



techalliance
of southwestern ontario

2018 Sponsorship Opportunities

Sponsor **London Tech Week** and show your support for the future of the technology sector!

From April 16-20, 2018, TechAlliance will proudly host *London Tech Week*, the only week dedicated to the London technology sector. This initiative, created in 2007, is the city's first week designated to raising awareness of London's world-class information technology companies and resources.

As our technology sector continues to grow, we aim to recognize the many diverse technology businesses that call London home, from leading software development firms to innovative gaming and digital media companies to cutting-edge information and communication technology enterprises.

Sponsors are a key element of *London Tech Week*. Through your support, you demonstrate your organization's position as an active champion for this vibrant community. By contributing to this week-long celebration you support the future of London's technology sector!

TechAlliance events taking place during **London Tech Week**:

Talkin' Tech Tuesday, April 17

London Tech Week is all about sharing amazing stories that inspire and bring energy to our community. Hosted by serial entrepreneur and innovator Sarah Prevette, Talkin' Tech will kick-off London Tech Week with an entertaining and frank discussion about all things entrepreneurship and what it takes to succeed and thrive in today's business world.

Munchies With Mentors Wednesday, April 18

Munchies with Mentors is an opportunity for entrepreneurs and those new to the tech sector to engage with experienced business leaders, to gain insight and feedback on their business challenges in a casual, 'speed-dating' style environment.

Techcellence Awards Celebration and Mixer Thursday, April 19

Join us as we honour the excellence of tech entrepreneurs, startups and established companies in London and Southwestern Ontario at the seventh annual Techcellence Awards. Awards will be presented for Startup Innovation, Business Growth, Community Engagement, and Lifetime Achievement.

Secondary School Technology Awareness Campaign

Throughout London Tech Week, TechAlliance provides a roster of entrepreneurs and industry experts to secondary schools across the region, inspiring students to pursue studies and careers in technology.



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Premier Sponsor - \$2,500 (Exclusive)

This sponsorship level is designed to recognize a key supporter of our tech community, giving them a presence across all London Tech Week events.

Sponsorship at this level includes:

- Logo recognition with premier placement on all local marketing and event materials (print and online) including: TechAlliance website, EventBrite and promotional postcards
- Logo listed on Secondary School Technology Awareness Campaign materials
- Additional logo exposure available through advertisements, promotional emails and partner websites
- Verbal recognition and thanks at all TechAlliance events
- Opportunity to display corporate signage with premier placement at all London Tech Week events
- Opportunity to display promotional literature at all TechAlliance events throughout the week
- Opportunity to bring greetings at Talkin' Tech
- Opportunity to present an award at the Techcellence Awards Celebration & Mixer
- Logo recognition in scrolling PowerPoint presentation at Munchies with Mentors and the Techcellence Awards Celebration & Mixer
- Four complimentary tickets to the Techcellence Awards Celebration & Mixer
- Media and public relations opportunities where available
- Recognition on social media platforms (Twitter and Facebook)

Talkin' Tech - \$1500 (Exclusive)

Help us kick-off London Tech Week by acting as our exclusive event sponsor for an entertaining and frank discussion about all things entrepreneurship and what it takes to succeed and thrive in today's business world.

Sponsorship at this level includes:

- Logo placement on selected London Tech Week promotional materials (print and online) and all Talkin' Tech specific communications
- Logo recognition in scrolling PowerPoint presentation at Munchies with Mentors and the Techcellence Awards Celebration & Mixer
- Opportunity to display a corporate banner and distribute a corporate promotional item at Talkin' Tech
- Opportunity to bring closing remarks at Talkin' Tech
- Verbal recognition and thanks at event
- Two complimentary tickets to the event
- Additional brand exposure may be available through local advertisements, promotional emails and partner websites
- Media and public relations opportunities where available
- Event-specific exposure via our social media channels (Twitter and Facebook)



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2018 Sponsorship Opportunities

Techcellence Awards Celebration & Mixer Sponsor - \$1,000 (Exclusive)

The finalists and winners of the seventh annual Techcellence Awards will be announced at this exciting event. By sponsoring this event you will be joining us in celebrating the excellence of tech entrepreneurs, startups and established companies in London and Southwestern Ontario.

Sponsorship at this level includes:

- Logo placement on selected London Tech Week promotional materials (print and online) and all Mixer specific communications
- Logo recognition in scrolling PowerPoint presentation at Munchies with Mentors and the Techcellence Awards Celebration & Mixer
- Opportunity to display a corporate banner at the Mixer
- Opportunity to present one of three Techcellence Awards
- Verbal recognition and thanks at event
- Additional brand exposure may be available through local advertisements, promotional emails and partner websites
- Two complimentary tickets to the Techcellence Awards Celebration & Mixer
- Media and public relations opportunities where available
- Event-specific exposure via our social media channels (Twitter and Facebook)

Tech Champion - \$750

This sponsorship level is designed to encourage our community's institutions, agencies, and professional service providers to demonstrate their support and the impact they have on the local tech sector.

Sponsorship at this level includes:

- Logo recognition on selected local marketing and promotional materials for the week (print and online)
- Opportunity to display corporate promotional banner at Talkin' Tech
- Logo recognition in the scrolling PowerPoint presentation at Munchies with Mentors and the Techcellence Awards Celebration & Mixer
- Logo listed on Secondary School Technology Awareness Campaign materials
- Verbal recognition and thanks at all London Tech Week events
- Additional brand exposure may be available through local advertisements, promotional emails, partner websites, TechAlliance website and e-newsletter
- Media and public relations opportunities where available
- Recognized alongside other Tech Champions via social media (Twitter and Facebook)



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2018 Sponsorship Opportunities

Munchies with Mentors Sponsor - \$500 (Exclusive)

This sponsorship level is designed to enable a member of our community to support new and emerging entrepreneurs, giving them the opportunity to receive valuable wisdom and expertise from more seasoned business leaders.

Sponsorship at this level includes:

- Logo placement on selected London Tech Week online promotional materials and all event-specific communications
- Opportunity to display a corporate banner at the event
- Opportunity to bring greetings at the event
- Verbal recognition and thanks at event
- Event specific exposure via our social media channels (Twitter and Facebook)
- Logo recognition in scrolling PowerPoint presentation at the Techcellence Awards Celebration & Mixer
- Additional brand exposure may be available through local advertisements, promotional emails and partner websites
- Media and public relations opportunities where available

Industry Partner - \$250

This sponsorship level has been designed for London's new and existing technology companies who wish to show their support for the week.

Sponsorship at this level includes:

- Logo recognition on the TechAlliance website
- Logo recognition in the scrolling PowerPoint presentation at Munchies with Mentors and at the Techcellence Awards Celebration & Mixer
- Verbal recognition and thanks at selected London Tech Week events
- Additional brand exposure may be available through selected local advertisements, promotional emails, partner websites, TechAlliance website and e-newsletter
- Recognized alongside other Industry Partners via social media (Twitter and Facebook)

To secure your sponsorship, please contact:

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