



Photo By: James Willmor

## 2016 SPONSORSHIP OPPORTUNITIES

**THE BLUE DIAMOND AWARDS  
CELEBRATES THE BEST IN TECHNOLOGY  
IN THE GREATER CHARLOTTE REGION.**

**MARCH 1, 2016, 6:30 – 9:00 PM  
AT THE NASCAR HALL OF FAME**

IT-oLogy presents the **Blue Diamond Awards** Celebration the evening of March 1, 2016. Funds raised go to support the ongoing mission of growing the IT talent pipeline and advancing the IT profession.

We invite you to partner with us on this initiative. 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 engaged early will have the most impact. Don't wait to connect your organization to the **Blue Diamond Awards**. Help us promote Charlotte as a technology hub, while putting your name, brand and story in front of C-level decision makers.

**[www.bluediamondawards.com](http://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 <b>\$30,000</b>	VIP RECEPTION <b>\$15,000</b>	AWARD PRESENTER* <b>\$10,000</b>	INNOVATOR <b>\$7,500</b>	EDUCATOR <b>\$5,000</b>	INFRASTRUCTURE <b>\$2,500</b>
Marquee Sponsor Exterior & Interior video boards	✓					
Public Relations All event PR announcements	✓					
Digital Publicity Logo Placement Newsletter, Emails	✓					
Exclusive	✓	✓				
Prominent Corporate Signage & Recognition	All related events & thru out BDA venue	Reception & Celebration				
Speaking Opportunity	Celebration, Reception & Breakfast	Reception	Celebration alongside CXO			
Sustaining Partner Recognition Throughout 2016	✓	✓	✓			
Table at Celebration	2 - 10 seats	1 - 10 seats	1 - 10 seats	1 - 8 seats		
Podium Recognition	✓	✓	✓	✓	Scholarship Presented at Celebration	
Recognition - Marketing Materials & BDA Website	Logo	Logo	Logo	Listing	Listing	Listing
<b>TICKETS</b>						
Celebration	20	10	6	8	6	4
VIP Reception	20	10	6	4	3	2
Kick Off Breakfast	6	5	4	3	2	2
Invite Host Category Nominees			4			

\* Choice of award to present on reverse side

# AWARD PRESENTER

**Award Presenter Sponsors have the opportunity to choose the award they would like to present alongside a prominent business IT executive.**  
**Selection is on a first come, first serve 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.



## BUSINESS VALUE (SMALL)

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



## BUSINESS VALUE (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.



## 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.**



# SPONSORSHIP COMMITMENT

## 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
Name 9	E-mail
Name 10	E-mail

## Payment Information

Select your sponsorship type:

- Title \$30,000**    **VIP Reception \$15,000**    **Award Presenter \$10,000**  
 **Innovator \$7,500**    **Educator \$5,000**    **Infrastructure \$2,500**

Payment options:

- Check Enclosed \$ \_\_\_\_\_ (Payable to IT-oLogy)**

Mail to IT-oLogy, 1301 Gervais Street, Suite 200, Columbia SC 29201 ATTN: Kristine Hooker

- Credit Card** (Please call Kristine Hooker to execute the transaction. 803-354-5732)  
 **Invoice. Email invoice to \_\_\_\_\_**

Send signed scanned Sponsorship Commitment form to [kay.read@it-ology.org](mailto:kay.read@it-ology.org)  
 Thank you for your sponsorship!