



# 2024

## SPONSORSHIP PROSPECTUS

## MINNESOTA TECHNOLOGY ASSOCIATION

We believe Minnesota's technology-enabled companies achieve the greatest success when they have access to exceptional talent, dedicated public policy advocates, and are part of an innovative, inclusive technology community. The Minnesota Technology Association helps nurture each of these attributes within our state, enabling technology-driven businesses, professionals, and communities to thrive.



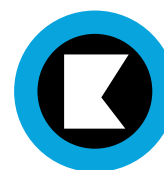
### Advocacy

Advocating for smart public policies and the people and companies fueling innovation in Minnesota.



### Talent

Developing the skilled workforce tech-driven companies need for continued business success.



### Community

Creating opportunities for business and technology professionals to engage in meaningful ways.



### The MnTech Team

**FRONT ROW:** Ismail Ali Talent Program Manager • Ama Asantewaa SciTech Student Outreach Manager •  
Piper Cleaveland SciTech Program Director • Lonni Ranallo VP, Finance and Administration •  
Molly Doyle VP, Membership & Programming  
**BACK ROW:** Aleah Vinick Director of Events and Marketing • Jeff Tollefson President & CEO •  
Keegan Carda Marketing & Communications Manager



## ENGAGEMENT & SPONSORSHIP OPPORTUNITIES

### SIGNATURE EVENTS

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## PURCHASE & REGISTRATION INFORMATION

**To purchase a sponsorship** go to [mntech.org/sponsorships](https://mntech.org/sponsorships)  
**To register for an event** go to [mntech.org/events](https://mntech.org/events)

**Please note:** All dates and events are subject to change.  
Refer to [mntech.org/events](https://mntech.org/events) for current program schedule.

**QUESTIONS?** Please contact  
Molly Doyle, VP of Membership and Programming, [molly@mntech.org](mailto:molly@mntech.org)

# 2024 Calendar at a Glance

**Q1**

## JANUARY

Tech on Tap  
Members Breakfast  
Tech Talk

## FEBRUARY

WLIT  
Tech on Tap  
Jumpstart

## MARCH

***ACE Leadership  
Spring Session Begins***  
Tech on Tap  
Tech Leadership Forum  
Tech Careers 1.0

**Q2**

## APRIL

Aspirations in Computing  
Awards  
Tech on Tap  
Tech Talk

## MAY

WLIT  
***Tech Connect***  
Tech on Tap

## JUNE

Tech on Tap  
Tech Leadership Forum  
Tech Careers 1.0

**Q3**

## JULY

Tech on Tap  
Tech Talk  
Jumpstart

## AUGUST

Tech on Tap  
WLIT  
Tech Careers 1.0

## SEPTEMBER

Tech on Tap  
***ACE Leadership  
Fall Session Begins***  
***Tech Talent Conference***  
Tech Leadership Forum

**Q4**

## OCTOBER

WLIT  
Tech on Tap  
Jumpstart  
Tech Talk

## NOVEMBER

***Tekne Awards***  
Tech on Tap  
Tech Careers 1.0  
Tech Leadership Forum

## DECEMBER







Jumpstart  
Tech on Tap  
***Tech Outlook 2024***

All dates and events are subject to change. Please refer to [mntech.org](https://mntech.org) for current program schedule.

# SIGNATURE EVENTS

	Tech Connect Conference	Tech Talent Conference	Tekne Awards	Tech Outlook
<b>Date</b>	May 8	September 27	November	December 13
<b>Format</b>	Day-long conference	Day-long conference	Annual member dinner & awards ceremony	Morning panel & presentation
<b>Audience</b>	400+ business, talent & community leaders	250+ business, talent, and community leaders	600+ technology & business executives & community leaders	200+ business & technology executives & leaders
<b>Presenting</b> \$15,000 (M) \$18,750 (NM)	✓		✓	
<b>Gold</b> \$10,000 (M) \$12,500 (NM)	✓	✓	✓	✓
<b>Silver</b> \$7,500 (M) \$9,500 (NM)	✓	✓	✓	✓
<b>Bronze</b> \$5,000 (M) \$6,500 (NM)	✓	✓	✓	✓
<b>Exhibitor</b> \$1,000 (M) \$1,500 (NM) \$500 (Non-profit)	✓	✓	✓	✓
<b>Other Ways to Engage</b>	Presenter / Committee Member	Presenter / Committee Member	Judge / Committee Member	Presenter

# EVENTS & COMMUNITIES

	ACE Leadership	Jumpstart	MnTech Engage – Annual Sponsorship Breakfast	Tech Careers 1.0
<b>Format</b>	2 cohorts a year engage in monthly learning, mentoring & practice	Quarterly presentations, activities, and networking	Annual breakfast and presentation	Quarterly presentations, activities, and networking
<b>Audience</b>	30 technology leaders per cohort, executive mentors, and presenters	75+ students, recent grads & tech leaders / advocates		100+ early career professionals & leaders / advocates
<b>Presenting</b> \$6,000 (M) \$7,000 (NM)				
<b>Signature</b> \$5,000 (M) \$6,500 (NM)				
<b>Partner</b> \$2,500 (M) \$3,500 (NM)				
<b>Supporter</b> \$1,500 (M) \$2,500 (NM)				
<b>Other Ways to Engage</b>	<ul style="list-style-type: none"> <li>• Present</li> <li>• Mentor</li> <li>• Host</li> </ul>	<ul style="list-style-type: none"> <li>• Site host</li> <li>• Committee member</li> <li>• Presenter</li> </ul>	<ul style="list-style-type: none"> <li>• Site host</li> </ul>	<ul style="list-style-type: none"> <li>• Site host</li> <li>• Committee member</li> <li>• Presenter</li> </ul>

# EVENTS & COMMUNITIES

	Tech Leadership Forum	Tech on Tap	Tech Talk	WLIT Women Leading in Technology
<b>Format</b>	Quarterly; Virtual presentations & discussion	Monthly; Casual networking at local breweries	Quarterly; Short presentations & a happy hour	Quarterly events with keynote speakers, presentations, & networking
<b>Audience</b>	20-30 technology executives	75-100 technology professionals	150+ technology & business professionals & leaders	150+ technology leaders, aspiring leaders, & advocates
<b>Presenting</b> \$6,000 (M) \$7,000 (NM)	✓	✓	✓	✓
<b>Signature</b> \$5,000 (M) \$6,500 (NM)		✓	✓	✓
<b>Partner</b> \$2,500 (M) \$3,500 (NM)	✓			
<b>Supporter</b> \$1,500 (M) \$2,500 (NM)		✓	✓	✓
<b>Other Ways to Engage</b>	• Presenter	• Presenter	• Presenter	• Mentoring • Committee member • Table sponsor

# OTHER OPPORTUNITIES FOR ENGAGEMENT

	Job Board	Tech Talent Dashboard	Tech Tuesday Newsletter
<b>Description</b>	Job postings & candidate applications. The Minnesota Technology Association is deeply committed to helping Minnesota's technology-driven companies inspire, hire, develop, and retain exceptional talent. With the state's evolving tech workforce challenges and growing numbers of historically overlooked and untapped sources of talent, MnTech's job board serves as a highly beneficial platform for connecting companies and their leaders with emerging talent and newcomers to the tech ecosystem.	Display of data on technology workforce. Understanding Minnesota's technology talent landscape allows you to view the challenges and opportunities in front of the industry. The Minnesota Technology Association has invested in premier workforce data reporting to give our members an in-depth view of what our talent landscape looks like from perspectives such as racial representation in job categories, age by roles, which skills are in demand, and more. MnTech uses the insights from this dashboard to produce quarterly "State of Tech Talent" reports for the MnTech community.	TECHtuesday is MnTech's weekly email newsletter that reaches an audience of more than 13,000 technology professionals, government leaders, technology executives, and others in the science and technology community. This publication shares the most important news in the technology community both in Minnesota and nationally, and is a one-stop-shop for anyone looking to engage in their community.
<b>Audience</b>	2,186 jobs posted from 14 member organizations	Employers, educators, talent leaders	>13,000 readers & 20% open rate
<b>Annual \$5,000 (M) \$6,500 (NM)</b>	✓	✓	✓
<b>Monthly \$2,500 (M) \$3,000 (NM)</b>	✓	✓	\$400/month (M) \$600/month (NM)
<b>Weekly Advertisement</b>			\$150/week   \$400/month (M) \$250/week   \$600/month (NM)
<b>Other Ways to Engage</b>	<ul style="list-style-type: none"> <li>Post &amp; apply for jobs</li> </ul>	<ul style="list-style-type: none"> <li>Obtain data &amp; analytics</li> </ul>	<ul style="list-style-type: none"> <li>Share company news/ events</li> <li>Distribute newsletter to your team or network</li> </ul>





**mn<sup>tech</sup>**  
Minnesota Technology Association

# SIGNATURE EVENTS

ANNUAL

# TECH CONNECT™

Powered by the Minnesota Technology Association

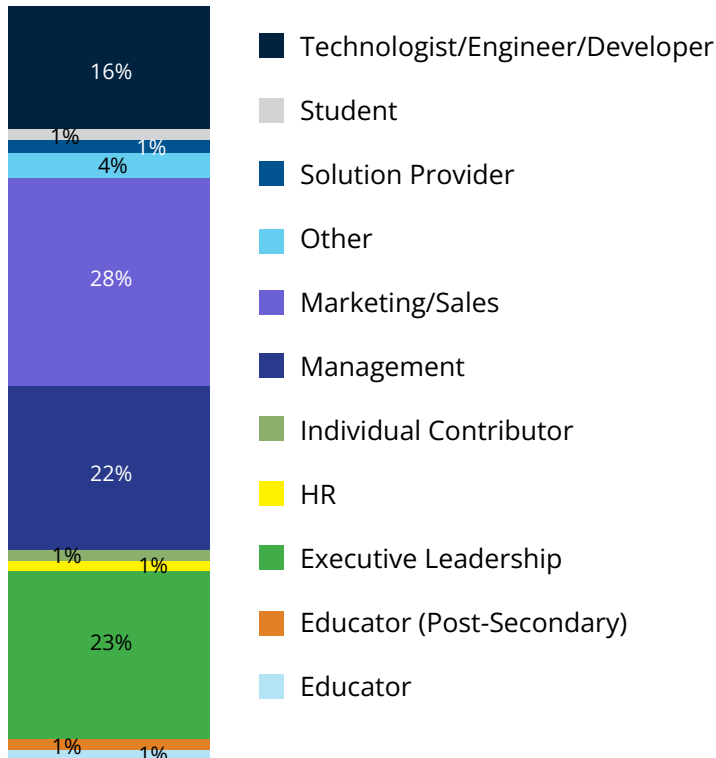
**DATE: May 8, 2024 • ST. PAUL RIVERCENTRE**

Tech Connect is MnTech's largest educational conference of the year. It provides a great opportunity to showcase the rich diversity of Minnesota's tech ecosystem. Attended by business and tech leaders, the conference includes keynotes, educational sessions, and community discussions.

## 2023 EVENT SUMMARY



**Number of Attendees: 364**



## 2023 Sponsors



## SPONSORSHIP DETAILS

		PRESENTING	GOLD	SILVER	BRONZE	HAPPY HR
General Session remarks		CHOICE OF 2	CHOICE OF 1			
Introduce a panel						
Participate in a panel						
Lead a Breakout Session						
Event passes		8	6	6	4	2
Happy Hour Sponsorship						
Company logo on all event marketing material & event website						
Web link from event site to sponsor website						
Social media sponsor graphic						
Registrant list 1 day prior						
Attendee list 1 day post						
COST	Member	\$15,000	\$10,000	\$7,500	\$5,000	\$4,000
	Non-Member	\$18,750	\$12,500	\$9,500	\$6,500	\$5,000

### EXHIBITOR

- 2 event passes (valued at \$225-\$375)
- Access to participate in the conference sessions
- Exhibition space with a table and three chairs
- WiFi service throughout the event
- Lunch

### COST

Member	\$1,000
Non-Member	\$1,500
Non-Profit	\$500

ANNUAL

tech•talent™

inspire > hire > develop > retain

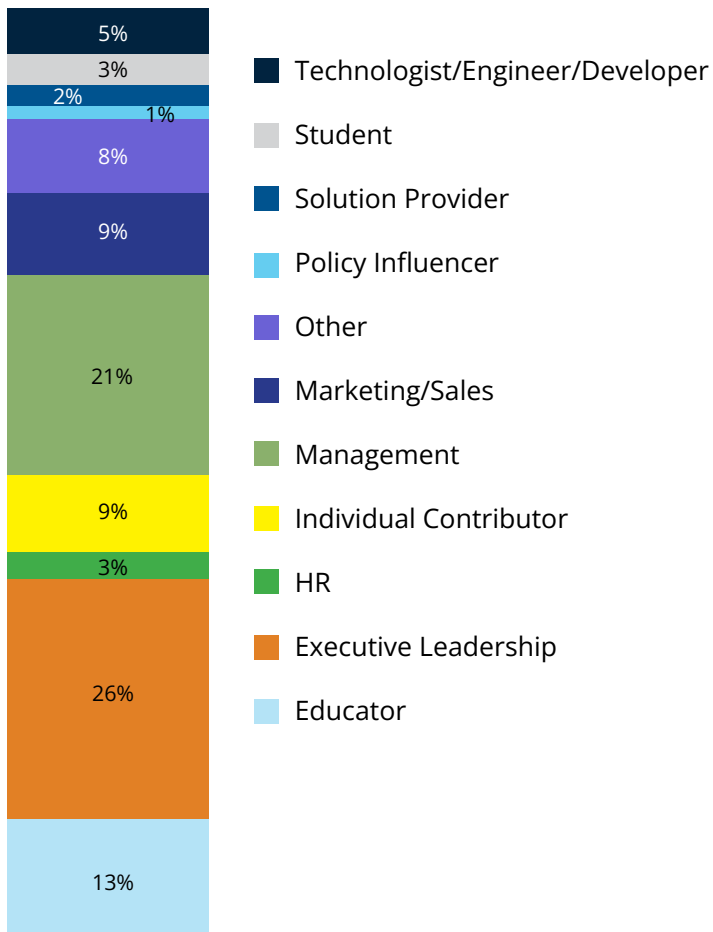
**DATE: September 27, 2024**

The TechTalent Conference is intended to build ongoing dialogue among educators, employers, and workforce agencies, as we work to solve our workforce challenges. Attendees gain a rich understanding of the factors that influence our pool of available talent, what skills companies require of new hires, and how companies are addressing challenges related to talent development, diversity, and inclusion.

## 2023 EVENT SUMMARY



**Number of Attendees: 254**



### 2023 Sponsors

Optum

CALABRIO™

START UP  
FULL  
STACK  
SAINT  
PAUL  
SCALE UP

COLLEGE OF EDUCATION  
+ HUMAN DEVELOPMENT  
UNIVERSITY OF MINNESOTA  
Driven to Discover®






















padilla  
transform with purpose

THOMSON REUTERS®

**BEST  
BUY.**



## SPONSORSHIP DETAILS

	GOLD	SILVER	BRONZE
General Session remarks	CHOICE OF 2 	CHOICE OF 1 	
Introduce a panel			
Participate in a panel			
Event passes	20	15	10
Company logo on all event marketing material & event website			
Web link from event site to sponsor website			
Social media sponsor graphic			
Registrant list 1 day prior			
Attendee list 1 day post			
<b>COST</b>			
Member	\$10,000	\$7,500	\$5,000
Non-Member	\$12,500	\$9,500	\$6,500

### EXHIBITOR

- 3 event passes
- Access to participate in the conference sessions
- Exhibition space with a table and three chairs
- WiFi service throughout the event
- Lunch

### COST

Member	\$1,000
Non-Member	\$1,500
Non-Profit	\$500



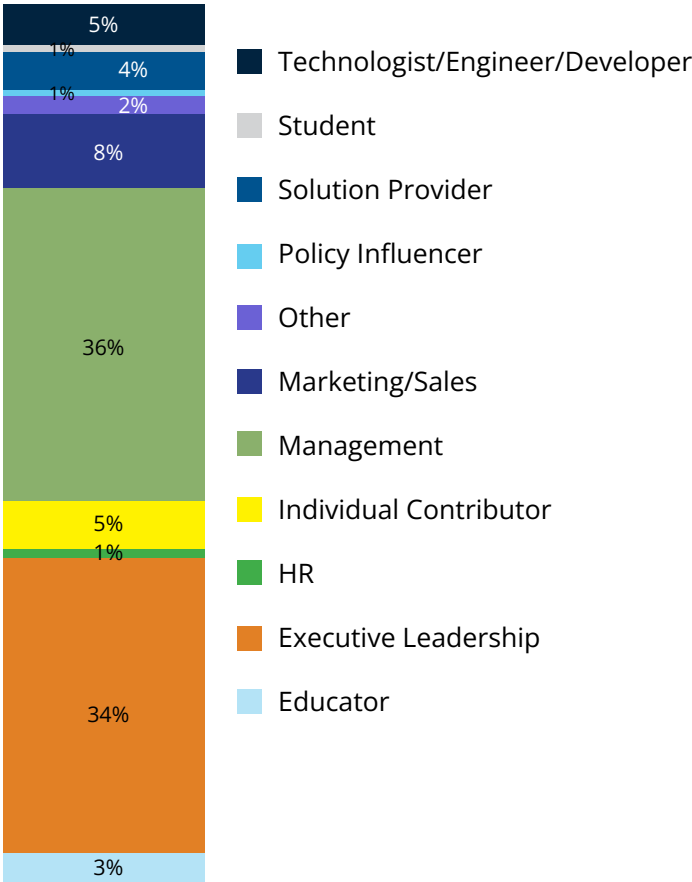
## DATE: November 2024

The Tekne Awards is a celebration of the excellence and innovation within Minnesota’s technology ecosystem. The Minnesota Technology Association has hosted this annual event for more than 25 years, to honor the leaders and leading organizations who are fueling Minnesota’s tech-driven economy, with 16 Tekne Awards across 3 categories: Business Impact, Community Impact, and Individual Achievement. Opportunities to engage include applying for an award or nominating someone else for an award, applying to be a judge, sponsoring the event, and attending the event with your colleagues. Sponsors receive excellent visibility at a finalist announcement party in September and a formal gala to announce the award winners in November. Cheer on the finalists and recipients and celebrate the strength of our exceptional tech community on this very special occasion!

## 2023 EVENT SUMMARY



**Number of Attendees: 476**



### 2023 Sponsors

Optum | Target

digineer | CHS

ProCircular | Qlik

RSM | Judge

Grant Thornton | pwc

Medtronic | ROBINS / KAPLAN LLP

virteva | Crossfuzze



## SPONSORSHIP DETAILS

	PRESENTING	GOLD	SILVER	BRONZE
1 corporate VIP Table of ten	✓	✓	✓	✓
Additional corporate table of ten	✓			
Tickets to VIP Reception preceding dinner	✓	✓	✓	✓
Opportunity to introduce an award category	✓	✓	✓	✓
Company logo featured prominently in arrival space	✓			
Ad space in Tekne Program (artwork provided by sponsor)	Full page ad	Half page ad	Quarter page ad	
Logo on front page of Tekne Program cover	✓			
Company logo on all event marketing materials & event website	✓	✓	✓	✓
Web link from event site to sponsor website	✓	✓	✓	✓
Choice of one, based on availability:		✓		
<ul style="list-style-type: none"> <li>VIP Reception - company name/logo on cocktail napkins &amp; signage at the bars &amp; inside the room (2 sponsors)</li> <li>Dinner Centerpieces (2 sponsors)</li> <li>Post-awards Celebration - company name/logo on cocktail napkins &amp; signage at the bars &amp; inside the room (2 sponsors)</li> </ul>				
<b>COST</b>	<b>Member</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>
	<b>Non-Member</b>	<b>\$18,750</b>	<b>\$12,500</b>	<b>\$9,500</b>
			<b>\$7,500</b>	<b>\$5,000</b>
			<b>\$9,500</b>	<b>\$6,500</b>

ANNUAL

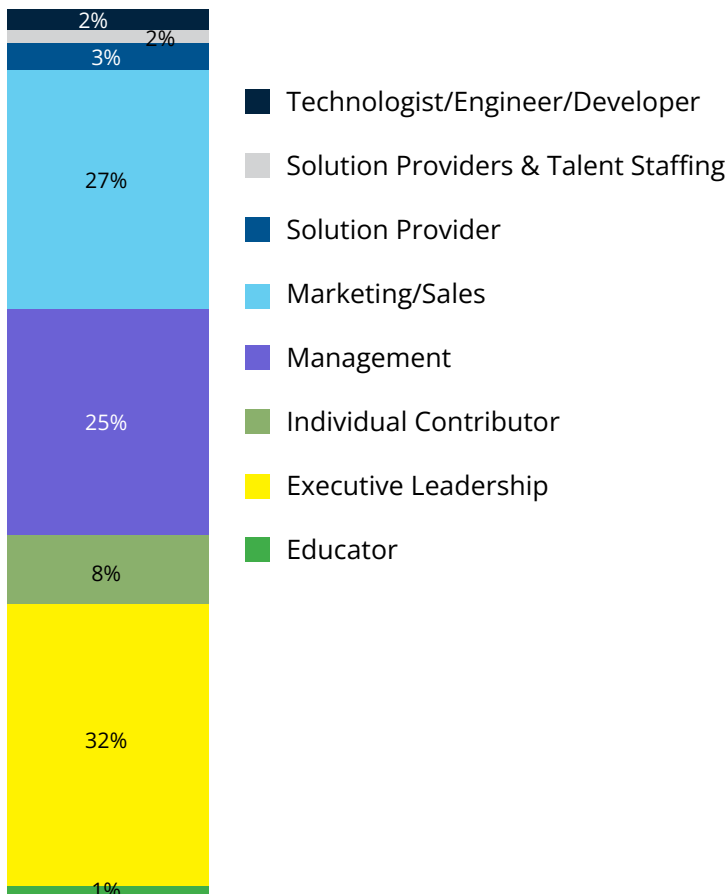
# TECH OUTLOOK 2025

**DATE: December 13, 2024**

The annual Tech Outlook (formerly CIO Panel) highlights key technology trends, challenges, and opportunities facing Minnesota's tech-enabled companies. The event features C-suite technology executives offering expert insight with ideas on how our state can remain globally competitive in a fast changing world. The Tech Outlook not only provides a chance to hear what is top of mind for these leaders, but is also a great networking opportunity.

## 2022 EVENT SUMMARY

**Number of Attendees: 127**



## 2023 Sponsors

COMCAST  
BUSINESS

digineer  
turn results on

ProCircular  
SECURITY. PRIVACY. TRUST.

Qlik

tcs TATA  
CONSULTANCY  
SERVICES

TURNBERRY  
SOLUTIONS



## SPONSORSHIP DETAILS

	GOLD	SILVER	BRONZE
General Session remarks	CHOICE OF 2 <input checked="" type="checkbox"/>	CHOICE OF 1 <input checked="" type="checkbox"/>	
Introduce a panel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Participate in a panel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Event passes	8	6	4
Company logo on all event marketing material & event website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Web link from event site to sponsor website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media sponsor graphic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Registrant list 1 day prior	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attendee list 1 day post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>COST</b>			
Member	\$10,000	\$7,500	\$5,000
Non-Member	\$12,500	\$9,500	\$6,500

### EXHIBITOR

- 3 event passes
- Access to participate in the conference sessions
- Exhibition space with a table and three chairs
- WiFi service throughout the event

### COST

Member	\$1,000
Non-Member	\$1,500
Non-Profit	\$500



**mn<sup>tech</sup>**  
Minnesota Technology Association

# EVENTS AND COMMUNITIES

BIANNUAL



The ACE Leadership Program is designed to develop and connect our region's next generation technology company leaders and to assist them in preparing for the important roles they will play in making and keeping our region globally competitive.

## 2024 COHORTS

SPRING

MARCH-AUGUST

FALL

SEPTEMBER-FEBRUARY

## 2023 SUMMARY



**TOTAL ATTENDEES:**  
**58 graduates**

## ORGANIZATIONS INCLUDE:



## PARTICIPANT DETAILS

**\$3,500 member | \$4,500 non-member**

- ✓ ACE leaders are paired with a mentor (a senior leader in technology) to help guide their leadership journey throughout the 6 month course.
- ✓ Coursework focuses on recognizing one's leadership style, driving innovation, building a strong leadership brand, public speaking, negotiation, developing tech talent, inclusion in tech, and more.
- ✓ Leaders work on small group strategy based project (supporting local non-profits through their work), which culminates with a presentation to MnTech's Board of Directors.

## SPONSORSHIP DETAILS

### Signature:

**\$5,000 member | \$6,500 non-member**

- ✓ Sole sponsorship of the 2024 ACE Leadership Program
- ✓ Opportunity to provide pens, tablets, and other marketing items for program use at in person sessions
- ✓ Company name/logo on appropriate program marketing materials and website
- ✓ Opportunity to interact with participants during activities and speak to the group during sessions
- ✓ Discount on participation fee for up to 2 company employees

QUARTERLY

# JumpStart>

Jumpstart is a talent-focused initiative by the Minnesota Technology Association dedicated to fostering an inclusive learning environment and supporting emerging technologists from training programs and universities in securing employment opportunities. It provides a platform for participants to connect with industry leaders, professionals, potential employers, mentors, and peers who share their passion. Serving as a central hub for networking, learning, and encouragement, Jumpstart facilitates the establishment of meaningful professional connections. Our programs and events showcase engaging presentations, panel discussions, relevant research, best practices, and hands-on exercises, offering valuable insights and guidance to Jumpstart a successful tech career.

## 2024 EVENT DATES

FEBRUARY 27

JULY 23

OCTOBER 15

DECEMBER 10

## 2023 EVENT SUMMARY



**TOTAL ATTENDEES: 215**

**AVERAGE ATTENDEES: 71**

### 2023 Sponsors



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SOLUTIONS



### TOPICS:

**Q1:** Breaking into Tech: Insights from Industry Experts on Building Your Career Path

**Q2:** Leveraging LinkedIn and Empowering Journeys of Boot Camp And Training Program Alumni

**Q3:** Networking 101 and Speed Networking

## SPONSORSHIP DETAILS

	PRESENTING	SUPPORTER
Opportunity to provide sponsor remarks at 1 of the 4 events based on availability (2 minutes)	✓	
Sponsorship of all four events in 2024	✓	
Event passes	FREE	FREE
Company logo on all event marketing material & event website	✓	✓
Display table for company materials	✓	✓
Web link from event site to sponsorwebsite	✓	✓
Attendee list 1 day post (name, title, organization)	✓	✓
<b>COST</b>		
Member	\$6,000	\$1,500
Non-Member	\$7,000	\$2,500



ANNUAL



## MnTech Engage ANNUAL SPONSORSHIP BREAKFAST

### Details to be announced soon!

This annual gathering represents the launch of the new year within our MnTech community. The breakfast provides a fun casual opportunity to find out about the programs, events, and initiatives MnTech has planned for the upcoming year. Participants can connect with fellow decision makers and peers while they learn about sponsorship opportunities and discover ways to engage in and support our dynamic technology community.

### AGENDA HIGHLIGHTS

- Welcome Remarks
- Highlights from 2023
- Presentation of 2024 Event Programs and Initiatives
- Sponsorship Prospectus Presentation
- Networking Opportunities

#### Past Sponsors



### SPONSORSHIP DETAILS

**Partner: \$2,500 member | \$3,500 non-member (1 Available)**

- ✓ Sole sponsorship (or host/ gift in kind) of the 2024 MnTech Engage program
- ✓ Opportunity to provide pens, tablets, and marketing items for use at the program
- ✓ Company name / logo on appropriate marketing materials and website
- ✓ Opportunity to provide welcome remarks
- ✓ Registration list 1 day prior (Name, title, organization)
- ✓ Attendee list 1 day post (Name, title, organization)

QUARTERLY

# TECH careers 1.0

Tech Careers 1.0 is a community tailored for early-career technology professionals with 0-5 years of experience. It's a dynamic network where members unite to learn and collaboratively shape their careers. We aim to foster connections, facilitate engaging activities, offer insights on navigating the Minnesota tech ecosystem, promote effective career development strategies, initiate meaningful discussions, and provide access to experienced leaders and mentors. Tech Careers 1.0 is committed to enhancing the effectiveness, enjoyment, and fulfillment of navigating a career in technology.

**2024  
EVENT DATES**  
MARCH 19  
JUNE 18  
AUGUST 20  
NOVEMBER 19

## 2023 EVENT SUMMARY



**TOTAL ATTENDEES: 274**  
**AVERAGE ATTENDEES: 91**

**2023 Sponsors**  **Xcel Energy**

**ECMC**  
Group



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### TOPICS:

- Q1:** Navigating the Early Stages of Your Career: Strategies and Insights from Tech Leaders  
**Q2:** Reaching New Heights: Empowering Your Careers with Mentorship  
**Q3:** Code to Connection: Crafting Meaningful Relationships

## SPONSORSHIP DETAILS

	PRESENTING	SUPPORTER
Opportunity to provide sponsor remarks at 1 of the 4 events based on availability (2 minutes)	✓	
Sponsorship of all four events in 2024	✓	
Event passes	FREE	FREE
Company logo on all event marketing material & event website	✓	✓
Display table for company materials	✓	✓
Web link from event site to sponsorwebsite	✓	✓
Attendee list 1 day post (name, title, organization)	✓	✓
<b>COST</b>		
Member	\$6,000	\$1,500
Non-Member	\$7,000	\$2,500

QUARTERLY



# Tech Leadership Forum

Throughout its history, MnTech has helped convene the region's CIOs to build their networks and learn from each other. Tech Executive Forums are candid opportunities to share solutions to common challenges and establish best practices. Sponsorship is a great way to directly reach CIOs, CTOs, Vice Presidents and Directors of Technology.

## 2024 EVENT DATES

MARCH  
JUNE  
SEPTEMBER  
NOVEMBER

## 2023 EVENT SUMMARY



**AVERAGE ATTENDEES: 20-30**

### 2023 Sponsors



### TOPICS:

**Q1:** Generative AI: Harnessing Disruption into Innovation

**Q2:** Owning Your Professional Development

**Q3:** Reflections on Year One as CIO

**Q4:** Tech Talent Strategies for 2024 and Beyond

Panelists and Presenters included: Jamie Thingelstad, Todd Van Nurden, Sam Pierson, Tammylynne Jonas, Dennis Keane, Mary Lynne Perushek, Mark Bradley, Rachel Lockett, Brett Craig, Sri Koneru

## SPONSORSHIP DETAILS

	PRESENTING	PARTNER
Opportunity to provide sponsor remarks at all 4 events (2 minutes)	✓	
Sponsorship of all four events in 2024	✓	
Event passes	4	2
Company logo on all event marketing material & event website	✓	✓
Web link from event site to sponsor website	✓	✓
Attendee list 1 day post (name, title, organization)	✓	✓
Attendee list 1 day post (name, title, organization)	✓	✓
<b>COST</b>		
Member	\$6,000	\$2,500
Non-Member	\$7,000	\$3,500

MONTHLY

# TECH ON TAP™

WITH  
THE MINNESOTA TECHNOLOGY ASSOCIATION



Tech on Tap is a networking-focused event from the Minnesota Technology Association. Each month, Tech on Tap will be hosted at a different brewery around the Twin Cities, allowing attendees to gather with colleagues, strengthen connections within their field, and sample craft beer.

## 2024 EVENT DATES

JANUARY 11  
FEBRUARY 8  
MARCH 14  
APRIL 11  
MAY 9  
JUNE 13  
JULY 11  
AUGUST 8  
SEPTEMBER 12  
OCTOBER 10  
NOVEMBER 14  
DECEMBER 12

## 2023 EVENT SUMMARY



**TOTAL ATTENDEES: 627**  
**AVERAGE ATTENDEES: 78**

### 2023 Sponsors



## SPONSORSHIP DETAILS

### PRESENTING SIGNATURE SUPPORTER

Opportunity to provide remarks at 3 of 12 events based on availability (2 minutes)	✓		
Sponsorship of all 12 events in 2024	✓		
Event passes	8	6	4
Company logo on all event marketing material & event website	✓	✓	✓
Display table for company materials	✓	✓	✓
Web link from event site to sponsorwebsite	✓	✓	✓
Registrant list 1 day prior (name, title, organization)	✓	✓	✓
Attendee list 1 day post (name, title, organization)	✓	✓	✓
<b>COST</b>			
Member	\$6,000	\$5,000	\$1,500
Non-Member	\$7,000	\$6,500	\$2,500



## QUARTERLY

### TECH TALK



Tech Talk brings you presentations from some of the brightest minds in the science and technology field in Minnesota. Each presenter will share a short “ted talk” style story that illuminates their innovative work, a new discovery, an organizational breakthrough, or a personal achievement. Tech Talk is where leaders share ideas, learn, and connect. Sponsors gain visibility with an innovative, thoughtful group of technology and business leaders for insights and networking.

**2024 EVENT  
DATES**  
JANUARY  
APRIL  
JULY  
OCTOBER

## 2023 EVENT SUMMARY



**AVERAGE ATTENDEES: 75-100**

### 2023 Sponsors



### TOPICS:

Presentation topics included sustainability through tech innovation, developing your future workforce, harnessing the power of AI, technology as a tool in fighting economic disparity, cyber-security and anti-money laundering.

## SPONSORSHIP DETAILS

	PRESENTING	SIGNATURE	SUPPORTER
Opportunity to provide sponsor remarks at 1 of the 4 events based on availability (2 minutes)	✓		
Sponsorship of all four events in 2024	✓		
Event passes	8	6	4
Company logo on all event marketing material & event website	✓	✓	✓
Display table for company materials	✓	✓	✓
Web link from event site to sponsor website	✓	✓	✓
Attendee list 1 day post (name, title, organization)	✓	✓	✓
<b>COST</b>			
Member	\$6,000	\$5,000	\$1,500
Non-Member	\$7,000	\$6,500	\$2,500

QUARTERLY



Women Leading in Technology (WLIT) seeks to promote, educate, and empower women in technology across Minnesota. Established in 2011 to provide networking opportunities for women in technology across industry, level, and line of business, WLIT events are open to both women AND men interested in promoting, educating, empowering and advancing women in technology. Events are held quarterly and feature interesting presentations, exhibitor engagement, and networking.

**2024  
EVENT DATES**  
FEBRUARY 6  
MAY 21  
AUGUST 13  
OCTOBER 8

## 2023 EVENT SUMMARY



**TOTAL ATTENDEES: 466**  
**AVERAGE ATTENDEES: 147**

**2023 Sponsors**

**NUTANIX**



### TOPICS:

- Q1:** The Power of Your Personal Brand in Business & in Life
- Q2:** Driving Innovation Through Deep Customer Engagement
- Q3:** Annual Happy Hour
- Q4:** Manage Your Career Like a Boss

## SPONSORSHIP DETAILS

	PRESENTING	SIGNATURE	SUPPORTER	TABLE SPONSOR
Opportunity to provide sponsor remarks at 1 of the 4 events based on availability (2 minutes)	✓			
Sponsorship of all four events in 2024	✓	✓		
Event passes	4	4	2	8
Company logo on all event marketing material & event website	✓	✓	✓	Display of company logo on table
Display table for company materials	✓	✓	✓	
Web link from event site to sponsor website	✓	✓	✓	
Attendee list 1 day post (name, title, org.)	✓	✓	✓	
Registrant list 1 day prior (name, title, org.)	✓	✓	✓	
<b>COST</b>				
Member	\$6,000	\$5,000	\$1,500	\$500
Non-Member	\$7,000	\$6,500	\$2,500	\$600



**mn<sup>tech</sup>**  
Minnesota Technology Association

# OTHER OPPORTUNITIES FOR ENGAGEMENT

# MNTECH JOB BOARD

Diversifying and strengthening Minnesota's technology talent ecosystem

The Minnesota Technology Association is deeply committed to helping Minnesota's technology-driven companies inspire, hire, develop, and retain exceptional talent. With the state's evolving tech workforce challenges and growing numbers of historically overlooked and untapped sources of talent, MnTech's job board serves as a highly beneficial platform for connecting companies and their leaders with emerging talent and newcomers to the tech ecosystem.

## 2023 ACTIVITY SUMMARY

2,186 jobs posted  
from 14 member  
organizations  
including



CALABRIO™

Hori-  
zontal



SPS COMMERCE

Optum



ECOLAB®

Ameriprise  
Financial

BRANDS  
SELF ESTEEM

## SPONSORSHIP DETAILS

**Annual: \$5,000 member | \$6,250 non-member  
(1 available)**

- ✓ Sole sponsorship of the MnTech Job Board for 2024
- ✓ Prominent display of company's logo on the front page of Job Board and across MnTech communication channels when discussing the Job Board

**Monthly: \$2,500 member |  
\$3,000 non-member**

- ✓ Prominent display of company's logo on the front page of Job Board and across MnTech communication channels when discussing the Job Board

MnTech reserves the right to make changes at any time.



# MINNESOTA TECH TALENT DASHBOARD

**In-depth statistics on Minnesota's tech workforce**

Understanding Minnesota's technology talent landscape allows you to view the challenges and opportunities in front of the industry. The Minnesota Technology Association has invested in premier workforce data reporting to give our members an in-depth view of what our talent landscape looks like from perspectives such as racial representation in job categories, age by roles, which skills are in demand, and more. MnTech uses the insights from this dashboard to produce quarterly "State of Tech Talent" reports for the MnTech community.



## **Workforce Data**

View the current makeup of the tech workforce in Minnesota through categories such as age, ethnic background, and gender.



## **Job Data**

See the volume of tech job openings, median salary, trends on remote work, and job counts by occupation.



## **Employer Data**

Know which companies are hiring, what skills are most in demand, and trends in job postings.



## **Education Data**

View education attainment at the county level, school affiliation of tech workers, and STEM program completion at institutions.

## SPONSORSHIP DETAILS

**Annual: \$5,000 member | \$6,250 non-member  
(1 available)**

- ✓ Sole sponsorship of the elImpact Dashboard for 2024
- ✓ Prominent display of company's logo on the MnTech website and elImpact Report landing page
- ✓ Company logo featured in quarterly "State of Talent" reports generated by MnTech with data from the portal

**Monthly: \$2,500 member |  
\$3,000 non-member**

- ✓ Prominent display of company's logo on the front page of Job Board and across MnTech communication channels when discussing the elImpact Dashboard



# TECHtuesday

## Weekly eNewsletter

TECHtuesday is MnTech's email newsletter that reaches an audience of 13,000+ technology professionals, government leaders, technology executives, and others in the science and technology community. This weekly newsletter shares the most important news in the technology community both in Minnesota and nationally, and is a one-stop-shop for anyone looking to engage in their community.

## BENEFITS

### Lessons for Leaders Looking to Engage Young, Diverse Talent



Last week, MnTech shared five lessons for organizations looking to recruit and retain young, diverse talent. This week, we share another five lessons, this time for senior leaders, on how you can level up your leadership and [recommendations you can put into practice right away](#).

- Thought Leadership
- Be seen by Your Audience
- Jobs from Around the Community
- Impactful News

## SPONSORSHIP DETAILS

### ANNUAL SPONSORSHIP:

**\$5,000 member | \$6,250 non-member**  
**(1 available)**

- ✓ Weekly acknowledgment at top of newsletter: "Powered by \_\_\_\_\_"
- ✓ Custom advertisement in 8 editions of TECHtuesday
- ✓ 2 featured articles published in the newsletter. Copy to be approved by MnTech

### MONTHLY SPONSORSHIP:

**\$400 member | \$600 non-member**

- ✓ Weekly acknowledgment at top of newsletter: "Powered by \_\_\_\_\_"

### WEEKLY ADVERTISEMENT:

**Member: \$150/week | \$400/month**

**Non-member: \$250/week | \$600/month**

- ✓ MnTech will provide performance analytics at the conclusion of ad run time

## PURCHASE & REGISTRATION INFORMATION

**To purchase a sponsorship** go to [mntech.org/sponsorships](https://mntech.org/sponsorships)

**To register for an event** go to [mntech.org/events](https://mntech.org/events)

**Please note:** All dates and events are subject to change.  
Refer to [mntech.org/events](https://mntech.org/events) for current program schedule.

**QUESTIONS?** Please contact  
Molly Doyle, VP of Membership and Programming, [molly@mntech.org](mailto:molly@mntech.org)

# Thank you for your support!



**mntech**<sup>TM</sup>  
Minnesota Technology Association