



**THE CATALYST FOR INNOVATION AND GROWTH**

# **2011 PROGRAMS AND SPONSORSHIP OPPORTUNITIES**

CONNECTICUT TECHNOLOGY COUNCIL  
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# Connecticut Technology Council Leadership

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## ***Thank you for reviewing this 2011 list of opportunities to support the Connecticut Technology Council***

**A**s non-governmental organizations (NGOs) and trade associations require annual sponsorship to fill out required funding to fulfill their missions, we welcome your interest in joining the effort to ensure that Connecticut's economy will grow by making the most of innovation and technology.

What follows is an **exciting** set of opportunities designed for their ability to maximize our regional resources of ideas, talent and risk venture funds. We believe these activities can bring value and recognition to the firms who underwrite them. These programs are consistent with our mission and in almost every case have proven able to attract large audiences and media attention.

### ***An important mission: Creating an innovation culture***

**T**he Connecticut Technology Council is the state's only business association expressly serving the needs of a community of 2,500 firms and institutions involved with technology, innovation and the commercialization of the sciences.

Representing some 300 core supporters and several hundred thousand technology employees, the Council serves its members and the general interests of the State of Connecticut in three key areas:

- 1) As a thought leader concerned with keeping our region globally competitive as a center for technology based economic development. Our 2010 *Connecticut Competitiveness Agenda Project Report* will serve as a blueprint for the new Governor and his transition team as they consider options to deploy the tech sector as one of the engines of economic growth.
- 2) As an advocate, a representative to government and a clear voice for technology, technology oriented companies and the creation of an environment supportive of innovation, and
- 3) As a producer of a series of events that celebrate the sector, provide business development opportunities, and allow for peer-to-peer education and interaction for the purpose of building community among tech sector companies and its professionals.

Working with an active board of directors, composed of technology and professional services leaders, the CTC leverages private support to keep Connecticut aware of best practices and future challenges in a competitive and increasingly "flat" world.

It will take continuous investment, coordination and hard work to counter the forces of post industrialism that are sapping the creative energies of the northeast states. Connecticut has the right combination of factors to keep it competitive and relevant if it commits itself to this goal. Challenges include:

- Providing the right incentives to compete with other states, regions and countries,
- Retaining our most talented 25 to 34 year-olds,

- Mobilizing additional high risk capital for high potential firms,
- Attracting new entrepreneurs to settle in our state, and supporting those here already,
- Making science, technology, engineering and math course work an attractive subject for our students.

## ***Sponsorship Roster and Opportunities***

### **A. Corporate Sponsorship.....\$25,000 and \$15,000**

2010 Supporters: AT& T Connecticut, Cantor Colburn LLP, Cierant Corporation, Shipman & Goodwin LLP, Visual Technologies, Inc.

### **B. Awards Programs.....\$35,000, \$20,000, \$15,000, \$10,000, \$5,000, \$2,500, \$3,500, \$1,200**

Tech Top 40 (Awards Reception)

2010 Supporters: Connecticut Innovations, Pullman & Comley, LLP, Robert Half Technology, Marcum LLP, Webster Bank, and CNA/Wellstone Insurance

Women of Innovation (2011), Girls of Innovation

2010 Supporters: United Technologies, Day Pitney LLP, Boehringer Ingelheim USA Corporation, Pitney Bowes, HABCO, Inc., General Electric, Covidien, Priceline.com, Connecticut Center for Advanced Technology

Innovation and Entrepreneurship Summit

2010 Supporters: Cantor Colburn LLP, Connecticut Center for Advanced Technology (CCAT), Open Solutions Inc., Economic Development Corporation of New Haven, Edwards Angell Palmer & Dodge and CNA/Wellstone Insurance, Fiondella, Milone & LaSaracina, Microsoft, Connecticut Innovations, Yale University, LaunchCapital, LLC, University of Connecticut

### **C. Networking Programs.....\$5,000, \$2,500, \$1,250, \$750**

Growth Network, PowerMatch, Annual Meeting and Holiday Party

2010 Sponsors: Open Solutions

### **D. Innovation Programs.....\$20,000, \$10,000, \$7,500, \$2,500**

Innovation@Work

Previous Supporters: Wiggin and Dana, LLP, The Impact Group, Cronus Partners. This program hosted one program in 2010 on October 6, 2010 at Pitney Bowes World Headquarters in Stamford.

FastTrack, Innovation Pipeline

2010 Supporters: Edwards Angell Palmer Dodge, LLP

**E. Peer Forums.....\$10,000, \$5,000, \$2,500**

Tech CEO Summer Golf Outing and Dinner, CEO Peer Tracks, CIO Forum, Human Resources Forum

2010 Supporters: Robert Half Technology, Webster Bank, SIMA Search, Dell, EMC, Mohegan Sun, Verizon, Presidio Networked Solutions, IKON, and MResult Corporation

**F. Electronic Newsletter.....\$5,000, \$2,500, \$3,500, \$2,500, \$1,500**

Ads in Monthly Newsletter

*All 2010 sponsors have the option of renewing their 2011 sponsorships and have the right of first refusal before other sponsors are solicited for an investment in CTC sponsorship opportunities.*

## **A. Corporate Sponsorship**

**Become a corporate partner of the CTC** and support the Council's efforts to make Connecticut a more competitive state through an underwriting of our overall mission. Various benefits and custom arrangements that meet your corporate marketing needs can be discussed.

**Technology Champion: \$25,000**

**Technology Catalyst: \$15,000**

## **B. Awards Programs**

### **Tech Top 40**



This awards program recognizes Connecticut's fastest growing technology companies on the basis of revenue growth. Companies and winners are grouped by six technology verticals that reflect the Connecticut technology landscape. This program is typically held the third Thursday in October and is one of the premiere fall technology gatherings in Connecticut.

**Title Sponsorship: \$35,000**  
**Platinum Sponsor: \$10,000**  
**Supporting Sponsor: \$3,500**



*2010 Winners in the Advanced Manufacturing Technology Industry Vertical*  
201201



**Women of Innovation:** The Connecticut Technology Council annually celebrates the state's leading women in science and technology at an awards dinner. Last year's gathering drew 550 attendees. The 2011 event will be on March 31, 2011, at the Aqua Turf in Southington and is expected to result in similar attendance numbers and extensive press coverage.

**Title Sponsors: \$25,000, \$20,000**

**Scholarship Sponsor: \$12,000**

**Supporting Sponsors: \$3,500**

**Table Sponsors: \$1,200**

**Program Sponsor: \$1,000 (Full Page Ad)**

**Girls of Innovation:** The Connecticut Technology Council has launched a mentoring program that ties the 300 Women of Innovation alumni to young girls in an effort to interest them in science and technology careers. A first initiative was to assemble an all-girls “FIRST” robotics team (Athena’s Warriors) which is being funded by United Technologies and supported by the Connecticut Center for Advanced Technology (CCAT). In July of 2010 Covidien sponsored a day of interactive activity at the Connecticut Science Center for girls of middle school ages. They were coached by Covidien staff and Women of Innovation finalists from previous years.

**Title Sponsor: \$7,500**

**Supporting Sponsors: \$5,000 and \$2500**



## **Innovation and Entrepreneurship Summit**

This awards event recognizes emerging and start-up technology companies that are innovative and entrepreneurial. The event features an expo at which these smaller, emerging tech companies exhibit. The awards are in different categories of technology distinction, such as best new software product or company and best life sciences company of the year. The event is combined with an angel investor regional meeting that brings angel groups from the nearby New England states, New York and New Jersey.

**Title Sponsor: \$20,000**

**Platinum Sponsor: \$7,500, \$5,000**

**Gold Sponsor: \$2,500**



A 2010 Exhibitor (Blue Ribbon LLC) in the Poster Fair Portion of the Day

## C. Networking Programs

**The Connecticut Growth Network:** A grassroots networking effort that brings together technology leaders, investors and entrepreneurs who meet informally and regularly in small groups around the state on a monthly basis to discuss technology issues and to learn more about innovation and business development initiatives. The intention of these meetings is to introduce new companies, share ideas, and solve problems and consummate deals.

**Network Sponsor: \$2,500**



**PowerMatch:** An exclusive monthly networking program based on a highly successful professional business networking model developed in Silicon Valley, PowerMatch is designed to help participants quickly and efficiently network with a maximum number of Council members. The event is held monthly in four different venues across the state on a rotating basis. The program is now in its seventh year and is one of CTC's most popular programs.

**Program Sponsor: \$850 per Individual Event**

## Annual Meeting and Holiday Party

The CTC's Annual Meeting is held in December of every year. Board elections are combined with an awards program that recognizes CTC's selection of the most innovative company (Innovation Excellence Award) and its Volunteer and Public Policy Leaders of the Year. Following the official Board meeting is the annual holiday party. CTC's 2010 Innovation Excellence winning company was member company ESPN.



*Secretary of State-Elect Denise Merrill About to Receive Her Catapult*

**Program Sponsor: \$5,000 and \$2,500**

## ***D. Peer Forums*** **Tech CEO Forum**



The Connecticut Technology Council has been hosting CEO forums for technology CEOs and Presidents for six years. This is a July evening event. Only CEOs or Presidents are allowed to participate in an evening of networking and content with topical information delivered via an interactive presentation from a notable keynoter. The 2010 presenter was Robert Knapp, marketing strategy expert and currently Managing Partner of Neubrand.

**Event Sponsor: \$10,000**

**Keynote Sponsor: \$5,000**

**Supporting Sponsor: \$2,500**



## Tech CEO Peer Track

The Council has launched facilitated group meetings for CEOs whose companies are greater than \$3M in revenue in size. These monthly meetings are held in the central part of the state (Wallingford) and are intended to harness the collective experience of the participating executives to solve business problems, build trust among peers, and accelerate company growth. Subject matter experts are occasionally invited to present on topics of interest to the CEOs. CTC's monthly meetings are managed by a professional facilitator and are confidential.

CTC has also launched a monthly CEO Roundtable for the CEOs of tech companies less than \$3M in size. It is also currently held in the center of the state (North Haven) and its meetings are similar to the CEO group described above.

**Winter Social Sponsor: \$2,500**

## CIO Forum



CTC hosted its second CIO forum in November of 2010 at Mohegan Sun. The event hosted nearly 125 CIOs and senior IT professionals. The event covered topical issues for the IT practitioner, including cloud computing and business intelligence.

Kurt Schlegel, a Gartner Vice President and analyst in the business intelligence space, and Hilary Shaev, Vice President of the NBA, were the keynoters.

**Presenting Sponsor: \$10,000**

**Supporting Sponsor \$2,500**

## ***E. Innovation Programs***

CONNECTICUT TECHNOLOGY COUNCIL  
**Innovation @Work Series**

***Innovation@Work:*** A “reverse” trade show at which smaller, selected companies are invited to present technology to a large, host company per a prescribed set of technology criteria developed by the host company. The purpose here is to facilitate collaboration, technology sharing, regional and in-state sourcing of suppliers and vendors and business development. Thus far, host companies have included General Electric, AT&T, Pitney Bowes, Gerber Scientific, The Hartford, and Mohegan Sun. Pitney Bowes hosted an Innovation@Work in October of 2010. CTC is willing to partner with several companies representing a cluster or one single company looking to source technology partners and suppliers.



**Title Sponsor: \$10,000**

**Supporting Sponsor: \$5,000**

CTC does assess a management fee to the host Company of \$10,000, excluding day-of event host costs, which are also borne by the host.

### **Edwards Angell Palmer & Dodge FastTrack Program:**

In 2010 CTC redefined its FastTrack program and transformed it into a series of monthly meetings that convenes the CEOs of start-up tech companies. The CEO's

meet monthly to discuss their business issues and occasionally invite guest speakers to present on topics of interest.

**Title Sponsor: \$20,000**

**Supporting Sponsor: \$7,500**

## ***F. CTC Newsletter Advertising***

### Overview:

CTC is seeking advertisers for its newsletter and event notifications. Advertising rates have yet to be established. Contact Mike Scricca at 860-289-087 x 334 to discuss possibilities and your interests.

### Offer:

If you are a professional services firm that wants to reach this specific audience, then CTC's monthly newsletter, which is a combination, event calendar, member news and public policy update, is the best way to reach the Connecticut tech audience. CTC also sends out dedicated event emails as often as weekly alerting potential attendees to CTC's PowerMatch, Tech Top 40, CIO Forum and a variety of other events hosted by the Council. Rates will be established at reasonable levels. CTC's email distribution list numbers over 9,000.

## ***G. Connecticut Venture Group***



The Connecticut Technology Council has entered into an agreement to manage this non-profit's events in 2011. While 2011 programming has yet to be finalized, CTC will issue a separate package of sponsorship opportunities detailing the type of content, the geographic distribution of the CVG events and the frequency of such programming. If you are interested in sponsoring events geared to the venture capital community in Connecticut, contact Mike Scricca at 860-289-0878 x 334 or the CVG's Executive Director, Liddy Karter at 203-376-7958.

For specific details regarding sponsorship opportunities and the associated benefits, please contact: Mike Scricca [mscricca@ct.org](mailto:mscricca@ct.org) at (860) 289-0878 x 334 for more information.

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