

The logo for IT-oLogY, with 'IT' in blue and 'oLogY' in green, where the 'o' is a stylized lowercase letter.

P R E S E N T S

BLUE DIAMOND



AWARDS 2015

Photo By: James Willmor

2015 SPONSORSHIP OPPORTUNITIES

THE BLUE DIAMOND AWARDS
HAVE CELEBRATED THE BEST IN TECHNOLOGY
IN THE GREATER CHARLOTTE REGION FOR 20 YEARS.
IN 2015, THE CELEBRATION BEGINS AGAIN.

IT-oLogY is leading the effort to bring the **Blue Diamond Awards** back to Charlotte the evening of March 3rd 2015. Dollars raised will go to support the ongoing mission of growing the IT talent pipeline and advancing the IT profession.

We invite you to join us in this endeavor. As a sponsor, your opportunity for marketing exposure is incredible! No other event in Charlotte will have the CIO's of Fortune 500 companies alongside entrepreneurial leaders and innovative development teams. This audience defines the future of IT in Charlotte.

GET INVOLVED NOW!

Sponsors involved early will have the most impact. Don't wait to connect your organization to the **Blue Diamond Awards**. Join us in shaping perceptions of Charlotte as a tech city while putting your name, brand and story in front of C-level decision makers.

www.bluediamondawards.com

For sponsorship information, contact Kay Read,
kay.read@it-ology.org

IT-oLogY is a non-profit collaboration of businesses, academic institutions, and organizations dedicated to growing the IT talent pipeline, fostering economic development and advancing the IT profession.

SPONSORSHIPS

LEVELS AND BENEFITS

	TITLE \$25,000	VIP RECEPTION \$12,500 (2)	AWARD PRESENTER \$8,000 ✓	GOLD \$6,000	SILVER \$2,500	BRONZE \$1,000
Marquee Sponsor	✓					
Exclusive	✓					
Public Relations All event public relations announcements to the press & media	✓					
Online Logo Placement Newsletter, Emails	✓					
First Right of Refusal as 2016 Title Sponsor	✓					
Recognized as Sustaining Partner Throughout 2015	✓	✓				
Featured in all Press Releases	✓	✓				
Speaking Opportunity	Celebration & Reception	Reception	Celebration			
Exhibit Table	✓	✓	✓			
Event Signage	✓	✓	✓			
Podium Recognition	✓	✓	✓	✓		
Table at Celebration	✓	✓	✓	✓		
Digital Publicity	✓	✓	✓	✓	✓	
Logo or Name on Event Website	✓	✓	✓	✓	✓	✓
TICKETS						
Celebration	20	15	10	8	6	4
VIP Reception	20	12	2	1		

✓ Choice of award to present on reverse side

To secure sponsorship or for information, contact Kay Read, kay.read@it-ology.org

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AWARD PRESENTER

Sponsors select to present one of the following awards on a first come basis.



HUMAN CAPITAL

The individual or group that has made major contributions in the development or recruitment of IT talent to the Charlotte area.



STUDENT INNOVATOR

The individual student that has created new and innovative technology or has demonstrated the innovative use of existing technology to drive value.



IT ENTREPRENEUR

The entrepreneurial individual that has turned a creative vision into a profitable and enduring business through the direct application of information technology.



COMMUNITY OUTREACH

The individual IT Practitioner, student(s), or organization that has demonstrated value through a volunteer non-fee based community support outreach program.



COOL INNOVATION

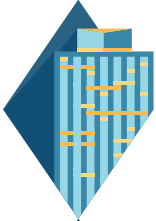
The individual or company that demonstrates the best example of creativity, execution and applied invention, which addresses a new approach to an old problem that may make lasting and far reaching changes in the way we work with each other.

Value + Creativity + Execution = Cool Innovation.



BUSINESS VALUE - SMALL / MEDIUM

The company that achieves the greatest business value via the deployment and use of nominated information technology solutions.



BUSINESS VALUE - CORPORATE

The company that achieves the greatest business value via the deployment and use of nominated information technology solutions.



BUSINESS VALUE - NON-PROFIT

The non-profit that achieves the greatest business value via the deployment and use of nominated information technology solutions.

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SPONSORSHIP COMMITMENT

IT-oLogy®

P R E S E N T S

BLUE DIAMOND



AWARDS 2015

Sponsor Contact Information

Contact Name

Company Name

Street Address

City, State

Zip Code

Phone Number

Fax Number

Email

Web Site

Other Contact Info

Representative Names for Badges

Name 1 _____ E-mail _____

Name 2 _____ E-mail _____

Name 3 _____ E-mail _____

Name 4 _____ E-mail _____

Name 5 _____ E-mail _____

Name 6 _____ E-mail _____

Name 7 _____ E-mail _____

Name 8 _____ E-mail _____

Payment Information

Select your sponsorship type:

☐ Title \$25,000 ☐ VIP Reception \$12,500 ☐ Award Presenter \$8,000

☐ Gold \$6,000 ☐ Silver \$2,500 ☐ Bronze \$1,000

Payment options:

☐ Check Enclosed \$ _____ (payable to IT-oLogy)

☐ Credit Card (name) _____

Number _____ Expiration _____ CID# _____

Signature _____ TOTAL DUE: \$ _____

**MAIL OR SCAN YOUR SIGNED
SPONSORSHIP AGREEMENT TO:**

Kay Read

IT-oLogy

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E-mail: kay.read@it-ology.org