TECHNOLOGY ASSOCIATION OF OREGON

SPONSORSHIP PROSPECTUS

2023

Ashley Kmiecik
Director of Sponsorship & Events
ashley.kmiecik@techoregon.org

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
Lobbiest

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.

- Diamond-$25,000 (1)-2 tables included
- Platinum-$20,000 (2) 1 table included
- Gold-$7500 (4) 1 table included
- Silver-$5,000 (4) 1 table included
- 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

Reception & Awards Dinner

Sponsor Benefits	Diamond $25,000 (1)	Platinum $20,000 (2)	Gold $7,500 (4)	Silver $5,000 (5)
Table of 10 + Reception	2	1	1	1
Welcome Reception	✓	✓		
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	✓			

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 event ALL 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.

DEI Summit- May 2023

Diversity is a critical part of any growing company! C-Suite diversity, HR, and community engagement leaders in the tech industry share their best practices and lessons learned.

Cybersecurity- 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.) in September of 2023 in 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.

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

Quarterly

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- 4 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-Quarterly

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
4 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.

DIGITAL MARKETING SPONSORSHIP

Digital Marketing through Techlandia // $2,500

Year Long

Spotlighting the companies and people that power the region's innovation economy and leveraging unique platforms to promote the local tech sector. Content will be added to our marketing calendar each quarter.

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 conversation 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.

Member Engagement

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
ashley.kmiecik@techoregon.org
509.432.1472