



NH TECH
ALLIANCE



PRODUCT OF THE YEAR

December 6, 2023

Product of the Year is one of New Hampshire's largest business events and offers finalists and winners significant visibility through the judging process and product demonstrations, both at the event and in overall promotions.

The live streamed event attracts 700+ viewers and in the month that follows 3,000+ viewers watch the replay.

The Alliance hosts an in person watch party across from the studio where attendees can network and meet the finalists.

Exclusive Packages:

Live Stream Presenting Sponsor

- Company logo placed on the screen during all portions of the live streamed event except the finalist pitches
- Company mentioned during the event
- 30 Second video provided by you to be played during the event
- Logo on the event webpage
- Inclusion in media releases
- Mentioned on social media
- Logo included in event specific email blasts

Watch Party Presenting Sponsor

- Company to provide welcome remarks at the watch party (3 min max)
- Company pull up banner at the watch party
- Company mentioned as watch party sponsor during live streamed event
- 30 Second video provided by you to be played during the live stream
- Logo on the event webpage
- Inclusion in media releases
- Mentioned on social media
- Logo included in event specific email blasts



OUR MISSION

The NH Tech Alliance is a statewide technology association dedicated to supporting companies at every stage of growth and development – from startups to established leaders in the global economy. We are committed to nurturing a vibrant tech ecosystem in NH by building partnerships, enhancing knowledge and shaping public policy.



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Exclusive Packages cont. :

Cocktail Reception Sponsor

- Signage at the cocktail reception with your company logo
- Napkins with company logo at the food tables
- 5 Tickets to the event
- Logo displayed during live streamed event
- Logo on the event webpage
- Inclusion in media releases
- Mentioned on social media
- Logo included in event specific email blasts

Specialty Cocktail Sponsor

- Specialty cocktail created with your company colors
- Drink stirrers with your company logo
- Napkins with company logo at the bar
- 5 Tickets to the event
- Logo displayed during live streamed event
- Logo on the event webpage
- Inclusion in media releases
- Mentioned on social media
- Logo included in event specific email blasts

30 Second Video

- Your 30 second video will be played during the live streamed event
- No other branding included



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A la carte packages

Presenting Sponsor

- Company logo incorporated into event name: Product of the Year Presented by Your Company
- Provide welcome remarks at the event (5 minutes max)
- Company banner on display at the watch party
- 10 tickets to the event
- Logo on the event webpage
- Inclusion in media releases
- Mentioned on social media
- Logo included in event specific email blasts

Gold Sponsor

- 10 tickets to the event watch party/networking reception
- Logo displayed in prominent position on screen during the live stream
- Logo on the event webpage
- Inclusion in media releases
- Mentioned on social media
- Logo included in event specific email blasts

Silver Sponsor

- 5 tickets to the event
- Logo displayed on screen during the live stream
- Logo on the event webpage
- Mentioned on social media
- Company name included in event specific email blasts

Bronze Sponsor

- 2 tickets to the event
- Company name displayed on screen during the live stream
- Company name on the event webpage
- Mentioned on social media
- Company Name included in event specific email blasts

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