

2022
Sponsorship
Opportunities



the**circuit**



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2022 Sponsorship Information and Benefits

The Circuit has been bringing IT professionals together since 1976. The Circuit's community of IT professionals benefit by connecting and collaborating which helps improve their business and themselves.

The Circuit works to bring the same connection and value to our sponsors. We provide our sponsors visibility at events, through email, newsletters and of course, social media. All efforts are designed to lift the entire IT Community and our region

What sponsors are saying:

- "Really appreciate the opportunity to share our story with our target audience!"
- "Awesome to be able to interact with my peers and prospects."
- "We were more than happy to come out and support the event. It was great to be out again and talk to like-minded individuals. I will say, this event brought a high caliber of members that resulted in great conversation around current trends and how people are working in today's climate. Great insights were shared along with new friendships and contacts."

Overview

Tech Forum <i>Page 4</i>	Educational series focused on business related topics that affect technology professionals. Minimum 6 sessions per year, attendance 35-70
The Annual Event <i>Page 5</i>	Annual Event for member CEOs, CIOs, and Executives. An affordable way to reach your target audience. Invitations go out to over 300 top-level officials. Over 65% of attendees are C-level.
unTe <i>Page 6</i>	Invitation only quarterly events for CIO's and Emerging Leaders. Sponsorships are limited to ensure you can make the connections you want.
Momentum DevCon <i>Page 7</i>	A full day conference created by developers for developers. Reach over 400 developers from Cincinnati and the region while they come together to learn problems others have faced and how they have approached them, get exposure to new technologies and how to use them.



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Annual Sponsorship

	Platinum*	Gold**	Silver
Number Available	1	4	unlimited
Annual Fee	\$25,000	\$15,000	\$7,500
Logo on: *			
Website	√	√	√
Digest	√	√	√
CIO Circle Newsletter	√	√	
unITE – (4/yr; max 5 sponsors)			
“5 minute” overview	4	2	
Logo on signage/event info	√	√	
*Only in person events			
Momentum:			
Room Sponsor	√		
Lunch Level		√	
Booth Level	4	2	√
Tickets	√		2
Logo on signage/event info		√	√
Annual Event:			
Presenting Sponsor – intro keynote	√		
Present Award		√	
Supporting Sponsor			√
Tickets	6	4	4
Logo on signage/event info	√	√	√
CIO Circle*			
15-minute overview/Q&A	2	1	
Provide “swag” to members	√	√	
Emerging Leaders*			
15-minute overview/Q&A	2	1	
Provide “swag” to members	√	√	
Tech Forum (6 events/yr)			
Provide Intro	2	1	
Provide “swag” to members			

* Exclusive – no competition will be permitted to be an Annual Sponsor

** Competitors will be permitted, but where possible will be scheduled so not attending the same events. (This does not include Annual Event or Momentum)



Tech Forum

Benefit	<i>6 events/year</i>	
Average Attendance (Range)	40 (20 – 75)	
Introduction of speaker at events	√	
2-minute company introduction before each sponsored event	√	
Can be key presenter at one (1) of the six (6) events pending topic approval by Programming Committee	√	
Free list of member companies in association	√	
Logo and link on e-flyers and brochures	√	
Event signage	√	
Promotional table at events	√	
Sponsor mention on website	√	
Logo and link on email blasts pertaining to specific event	√	
Logo and link on Digest (showing upcoming events)	√	
Free admissions to sponsored event (# of individuals)	2	
Investment	\$7,500 if The Circuit provides breakfast	\$6,000 if the Sponsor provides breakfast

* Your logo will be displayed on all communications once payment is received.



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The Annual Event

Benefit	Presenting Sponsor	Awards	Supporting Sponsor
Available	1	4	Unlimited
Introduction of speaker	√	√	
2-minute Company Introduction	√	√	
Presentation of Award	√	√	
Free list of member companies in association	√	√	√
Logo and link on e-flyers and brochures	Large	Medium	Small
Event signage	Large	Medium	Small
Raffle Items Allowed	√	√	√
Logo and link on email blasts pertaining to specific event	Large	Medium	Small
Free admissions to sponsored event (# of individuals)	6	4	2
Investment	\$7,500	\$3,500	\$2,500

*Previous year's attendance: 190

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unITE

Invitation only Gathering of IT Leaders

Benefit	Targeting 4 events/year	
Expected Time of Event	5:30 – 8:00pm	
Available	5	
Introduction at events	√	
2-minute company overview	√	
Logo and link on invitations	√	
Event signage	√	
Logo and link on all communication pertaining to event	√	
2 free admissions to sponsored event	2	
Investment	\$ 16,000 For 4 events	\$5,000 For individual event

* No more than 5 partners to each event



MOMENTUM
powered by The Circuit

Benefit	Primo Sponsor	Room Sponsor	Lunch or Break Sponsor	Game Room Sponsor	Booth Sponsor	Speaker Social Sponsor	Lanyard Sponsor
Available	2	5	2	1	13	1	1
Promotional signage in appropriate room and throughout conference	√	√					
Display Table 6' x 2'	√	√			√		
Promotional signage at appropriate location	√	√	√	√		√	
Promotional item included in digital swag bag **	√	√	√	√	√	√	√
Option to provide item in end of day raffle drawing	√	√	√	√	√	√	√
Logo Signage throughout event	Premium	Large	Medium	Medium	Small	Medium	On Lanyard
Sponsorship Spotlights in communication – email/social media	4	3	2	2	1		
Complimentary conference passes	10	3 To be used by booth attendees	2	2	2 To be used by booth attendees	2	1
Investment	\$10,000	\$4,000	\$3,000	\$3,000	\$2,500	\$3,000	\$1,500

- Over 400 attendees anticipated
- ** The Circuit will send out a “digital swag” bag email to all attendees at the end of the conference. We will include your electronic offering in this notice for attendees to claim directly from you. Examples include free assessment, X% off of a product/service/analysis; free white paper; claim a gift that you can deliver electronically or in person.

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