



SPONSORSHIP PROSPECTUS

2022



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WHO WE ARE AND WHAT WE DO

With over 1,100 member organizations, WTIA is the largest tech association in the United States. **We seek to develop a robust, equity-centered technology sector in a thriving community by:**

- Building programs that help member companies develop, recruit, and retain diverse talent.
- Delivering high-value affordable service to member companies.
- Advocating for public policies that support our mission.
- Creating forums for industry, education, and government to collaborate effectively.



SPONSORSHIP BENEFITS

Sponsorship supports the tech sector in Washington and beyond. The WTIA network is a place to learn from your peers, support budding entrepreneurs, and make your voice heard in conversations on blockchain, policy, and more. We're proud to support startups, mid-size businesses, and enterprises making waves in the world of tech and look forward to doing so for years to come. Our sponsorship opportunities for 2022 are tailored to accommodate any business interested in supporting the WTIA mission over the next year.



PRESIDENT'S CLUB SPONSORSHIPS

As a President's Club Sponsor, your company will enjoy broad recognition across WTIA programs (and membership in WTIA) for 1 year. President's Club sponsorship provides your company access to the leadership of WTIA, along with logo recognition in presentations across WTIA programs and on the President's Club section of our website for 1 year.

Your company will have the opportunity to provide a special offer to WTIA members through one of our monthly newsletters and be able to host a "challenge discussion" either in the form of a webinar with WTIA members, or an exclusive, in-person dinner with executives from WTIA member organizations. These discussions provide the opportunity to engage both WTIA members and other tech companies on topics relevant to their interests and missions. We encourage sponsors to leverage these events and create a deliverable from the discussion (e.g., case study, infographic) which will be co-branded and promoted by WTIA through our newsletters and social media.

WTIA President's Club Levels

	\$15k	\$25k	\$50k
Consideration for a seat on the WTIA Board of Directors	✓	✓	✓
Facilitated introductions to WTIA member companies	✓	✓	✓
Opportunity to include a special offer in newsletter targeted to WTIA members*	✓	✓	✓
Host a virtual “member challenge discussion” that convenes leaders at WTIA member organizations to discuss a topic that impacts the tech community*	✓		✓
Host an in-person “executive challenge dinner” for 10-12 people that convenes leaders at WTIA member organizations to discuss a topic that impacts the tech community**		✓	✓
Quarterly 1-hr virtual meetings with the WTIA CEO		✓	✓
Facilitate a breakout session at a WTIA event		✓	✓
Deliver welcoming remarks at an event		✓	✓
Consideration for a seat on one WTIA Steering Committee (e.g., DEI, Policy)			✓
Exclusive (general WTIA) sponsor by sector (e.g., exclusive law firm)			✓

NOTE: WTIA cannot guarantee precise numbers or demographics for attendance at events. Our policy states that we do not share member email addresses without express, written permission.

* Sponsor is responsible for providing the call-to-action and a unique link to track engagement, if desired.

** In-person events are contingent on current mandates on gatherings.



STARTUPS AND INTERNATIONAL

Founder Speaker Series

WTIA will be continuing our successful Founder Speaker Series in 2022! Your company can sponsor quarterly fireside chats between WTIA board member and startup guru, Dave Parker, and renowned startup CEOs local to our region. Speakers will include individuals who have exited companies, gone public, or grown their company to unicorn status, providing attendees a rare opportunity to hear directly from some of our region's most successful tech entrepreneurs. These virtual conversations, specifically marketed to startup CEOs and founders, will be open to the entire startup community, including investors. The conversations are recorded and made available to the WTIA member community to help early-stage founders as they look to grow their own companies.

Founder Cohort

The WTIA Founder Cohort program provides coaching, mentorship, and connections to seed-stage technology startups in Washington. Every six months, the WTIA Startup Committee selects 15-25 venture scale startups to participate in the six-month program. Once accepted, Cohort companies receive ongoing support through curriculum, connections, mentorship, and coaching. Sponsors have the opportunity to lead workshops and mentor founders on how to increase revenues, secure investments, and grow their teams.

Accelerators

WTIA staff develop and execute a number of accelerators throughout the year, selecting high-potential startups and helping them succeed through training, mentorship, and connections. Some examples of accelerators include: Canadian Accelerators, Korean Accelerators, and the Equitable Innovation Accelerator. Sponsoring WTIA Accelerator programs provides your company access to some of the brightest and most promising startups domestically and internationally.

BLOCKCHAIN

Cascadia Blockchain Council

The WTIA Cascadia Blockchain Council is the preeminent voice across the Cascadia region on both blockchain technology and its applications. Council underwriters can contribute to this discussion on innovation and public policy, enjoy exposure to thought leadership, logo recognition, and consideration for the WTIA CBC Steering Committee.

Blockchain Events

Policy Roundtables

WTIA convenes blockchain stakeholders throughout Cascadia on a quarterly basis to form cooperative solutions to legislative issues facing the advancement of blockchain technology in the region. The work directly impacts lawmakers as well as those implementing blockchain technology, and is a chance for your company to be a proactive thought leader in emerging technologies.

Lunch and Learns

WTIA will be offering brown bag talks for companies to continue professional education credits on a variety of blockchain-related topics. These digital events also offer brief Q&A with experts at WTIA.

Quarterly Panels

The substantial reach offered through WTIA into the blockchain community allows both public and private sector stakeholders to convene in order to discuss topics on the advancement or innovation of blockchain technology, and serve as thought leaders in the field. Sponsorship will expose your brand to an average of 30-60 audience members from the blockchain community and adjacent business communities.



POLICY

Policy Steering Committee

WTIA convenes member organizations and policy stakeholders to amplify the tech sector's voice in Olympia and to advance policies that underpin a strong technology sector in Washington state. The WTIA Policy Steering Committee (PSC) presents an opportunity to inform and influence Washington's policy agenda.

Through regular engagement with policy stakeholders and peers, PSC members will provide input and guidance on federal, state, and local policy positions, and guide and participate in the WTIA evaluation and endorsement process for candidates seeking political office. As WTIA policy efforts seek to serve the full scope of the tech industry, the PSC is composed of representatives from Fortune 500, mid-size, and startup organizations.

Tech Impact Reports

The tech sector benefits from proactive narratives related to its role in powering economic growth and job creation, its commitment to communities and groups across Washington, and its positive impact on innovations that improve daily life.

Sponsorship opportunities are available to fund studies and reports that align with the WTIA mission. WTIA is open to entertaining a myriad of topics to produce useful reports.

Policy Speaker Series

The Policy Speaker Series convenes WTIA member organizations, government relations teams, non-profits, and media sources with policymakers to create dialogue and to present new insights about issues relevant to the tech community. Supporting this event series illustrates your company's commitment to supporting thought leadership on policy topics that affect the tech sector and the region as a whole. These sessions draw big name speakers and attract some of our largest audiences.

In addition, the sessions are recorded and saved on the resources page of our website, and are promoted to the WTIA community via newsletters and social media.

DIVERSITY, EQUITY, AND INCLUSION

DEI Program Sponsorship

With the collaboration and support of 70 companies and growing, WTIA co-founded the **Anti-Racism in Tech Pact** in 2020, which takes a communal approach in finding and sharing creative solutions to challenges within the tech sector that disproportionately impact BIPOC. The Pact provides a roadmap with achievable milestones that enable organizations to take measurable actions toward racial equality. These actions include incorporating DEI best practices in hiring, recruiting, retention and promotion efforts, and organizational development over a five-year timeframe.

You can find information about programs and services of the DEI Center of Excellence at **www.washingtontechnology.org/dei/solutions/**. Sponsors will receive logo placement at all DEI events throughout the year.

DEI Event Sponsorship

The WTIA DEI workshop series and DEI Summit bring together recognized experts on diversity, equity, and inclusion to lead panel discussions and breakout groups on topics such as recruitment, retention, and organizational development, in order to assist attending companies in their goals to correct structural inequity. Sponsor remarks will precede each workshop, and logos will be featured throughout events. Audiences consist almost entirely of HR professionals and DEI specialists.



UP-AND-COMING COUNCILS

Higher Education Council

The primary objective of the education council is to create opportunities for higher education and the private sector to increase the number of Washington state students placed into Washington state jobs, while increasing the diversity of applicant backgrounds amongst the talent pool.

To do this, WTIA convenes leaders in higher education and the private sector to work towards proactive goals. WTIA welcomes sponsors as thought leaders in the discussion.

ISP Council

The ISP council exists to convene ISPs, government, and other stakeholders that work in connectivity and related infrastructure to collaborate on common challenges. The council will foster public-private relationships in the state of Washington with the goals of navigating evolving regulatory frameworks and closing the digital divide by developing and affecting policies. Stakeholder meetings are held quarterly and WTIA welcomes all who are interested to learn more about sponsoring and participating in the work.

CISO Roundtables

CISO Roundtables are quarterly, invite-only, virtual events for executives in information security at WTIA partner companies to discuss applications and priorities for information security. Sponsorships for the series include opportunities to guide the discussion topics, co-host the series, and generate thought leadership for the year. Deliverables will include information security resource guides as well as white papers.

As a sponsor of the CISO Roundtable, your company will build relationships with leaders in security and be recognized in thought leadership publications, which will reach WTIA member companies (and beyond) through newsletters and social media.

CONTACT US



Eben Fenton



efenton@washingtontechnology.org



908.489.5358



1595 NW Gilman Blvd, Ste 6B
Issaquah, WA 98027