our sponsors valuable ways to gain visibility and targeted opportunities for engagement with industry leaders, peers, and potential clients.

Our prospectus offers many options to connect with the Oregon/Southern Washington technology communities, including Portland, Central Oregon, Southern Willamette Valley, and Vancouver.

Connect with our members through

- Events
- Programming
- Digital Advertising
- Thought Leadership
- Networking
- Community engagement

It is updated throughout the year, so please check back often. TAO staff are happy to provide guidance and help your team find opportunities that fit your specific budget goals and desired reach.

Meet the TAO Staff



Skip Newberry
President & CEO



Sally Bell
*Executive Vice President &
Executive Director of SWV*



Ashley Kmiecik
*Director of Sponsorship
& Events*



Elaine Hsieh
*Director of Community
Engagement*



Becca Baugh
*Finance & Operations
Manager*



Kaitlin Beauregard
*PR & Communications
Manager*



Devon Roberts
*Member Success
Coordinator*



Rachael Wiggins Emory
Lobbyist



Spenser Meeks
*Sector Strategy Lead,
Clackamas County*

2023 TAO Signature Events



Annual experiences unite our community to network and collaborate on innovative solutions, honor the accomplishments of people and companies in our region and have fun!

OREGON TECHNOLOGY AWARDS

Celebrating and honoring outstanding individuals and companies for their accomplishments, leadership, and commitment to the industry and community.

- Platinum-\$20,000 (2) 1 table included + 6 Tickets
- Gold-\$7500 (4) 1 table included
- Silver-\$5,000 (4) 8 tickets & Award Sponsor
- Company Award Sponsor (8) - \$2500
- Table of 10 + reception-\$2000*
- Tickets-\$200

*Non-member rate is \$2500 per table

PARTY IN THE PINOT

The premier summer event features amazing food by Grand Cru Hospitality, wine pairings, music, a signature cocktail bar, and more.

- Platinum-\$10,000 (4) 1 table included
- Gold-\$7,500 (2) 1 table included
- Silver-\$5,000 (5) 1 table
- Tables (10)-\$2,500*
- Ticket-\$250

*Non-Member rate is \$3,000 per table

A third event is in the works...brush up on your corn hole skills!

Oregon Tech Awards

May 16th

Reception & Awards Dinner

Sponsor Benefits	Platinum \$20,000 (2 Available)	Gold \$7,500 (4 Available)	Silver \$5,000 (5 Available)
Table of 10 + Reception	1 +6 Tickets	1	8 Tickets
Welcome Reception		2 Available	
Logo + Link included on ALL marketing	✓	✓	✓
Logo on event ALL signage	✓	✓	✓
Logo in designate social areas	✓	✓	
Address attendees	✓		
Branded material at registration	✓	✓	✓
Podium Recognition	✓	✓	✓
After Party		2 Available	

Company Award Sponsor-\$2500

- Sponsor logo + link are included on event pages, email blasts and social media posts
- Sponsor logo recognition on general event posters and digital applications
- Logo recognition on designated event signage
- Verbal company recognition
- 4 Complimentary Registrations

Party in the Pinot

July 22nd

A Luau with dinner, music, wine, cocktails, and dancing

Sponsor Benefits	Platinum \$10,000 (4)	Gold \$7,500 (2)	Silver \$5,000 (5)	Table \$2,500 (20)
Table of 10	2	1	1	1
Welcome Reception	✓	✓		
Logo + Link included on ALL marketing	✓	✓	✓	
Logo on ALL event signage	✓	✓	✓	
Logo in designated social areas	✓	✓	✓	
Address attendees	✓			
Branded material at registration or at tables	✓	✓		
Verbal Recognition	✓	✓		



**COMMUNITY ENGAGEMENT &
PROFESSIONAL DEVELOPMENT
SPONSORSHIP**

TAO Tech Summits // \$2,500

3 Sponsors Per Summit

Curated high-level discussions between executives, decision-makers, and industry thought-leaders from the region and around the globe. Summits are designed to be a half day event with 50-70 attendees.

Clean Tech Summit- May 2023

TAO is hosting its first Clean Tech Summit with local companies and agencies in Oregon. It will feature presters, panelists, and break-out discussions. Topics include Energy storage, Smart Mobility, and electric vehicles, manufacturing, and supply chains..

Cybersecurity Summit- November 2023

Featuring regional and international thought leaders focused on the advancements, people, and organizations that are putting Oregon cyber security on the map.

*TAO is planning a multi-day national infrastructure conference (energy, mobility, supply chains, building systems, data, etc. partnership with federal agencies, MetroLab, the City of Portland, and others. Please email skip.newberry@techoregon.org if interested in learning more.

DEVLIVERABLES

- Sponsor logo + link are included on event pages, email blasts and social media posts
- Sponsor logo recognition on general event posters and digital applications.
- Opportunity to provide suggestions on topics and speakers.
- Opportunity to address attendees.
- Opportunity to create and distribute branded materials.
- Verbal company recognition
- Two (2) complimentary admissions.

Supporting Sponsorships start at \$500 each and include logo recognition and tickets to the event.



Tech Talent Summits // \$5,000

Spring + Fall

Talent/Recruitment summits designed to initiate personal introductions between local talent and technology companies in Oregon.

Two half-day events with in-person and virtual components, including:

- Employer spotlights
- Networking
- Mentoring

Attendee Pricing:

\$250 per company or \$500 for both

Premier Sponsor-3 Available per Summit

DELIVERABLES

- Sponsor logo + link are included on event pages, email blasts, and social media posts
- Sponsor logo recognition on general event posters and digital applications.
- Opportunity to lead breakout session discussion.
- Opportunity to create and distribute branded materials.
- Verbal company recognition.

TAO Communities

Year Long

Professional networks aligned with job functions in the technology industry, designed to help build connections, share expertise, and gain resources and practical and technical skills.

- **Cybersecurity**
- **Data**
- **Founders Investing in Founders**
- **PRIDE**
- **Product Management**
- **Leadership Launchpad + People**
- **Tech in Color**

Presenting: \$5,000 per community

- Sponsor logo + link are included on event pages, email blasts and social media posts
- Sponsor logo recognition on general event posters and digital applications.
- Opportunity to provide suggestions on topics and speakers.
- Opportunity to address attendees.
- Opportunity to create and distribute branded materials.
- Verbal company recognition
- Coordinated PR and marketing strategy with TAO team before, during and after event.
- Four (4) complimentary admissions to in-person events.

Premier: \$2500 per community

- Sponsor logo + link are included on event pages, email blasts, and social media posts
- Sponsor logo recognition on general event posters and digital applications.
- Opportunity to lead breakout session discussion.
- Opportunity to create and distribute branded materials.
- Verbal company recognition.
- Two (2) complimentary admissions to in-person events.

NOTE-Two premier sponsorships per community

Founders Investing in Founders // \$5,000

Enterprise Company Supporter - Quarterly

Founders Investing in Founders (FIIF) is a program consisting of support for early-stage startups for up to three years, with a focus on founders who have been historically under-represented in the tech industry. Founders invest time, money, and resources in the success of participating entrepreneurs. That may include mentorship, business counsel, and strategy, as well as access to funding sources. Entrepreneurs also enjoy free membership in TAO, which includes introductions to sources of capital, mentors, advisors, co-founders and prospective employees, and potential customers, opportunities for PR and visibility, as well as opportunities, to speak at and/or attend events and networking opportunities throughout the year.

As we begin the third year of the program, over 65% of the participating startup companies have under-represented founders. Additionally, since advice from potential sales opportunities with prospective customers is so vital for startups, we are looking to add enterprise-scale organizations (and their subject matter experts) as a resource to the FIIF startups, as well as to other startups within TAO's ecosystem.

DELIVERABLES

- Sponsor logo + link are included on event pages + TAO-FIIF webpages
- Sponsor logo recognition on FIIF event posters and event marketing collateral
- Opportunity to recommend startups and enterprise companies as participants.
- Verbal company recognition.
- Introductions to startup founders by TAO staff to technical mentors designated by Enterprise Company



Health Tech Forums// \$2,500

3 Part Series--In Person

Facilitated discussions between subject-matter experts and technology decision-makers from leading enterprise health organizations and pre-selected health tech companies and startups.

Forums include panel discussions, thought leadership, presentations, networking, and breakout sessions.

Premier Sponsorship- 3 Per Forum

DELIVERABLES

- Sponsor logo + link are included on event pages, email blasts and social media posts
- Sponsor logo recognition on general event posters and digital applications.
- Opportunity to provide suggestions on topics and speakers.
- Opportunity to address attendees.
- Opportunity to create and distribute branded materials.
- Verbal company recognition
- Two (2) complimentary admissions.



Power Pairings

Curated programming for C-Suite, VP, and Director-level executive women from tech companies and those who aspire to senior leadership in the Portland and Southern Willamette Valley region.

Q1 March-International Women's Day

Q2 May-Mother/Daughter mentor day

Q3 August-Equality and Finance

Q4 December-Give back to the community

Presenting-\$5,500

3 Available-1 per sponsor

- Sponsor logo + link are included on event pages, email blasts and social media posts
- Sponsor logo recognition on general event posters and digital applications.
- Opportunity to lead breakout session discussion.
- Opportunity to create and distribute branded materials.
- Verbal company recognition.
- Two (2) complimentary admissions to in-person events.

Premier-\$2,500

2 Available-1 per sponsor

- Sponsor logo + link are included on event pages, email blasts, and social media posts
- Sponsor logo recognition on general event posters and digital applications.
- Verbal company recognition.
- Two (2) complimentary admissions to in-person events.



C-Suite Dinners + Discussion // \$6,000

Non Member rate: \$7,000

Small group opportunities where c-suite and senior technology leaders can openly and safely discuss critical issues with others in their peer group.

Discussions happen at venues/restaurants within Portland, Central Oregon, and Southern Willamette Valley.

DELIVERABLES

- Sponsor and TAO determine the location of dinner and date of the event.
- Sponsor provides a "hit list" of potential invitees, including the size of the ideal target companies and titles/functions of greatest interest at those companies.
- TAO provides supplemental suggestions based on the targeted audience/size of the company, etc.
- TAO coordinates invitation and audience RSVPs.
- TAO coordinates logistics with vendors for food, drinks, and service at the event.
- 1-2 Sponsor representatives attend each event
- TAO will provide the name, title, and company of participants but does not provide email addresses.

NOTE-TAO is responsible for the food portion of the bill. The sponsor is required to pay for the beverage tab.

The background features a white field with a pattern of light grey triangles of various sizes and orientations. Overlaid on this are several thick, vibrant pink diagonal lines that create a sense of movement and depth. The lines are parallel and spaced evenly, running from the top-left towards the bottom-right.

DIGITAL MARKETING SPONSORSHIP

NEW! Fireside Chats // \$2,500



→
2 per Quarter

Thought-leadership opportunities coupled with ongoing visibility in front of members, we will produce a series of Fireside Chats filmed in Brandlive's studio.

This will result in high-production video conversations between TAO staff and Oregon's foremost industry leaders as we tackle big, pressing issues throughout the tech industry.

As these videos are completed, we plan to market them to our membership. Additionally, these videos will be available on-demand to our members as a "knowledge base".

The content will be shared across:

- TAO's blog and website
- TAO's social media channels - Over 5000 followers
- TAO's weekly E-newsletter - Sent to 3000 subscribers

Production Months:

- February/March
- May/June
- August/September
- October/December

Targeted Themes for Fireside Chat:

- Women In Tech
- Climate Tech
- FinTech
- Cybersecurity
- Virtual Reality
- AI Innovation
- Future of Work-office space & design, remote work, employee engagement, tech tools, employee benefits, etc.
- Raising Capital and/or M&A
- Industry 4.0
- Digital Transformation of Government/Policy Innovation
- Interview w/ new Governor

Digital Marketing through Techlandia // \$2,500

Year Long

What used to be our yearly digital publication will now be a monthly distribution of mixed media content launched from our website and across our social channels to address ever-changing industry needs.

The content will be shared across:

- TAO's blog and website
- TAO's social media channels - Over 5000 followers
- TAO's weekly E-newsletter - Sent to 3000 subscribers
- Featured PBJ articles on Innovation stories

Content includes: Photos, quotes, articles, Blog posts, videos, and VLOG's

I AM TECH OREGON // \$5,000

(6) Pre-recorded conversations about all things TAO. From favorite moments to insights on the region's innovation economy, each will be a fun, engaging conversation from start to finish.

2 Available

- Q2-3 videos
- Q3-3 videos

DELIVERABLES

- TAO coordinates a lineup of diverse speakers
- Sponsor logo + link are included on blog posts, social media posts, and each recorded video.
- Sponsor will be able to work with TAO staff to develop the questions that will be asked of the featured guest.
- TAO YouTube link to presentations and metrics on viewership.

TAO Job Board // \$3,000

An online hiring fair designed to initiate personal introductions between local talent and technology companies who are actively hiring in Oregon.

DELIVERABLES

- Sponsor logo + link are included on the Oregon Tech Careers job board.
- Sponsor recognition on social media posts about job board- Quarterly
- All jobs posted by the sponsor company will be featured at the top of the Oregon Tech Careers.
- Opportunity to provide one (1) blog post about careers at sponsor company.



**Advocacy & Member
Engagement**

Legislative Reception



June

Bringing together technology executives and state lawmakers in a relaxed and social environment to discuss technology policy issues and help cultivate long-term relationships.

Presenting Sponsor-\$3,000

2 Available

Non-Member Price-\$4,000

DELIVERABLES

- Sponsor logo + link are included on event pages, email blasts, and social media posts
- TAO coordinates invitation and audience RSVPs.
- Coordinated PR and marketing strategy with the TAO team before, during and after the event.
- TAO coordinates logistics with vendors for food, drinks, and service at the event.
- Opportunity to address attendees.
- Verbal company recognition from the podium.

Premier Sponsor-\$1,500

4 Available

Non-Member Price-\$2,000

DELIVERABLES

- Sponsor logo + link are included on event pages, email blasts and social media posts
- Verbal company recognition from podium.

Legislative Luncheons // \$1,000

Non-Member Price-\$1,500

February-May

TAO will work with sponsors on the theme and potential speakers. Each lunch is part of a legislative series that brings 15-20 tech execs & State Lawmakers to Salem for a casual conversation about our social environment and tech policy.

DELIVERABLES

- Sponsor logo + link are included on event pages, email blasts, and social media posts
- TAO coordinates invitation and audience RSVPs.
- TAO coordinates logistics with vendors for food, drinks, and service at the event.
- Opportunity to address attendees.

Bi-Annual Member Mixer



\$2500-2 Available

Q1 & Q4

Bringing new and existing members together to network and learn about innovative businesses and individuals, TAO programs and initiatives.

- Sponsor and TAO determine the location, date, and time for 2 hours in-person event.
- Sponsor logo + link are included on event pages, signage, email blasts, and social media posts for each community program.
- Opportunity for representative to address attendees.
- Opportunity to host three tables at the table at the event.
- Verbal company recognition during event introduction.

NOTE-Sponsor can pay for specific food or drinks.

Annual Member Meeting-Virtual

\$500-4 Available

- Sponsor logo + link are included on event pages, email blasts and social media posts for each community program.
- Opportunity for representative to address attendees.
- Verbal company recognition throughout event .
- Opportunity to send co-branded gift to registered attendees.

Ready to sign up?

If you have any questions, or are interested in signing up for a sponsorship package, please contact:

Ashley Kmiecik, Director of Sponsorship & Events
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509.432.1472