

nhtechalliance.org

2019 Sponsorship Opportunities



Your Support Matters

The NH Tech Alliance, formerly known as the NH High Tech Council, is a nonprofit organization that relies primarily on our membership and sponsorship revenues to support our mission. By sponsoring Alliance initiatives and activities, you are providing critical support to the Alliance that is invested right back into our programming, outreach, and advocacy. Thank you for your support.



Signature Events

New Hampshire Tech Alliance signature events honor entrepreneurs, innovators, educators, forward-thinkers, business owners, students, and startups in New Hampshire.

Learn more about Signature events [here](#).

**Entrepreneur
of the Year**

**Product
of the Year**

**TechWomen
Annual Luncheon**

TechOut

Startup Shindig

Speed Venture Summit

Sponsorship Benefits

Sponsoring a NH Tech Alliance Signature Event has never been easier! As you'll see on the next page, there are standard benefit tiers ranging from Premier (\$10k) through Bronze (\$1k) that provide the same level of benefits for each of the six Signature Events. Each of the benefit tiers are designed to maximize visibility of your organization as a supporter of the tech ecosystem here in NH.

Sponsor a Signature Event: <https://nhtechalliance.org/sponsorship-request/>



Signature Event Core Benefits

Benefit Tier Levels	Bronze	Silver	Gold	Platinum	Premier
2019 Sponsorship	\$1,000	\$2,500	\$3,500	\$5,000	\$10,000
Names listed on social media posts	Yes	Yes	Yes	Yes	Yes
Tickets for event	4	6	8	10	12
Inclusion on sponsor poster at event	Name only	Name only	Logo	Logo	Logo – premium placement
Inclusion on video screens at event	Name only	Name only	Logo	Logo	Logo – premium placement
Inclusion in event program at event	Name only	Name only	Logo	Logo and company description	Logo and company description
Inclusion in media releases	N/A	Yes	Yes	Yes	Yes
Logo on Alliance website event page	N/A	N/A	Yes	Yes	Yes
Logo on Alliance event registration page	N/A	N/A	Yes	Yes	Yes
Alliance Tech Insider enewsletter	Name only	Name only	Name only	Logo	Logo
Inclusion in eblasts	N/A	N/A	Name only	Name only	Logo
Displays at event registration	N/A	N/A	N/A	Logo on display at registration	Display materials at registration
Podium opportunity at the event	N/A	N/A	N/A	N/A	Yes
*Exclusive opportunity for one company/firm in each business sector	N/A	N/A	N/A	N/A	Yes

*TEPs have first right of refusal on exclusive sponsorship opportunities per business sector.

Premier sponsors of TechOut and Startup Shindig will have an opportunity to offer pro-bono services to TechOut and Startup Shindig participants.



Initiative Events & Programs

No matter your focus or interest, there are sponsorship opportunities that align with your priorities, whether your organization has a passion for STEM education or wants to make sure that startups in the state have access to resources. Learn more [here](#).

**TechWomen Power
Breakfasts**

**TechWomen
Ambassadors Week**

**BioMed | Tech Cluster
Events**

Startup Fundamentals

Accelerate NH

**Other
Opportunities**

Sponsorship Benefits

The NH Tech Alliance Initiatives serve the Alliance mission by creating connections, encouraging growth and advocating for the tech and startup ecosystems here in New Hampshire.

Alpha Loft, **BioMed|Tech**, **CS4NH**, **Live Free and Start**, and **TechWomen|TechGirls**, all provide unique opportunities for Alliance members to get engaged with different sectors within tech and innovation. Each initiative has core events and programming that you can support through sponsorship.

Sponsor an Alliance Initiative: <https://nhtechalliance.org/sponsorship-request/>

TechWomen Power Breakfasts

Each month throughout the year, a group of women (and men) come together to network, share inspirational stories, grow professionally and personally, and bring awareness to what is possible for women today. [Learn more](#) about the monthly TechWomen Power Breakfasts.

Benefit Tier Levels	Individual Event	Series Sponsor	Annual Sponsor
2019 Sponsorship	\$500	\$1,500	\$4,500
Number of breakfasts listed as sponsor	1	4	12
Names listed on social media posts	Yes	Yes	Yes
Complimentary tickets to Power Breakfasts	2 per breakfast	4 per breakfast	6 per breakfast
Logo on video screens at event	Yes	Yes	Yes
Inclusion in media releases	Yes	Yes	Yes
Logo on Alliance website TechWomen TechGirls page	N/A	Yes	Yes
Logo on event registration page	Yes	Yes	Yes
Mention in Alliance Tech Insider enewsletter	Yes	Yes	Yes
Inclusion in eblasts	Name	Name	Logo
Banner placement, if desired	Yes	Yes	Yes
Ability to display materials at event	On breakfast tables	At registration	At registration
Podium opportunity at event	1 event per year	2 event per years	At 4 events
Exclusive marketing opportunity for one organization in their respective industry (ex: legal, banking, wealth management, marketing, engineering, consulting, etc.)	N/A	N/A	Yes

TechWomen Ambassadors Week

Benefit Tier Levels	Day Sponsor	Full Week Sponsor
2019 Sponsorship	\$1,500	\$3,500
Number of events listed as sponsor	1	Up to 5
Names listed on social media posts	Yes	Yes
*Logo on video screens at event	Yes	Yes
Logo on TWTG webpage	Name	Yes
Inclusion in eblasts	Name	Logo
Banner placement, if desired	Yes	Yes
TWA volunteer / company representative allowed to address invited audience at chosen event location(s)	Yes	Yes
Sponsor literature / logo gifts distributed at chosen event location(s)	Yes	Yes
Logo on giveaways	Yes	Yes
Exclusive marketing opportunity for one organization in their respective industry (ex: legal, banking, wealth management, marketing, engineering, consulting, etc.)	N/A	Yes

*Applicable if there are screens at the different events..

TechWomen Ambassadors Week is an annual program that helps young women explore careers in science, technology, engineering, and math (STEM). Our committee calls on our community's vast expertise to help inspire young women. Since its inception, TechWomen Ambassadors Week has reached over 1,600 young girls and engaged over 250 professionals and over 450 student volunteers. [Learn More.](#)



BioMed | Tech Cluster Events

Benefit Tier Levels	Bronze	Silver	Gold	Platinum
2019 Sponsorship	\$1,000	\$2,500	\$3,500	\$5,000
Names listed on social media posts	Yes	Yes	Yes	Yes
Seats at event	2	4	8	10
Inclusion on sponsor poster at event	Name only	Logo	Logo	Logo
Inclusion on video screens at event	Name only	Logo	Logo	Logo
*Inclusion in event program at event	Name only	Name only	Logo	Logo and description
Inclusion in media releases	Yes	Yes	Yes	Yes
Side/back wall positioning of company provided pop-up banners	Yes	Yes	N/A	N/A
Premium position of company provided pop-up banner in event stage area	N/A	N/A	Yes	Yes
Logo on Alliance event registration page	N/A	Yes	Yes	Yes
AllianceTech Insider enewsletter	Name only	Name only	Name only	Logo
Inclusion in eblasts	N/A	N/A	N/A	Yes
Preferred consideration for a panelist opportunity at events	N/A	N/A	N/A	Yes
Consideration for keynote speaking opportunity at future BMT event	N/A	N/A	Yes	Yes
Option to have company exhibit table at event	N/A	N/A	Yes	Yes
Podium opportunity at the event	N/A	N/A	N/A	Yes
Exclusive opportunity for one company/firm in each business sector	N/A	N/A	N/A	Yes
Logo on event giveaways, if applicable	N/A	N/A	N/A	Yes

*Applicable if there is a program book for the event.

NH's dynamic life sciences industry is at the forefront of developing life-saving services, treatments, drugs, medical devices, diagnostics, research, and advanced health technologies. BioMed |Tech brings this sector together with academia and government for the advancement of innovative solutions to meet today's and tomorrow's needs. [Learn More.](#)



Alpha Loft Accelerate NH

Benefit Tier Levels	Bronze	Silver	Gold	Platinum
2019 Sponsorship	\$1,000	\$2,500	\$3,500	\$5,000
Names listed on social media posts	Yes	Yes	Yes	Yes
Inclusion in media releases	N/A	Yes	Yes	Yes
Inclusion in program application form	Name only	Logo	Logo	Logo
Logo on program application emails	Name only	Logo	Logo	Logo
Alliance e-newsletter	N/A	N/A	N/A	Logo
Inclusion in eblasts	N/A	N/A	Name only	Logo
# of included tickets to Startup Shindig	0	1	2	4
Ads in Startup Shindig program	Logo	Eighth page	Quarter page	Half page
Invitation to meet cohort	N/A	N/A	Yes	Yes
Startup Shoutout newsletter "Spotlight" feature	N/A	N/A	N/A	Yes
Exclusive opportunity for one company/firm in each business sector	N/A	N/A	N/A	Yes
For Accelerate NH sponsors, invitation to meet finalists for Startup Shindig and opportunity to offer pro-bono services to Startup Shindig participants	N/A	N/A	N/A	Yes

The Alpha Loft initiative accelerates startup and early-stage companies in NH, and focuses on improving prospects for business leaders to successfully launch and scale innovation-based startups. Sponsorships are available for either Startup Fundamentals or Accelerate NH. [Learn more](#) about Alpha Loft.

Alpha Loft

Startup Fundamentals

Benefit Tier Levels	Bronze	Silver	Gold	Platinum
2019 Sponsorship	\$1,000	\$2,500	\$3,500	\$5,000
Names listed on social media posts	Yes	Yes	Yes	Yes
Inclusion in media releases	N/A	Yes	Yes	Yes
Inclusion in program application form	Name only	Logo	Logo	Logo
Logo on program application emails	Name only	Logo	Logo	Logo
Alliance e-newsletter	N/A	N/A	N/A	Logo
Inclusion in eblasts	N/A	N/A	Name only	Logo
# of included tickets to Startup Shindig	0	1	2	4
Ads in Startup Shindig program	Logo	Eighth page	Quarter page	Half page
Invitation to meet cohort	N/A	N/A	Yes	Yes
Startup Shoutout newsletter "Spotlight" feature	N/A	N/A	N/A	Yes
Exclusive opportunity for one company/firm in each business sector	N/A	N/A	N/A	Yes

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Other Advertising Opportunities

The NH Tech Alliance has a variety of digital advertising options for email marketing sponsorships, as well as a unique opportunity to be a part of an exhibit at the Greater Manchester Boston Regional Airport that is seen by millions of people each year.

A rectangular graphic with a blue and purple geometric pattern. The text "TechNews Advertising" is centered in white.

**TechNews
Advertising**

A rectangular graphic with a blue and purple geometric pattern. The text "E-blast Advertising" is centered in white.

**E-blast
Advertising**

A rectangular graphic with a blue and purple geometric pattern. The text "Underwriting Opportunity" is centered in white.

**Underwriting
Opportunity**

Tech News Advertising Opportunities

The NH Tech Alliance offers two primary digital advertising opportunities exclusively for our members – Tech News and Tech E-Blasts. Tech News is an e-newsletter for the membership. There are six bi-monthly issues per year that feature updates from Alliance leadership, committee chairs and members on subjects that are pertinent to the tech sector. All articles are also saved and shared as blog posts on the Alliance website and through social media channels.

Tech Newsletter Sponsorships

Newsletters can only be sponsored by member companies. Sponsors will be acknowledged at the beginning of each newsletter with a logo, link to the company homepage and 50-character maximum tagline.

Sponsorships are \$250 each.

An annual package of sponsorships for all six newsletters is \$1,000.

Tech Newsletter Sponsorships

Newsletter Articles

Submittals should be 500-750 words and should highlight topics that are relevant to the tech sector. While companies are encouraged to discuss their expertise in the subject matter, the pieces need to focus on the topic and not on the company's product or service. We will include appropriate hyperlinks in articles and links back to the company homepage. We also include the author's title and a headshot. Articles need to be submitted by the first of the month of the publication month in Word or as a Google Doc. If an article is late or there are space constraints, the article may get bumped to the next edition. Last, the NH Tech Alliance will review all articles and make appropriate copy edits as needed. Once published, we encourage member companies to link back to the articles and promote through their channels.

Annual Tech News Schedule

2nd Tues in Feb (Jan/Feb issue)
2nd Tues in April (Mar/Apr issue)
2nd Tues in June (May/June issue)
2nd Tues in Aug (July/Aug issue)
2nd Tues in Oct (Sept/Oct issue)
2nd Tues in Dec (Nov/Dec issue)

*Articles due first workday of each month.

E-blast Sponsorship Opportunities

The Alliance's e-blast is published bi-weekly, or 26 times per year. The e-blast includes news from the Alliance and its members, a welcome to new members and upcoming events that may be of interest. The e-blast is circulated to the Alliance's full distribution list of over 4,400.

E-blast Sponsorships

E-blasts can only be sponsored by member companies, and sponsors will be acknowledged in each e-blast through an ad that includes a clickable logo and 50-character message.

There are three sponsorship options available:

Annual Sponsor: includes the full 26-run series – \$2,000.

Half Year Sponsor: includes 13 consecutive e-blasts – \$1,200

Four-Pack Sponsor: includes 13 consecutive e-blasts – \$500

Underwriting Opportunity

Airport Display Underwriting – The Alliance has an exhibit at the Greater Manchester Boston Regional Airport that is seen by millions of people each year. It provides core information on Alliance value pillars, houses the crystal trophy that shows all past winners of the annual Product of the Year competition, and displays information on the most current winner's product. Opportunities to underwrite the exhibit at \$2,500 annually are available and logos of underwriters will be prominently displayed.

To learn more about this underwriting opportunity, please, e-mail info@nhtechalliance.org



**To learn more or sign up as a sponsor
Contact: info@nhtechalliance.org**

