



2014-15 Funding Campaign

**Help grow Tyler's
Innovation Economy**

www.Tyler4Tech.com

TYLER4TECH NEEDS YOU TO CONTINUE ITS MISSION!

Tyler4Tech (T4T) is an alliance of Tyler's leading business, educational and civic leaders whose goals are to attract new and existing technology companies, technology entrepreneurs and qualified workers to locate in Tyler. T4T operates as a subcommittee under the Tyler Area Chamber of Commerce (TACC).



"Tyler grew due to the entrepreneurs in the 1920s and 1930s – the wildcatters in the oil industry. The future of the city lies with attracting new entrepreneurs to the community, specifically in the technology sector, as epitomized by what the people at Tyler4Tech are doing on behalf of the City."

-Mayor Martin Heines, May 2013, State of the City Luncheon

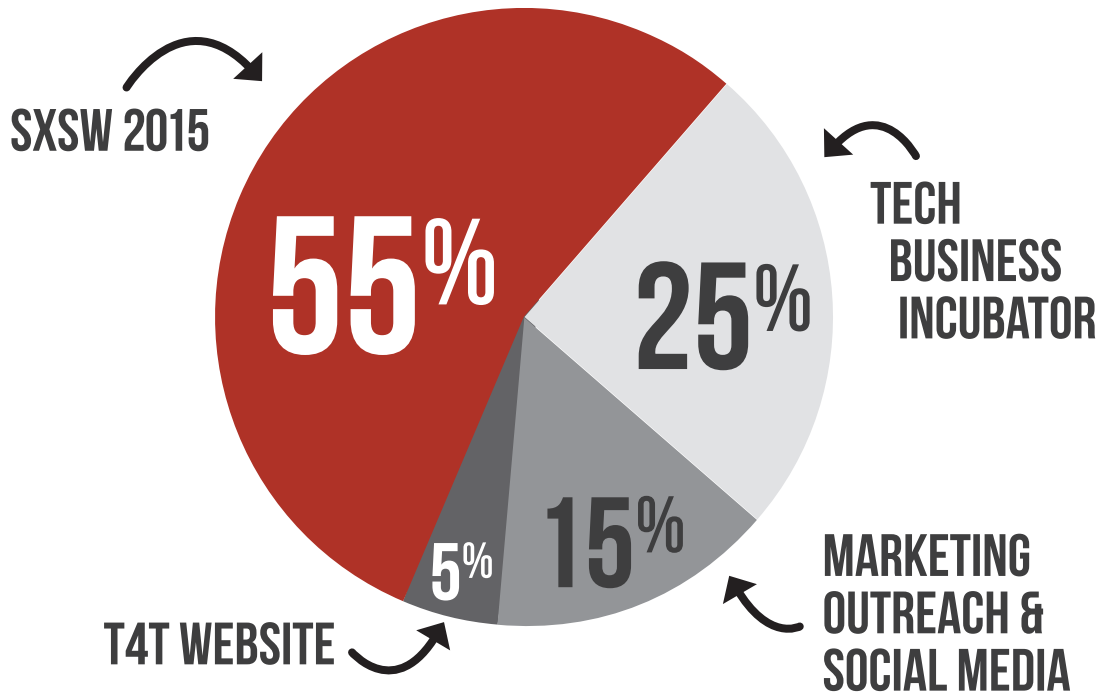
Support Tyler4Tech:

Your business and the lives of most Tylerites will be impacted by the ongoing success of T4T:

- Technology companies bring revenue into the city from outside the city, many times from outside the state and even outside the Country.
- More people to support our local established businesses,
- More white-collar job opportunities in non-competing businesses,
- Increased tax revenues for the City to provide improved services to its residents,
- Local investment opportunities to keep Tyler money working in the Community
- Help keep our kids in Tyler - retention of graduating Tyler area college technology students, who now move away from the community to fill tech jobs available in Dallas, Denton, Houston, Austin and out-of state.
- Help fuel Tyler's economic growth in the Innovation Economy

2014-15 FUNDRAISING GOAL

This year's budget goal is \$100,000. Your tax deductible donations and sponsorships will help Tyler better compete with other cities trying to attract tech start-ups. This is a community-wide effort, whether or not you are in the tech industry.



Funds will be used to further the 2015 T4T initiatives as approved by its Executive Board:

- 1) Expanded presence of T4T at the 2015 South By Southwest (SXSW) trade show held in Austin in March, which attracts 50,000 registrants and has been the launching pad for many of today's popular technology companies, such as Twitter.
- 2) The establishment of a tech incubator to help better prepare tech entrepreneurs and local college students to turn their idea or invention into a business.
- 3) Continued development of the T4T website (www.Tyler4Tech.com), which serves as a gateway and resource to tech companies, entrepreneurs, and others considering locating to Tyler.
- 4) Other marketing outreach campaigns, including social media, to attract tech companies and entrepreneurs to the Community and help re-launch the Annual Tyler Tech Expo.

T4T HISTORY & ACCOMPLISHMENTS

T4T was established in October 2013 at the behest of Tom Mullins of the Tyler Area Chamber of Commerce (TACC) and with the support of Tyler's Mayor, Barbara Bass. Today, over 50 of Tyler's leading business, educational and civic leaders, including current Mayor Martin Heines, are members of the Alliance.

- T4T's Executive Board consists of 18 community business and civic leaders.
- To increase awareness of Tyler as a technology destination, T4T exhibited at the 2014 SXSW Trade Show, staffed by 22 members of the Alliance.
- In 2013, T4T raised \$60,000 in sponsorships and donations to fund its participation at SXSW from local companies, organizations and volunteers.
- At SXSW, T4T launched a permanent website (www.Tyler4Tech.com) that serves as a resource for tech companies interested in locating to Tyler and generating new leads year-round.
- The T4T booth at SXSW was one of the most popular booths on the show floor with promising results:
 - o Tyler was exposed to tens of thousands of people in the tech community who previously never knew of the City's existence.
 - o More than a dozen solid leads were generated ranging from:
 - new tech start-ups looking to relocate to Tyler,
 - the Northeast Texas Film Commission,
 - a private subscription-only airlines expected to add Tyler as a destination
 - venture and angel groups looking to syndicate deals with Tyler's local investors.
 - o At SXSW, Tyler competed head-on with other municipalities looking to lure tech companies including Austin, Chicago, Montgomery County Virginia, Michigan, Quebec, France, UK, Brazil, Singapore, New Zealand, Netherlands, Ireland, Germany and Chile.

For the full report on Tyler4Tech's activities at the 2014 SXSW, please visit www.Tyler4Tech.com/sxsw.html

SPONSORSHIP LEVELS

	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Sponsorship of SXSW Hospitality Suite w/ product giveaways	✓			
Company logo on T4T website home page	✓			
Company name prominently displayed at SXSW booth	✓	✓		
Free SXSW Exhibit Hall Pass	✓	✓		
Company profile page on T4T website as supplied w/ link back to your website	✓	✓		
Company literature and/or products distributed at SXSW booth	✓	✓		
On-screen video promo of company played at SXSW booth video monitors and in Hospitality Suite	✓	✓	✓	
Company representative at SXSW booth (at your option)	✓	✓	✓	
Company logo on all distributed T4T literature	✓	✓	✓	✓
Company logo prominently displayed at SXSW booth	✓	✓	✓	✓
Company listing on T4T website w/ link to your website	✓	✓	✓	✓

One "Presenting Sponsorship Package" is available @ \$25,000. Please inquire for details.

Email your pledge or your questions to:

Sponsorship@Tyler4Tech.com

CONTACT INFO

Tyler4Tech c/o TACC

315 N Broadway, Tyler TX 75702

Email: info@tyler4tech.com

Website: www.Tyler4Tech.com

CHAIRMAN CONTACT INFO

Mike Weiss, PersonalWeb,

112 E Line St, #204, Tyler, TX 75702

Phone: 903-884-0777 x7017

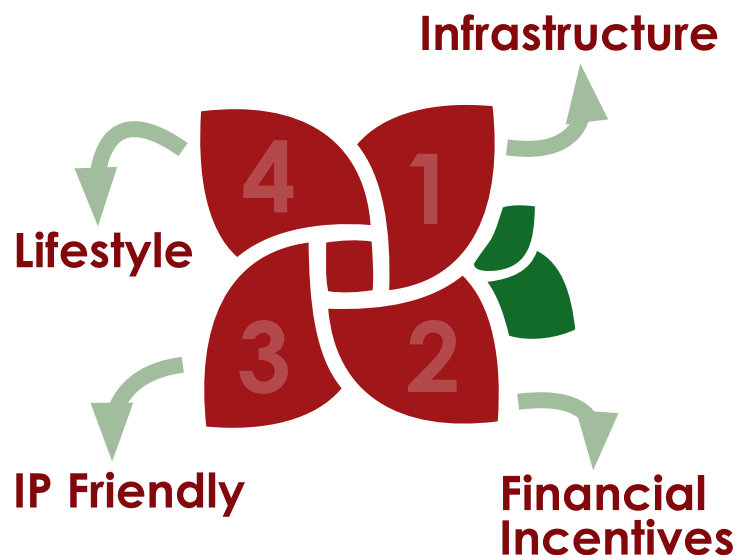
Email: chair@tyler4tech.com

SPONSORSHIPS CONTACT INFO

Helen Cullen Austin

903-944-9914

Sponsorship@Tyler4Tech.com



APPENDIX

TYLER4TECH EXECUTIVE BOARD

Mike Weiss - Chairman

Beth Womack

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Mike Andrews

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Strategic Office Networks

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Blue Spike

Tyler Vault

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Chamber of Commerce

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Computer Business Systems

EDC

Eolas

Express Personnel

Garteiser Honea Law Firm

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Gollob Morgan Peddy CPA

Greater Tyler Area Realtors (GTAR)

Keen Solutions

Martin Heines Properties

People's Petroleum Building

PersonalWeb Technologies

Blue Spike

Solocron

Southside Bank

Suddenlink

TJC

Traff Assett Management

Trinity Mother Francis

Tyler Convention & Visitors Bureau

Tyler Vault

UT Tyler



