



CIO of the Year is your opportunity to recognize and honor the accomplishments of Pittsburgh's most hardworking CIOs and CISOs. Join us virtually for the biggest celebratory event of the year – a night you and your IT team surely won't want to miss!

Past finalists include Information Technology and Security Officer executives from companies of all sizes, non-profits, and government/higher education institutions. Each year, winners are selected for individual category awards with one finalist receiving the overall CIO Choice Award.

**Event Date: Thursday, June 24, 2021**

**Location: ONLINE!**

**VIP Reception: Wednesday, June 23, 2021**

**Location: The Westin Pittsburgh**

### **Sponsorship Opportunities:**

#### **Platinum Sponsor: \$11,000**

- 3 passes to VIP reception (TBD)
- **Category exclusivity within Platinum Level**
- Inclusion in all pre- and post-event promotion on Council media platforms, including TEQmagazine, TechVibe Radio & PGHTech Fuse
- Inclusion in TEQ feature highlighting the evening's winners
- List of attendees (name, title, company, & email [if they opt in]; received post-event)
- Corporate logo on event website, event virtual signage and videos
- Company Name Recognition in ceremony opening remarks
- *First right of refusal for 2022 CIO of the Year Sponsorship*
- Option to review CIO of the Year nomination paperwork pre-judging
- Half-page congratulatory ad in TEQ Magazine
- **Virtual opportunity to announce finalists/winner for one of the specific categories**
- 20-second video spot during the virtual awards
- Inclusion in TechVibe Radio One Mic Stand
- Branded transitions between the awards (before the one you are presenting)

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

- 2 passes to VIP reception (TBD)
- Inclusion in all pre- and post-event promotion on Council media platforms, including TEQmagazine, TechVibe Radio & PGHTech Fuse
- Inclusion in TEQ feature highlighting the evening's winners
- List of attendees (name, title, company, & email [if they opt in]; received post-event)
- Corporate logo on event website, event virtual signage and videos
- Company Name Recognition in ceremony opening remarks
- *First right of refusal for 2022 CIO of the Year Sponsorship*
- 1/4-page congratulatory ad in TEQ Magazine
- Branded frame around the digital photo booth for the entire Awards show
- All event photos with branded frame/sponsor tagged to be shared via video reel on social media post-event
- 15-second video spot during the virtual awards
- Inclusion in TechVibe Radio One Mic Stand

**Giveaway Sponsor: \$8,000**

- 3 passes to VIP reception (TBD)
- Inclusion in all pre- and post-event promotion on Council media platforms, including TEQmagazine, TechVibe Radio & PGHTech Fuse
- Inclusion in TEQ feature highlighting the evening's winners
- List of attendees (name, title, company, & email [if they opt in]; received post-event)
- Corporate logo on event website, event virtual signage and videos
- Company logo printed on branded giveaway
- Company Name Recognition in ceremony opening remarks
- *First right of refusal for 2022 CIO of the Year Sponsorship*
- 1/4-page congratulatory ad in TEQ Magazine
- 15-second video spot during the virtual awards
- Inclusion in TechVibe Radio One Mic Stand
- Giveaway mailer with branded note sent to all Finalists
- Branding in the virtual waiting room before the event

**Finalist VIP Reception Sponsor (Exclusive Sponsorship Opportunity): \$8,000**

- Digital recognition on the invitation to the Finalist VIP Reception
- Verbal recognition of your company name by Council CEO at the Finalist VIP Reception
- Opportunity for CEO or spokesperson to give brief remarks at the Finalist VIP Reception
- *First right of refusal for 2022 CIO of the Year Sponsorship (deadline for renewal May 31, 2022)*
- 15-second ad played during the awards ceremony
- Verbal recognition of your company name by Council CEO at the awards ceremony
- Company name or logo on printed and/or electronic CIO of the Year marketing materials

- Logo on CIO of the Year Website homepage
- Recognition as a Sponsor on the TechVibe Radio Show announcing the Finalists
- Recognition as sponsor in the CIO of the Year coverage in TEQ Magazine
- List of attendees (name, title, company, & email [if they opt in] for both main event and VIP Reception; received post-event)

#### **Dessert Sponsor: \$8,000**

- 2 passes to VIP reception (TBD)
- Inclusion in all pre- and post-event promotion on Council media platforms, including TEQmagazine, TechVibe Radio & PGHTech Fuse
- Inclusion in TEQ feature highlighting the evening's winners
- List of attendees (name, title, company, & email [if they opt in]; received post-event)
- Corporate logo on event website, event digital signage and videos
- Company Name Recognition in ceremony opening remarks
- *First right of refusal for 2022 CIO of the Year Sponsorship*
- 1/4-page congratulatory ad in TEQ Magazine
- 15-second video spot during the virtual awards
- Candy/treat mailer with branded note sent to all Finalists and branded dessert during the VIP Reception

#### **Gold Sponsor: \$6,500**

- 2 passes to VIP reception (TBD)
- Inclusion in all pre- and post-event promotion on Council media platforms, including TEQmagazine, TechVibe Radio & PGHTech Fuse
- Inclusion in TEQ feature highlighting the evening's winners
- List of attendees (name, title, company, & email [if they opt in]; received post-event)
- Corporate logo on event website, event virtual signage and videos
- Company Name Recognition in ceremony opening remarks
- *First right of refusal for 2022 CIO of the Year Sponsorship*
- 1/4-page congratulatory ad in TEQ Magazine
- 15-second video spot during virtual award
- Branded pop-up/banner ad during portion of the virtual event

#### **Silver Sponsor: \$5,500**

- 1 pass to VIP reception (TBD)
- Inclusion in all pre- and post-event promotion on Council media platforms, including TEQmagazine, TechVibe Radio & PGHTech Fuse
- Inclusion in TEQ feature highlighting the evening's winners
- List of attendees (name, title, company, & email [if they opt in]; received post-event)
- Corporate logo on event website, event virtual signage and videos
- Company Name Recognition in ceremony opening remarks
- 1/4-page congratulatory ad in TEQ Magazine

- 10-second video spot during virtual award
- Branded pop-up/banner ad during the virtual event

**Participating Sponsor: \$2,000**

- Inclusion in all pre- and post-event promotion on Council media platforms, including TEQmagazine, TechVibe Radio & PGHTech Fuse
- Inclusion in TEQ feature highlighting the evening's winners
- List of attendees (name, title, company, & email [if they opt in]; received post-event)
- Corporate logo on event website, event virtual signage and videos
- Company Name Recognition in ceremony opening remarks
- Branded pop-up/banner ad during the virtual event