

# 2024

## Partnership Opportunities

Roanoke-Blacksburg's Innovation Alliance



# Meet The Verge Alliance

Verge is driving public and private collaboration on innovative projects that extend to the state level and beyond for the benefit of the Roanoke and Blacksburg innovation economy. Verge, RAMP and RBTC work in tandem to collectively provide vision, strategy and development resources to the tech-based economy from all access points of the pipeline.

Together with regional ecosystem partners, we are driving critical development, growth and success of the tech-based economy from startup to corporate. We envision a future where our collaborative efforts lead to breakthrough innovations, economic growth, and enhanced quality of life for all community members.

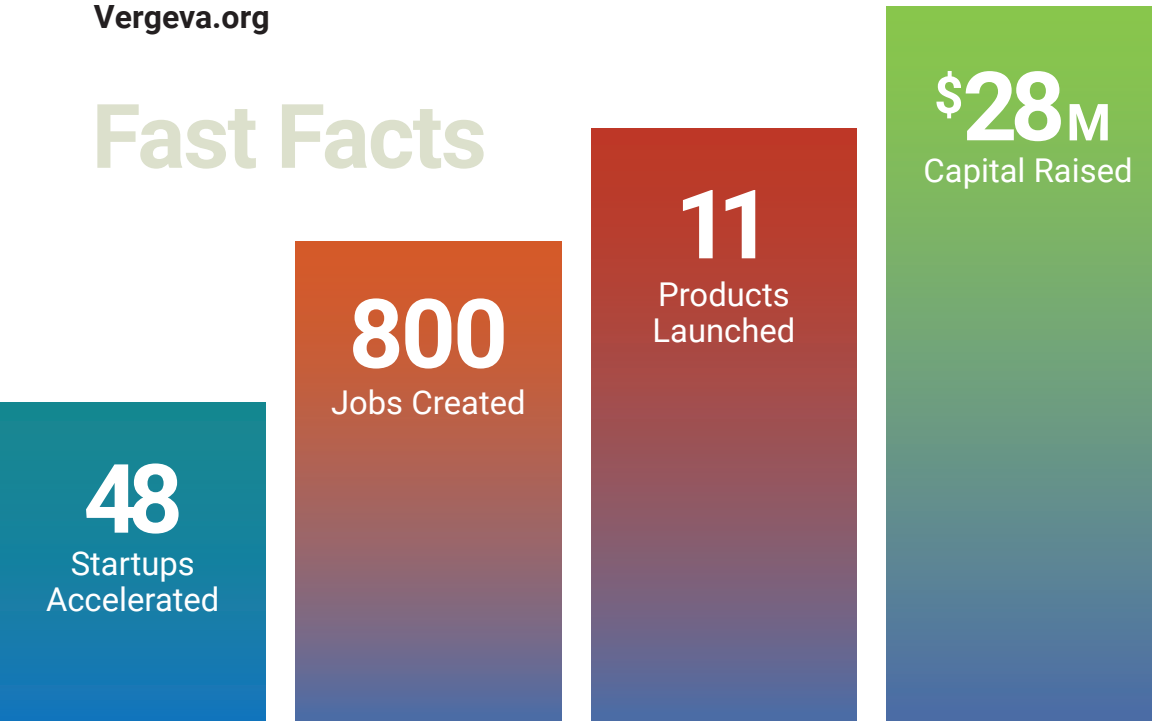




Verge, serves the tech and biotech communities in the Roanoke and New River Valleys and Lynchburg. We identify area priorities and funding, facilitate collaboration, and advance startups to grow the regional innovation ecosystem.

[Vergeva.org](http://Vergeva.org)

## Fast Facts



Help shape the future. Elevate your brand by sponsoring tech and life science startups changing the future through research and technology.

- **Meet the Cohort** \$2,500


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  - Key visibility to 100+ attendees (spring & fall)
  - Logo visibility on website, social media, newsletter and all digital promotions
  
- **Demo Day** \$5,000


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  - Key visibility to 200+ attendees (spring & fall)
  - Logo visibility on website, social media, newsletter and all digital promotions
  
- **Sponsor a Startup** \$2,500 or \$5,000


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  - Contribute to an entrepreneurial scholarship and help launch and innovative startup in the Roanoke-Blacksburg region

The Roanoke-Blacksburg Technology Council is the region’s premier technology community made of western Virginia’s leading companies and institutions that together employ the best and the brightest. We’re leading the way in entrepreneurship, professional development, and tech employment across sectors.

## Annual Partnerships

### Event Series Opportunities Starting @ \$1,500

Cyber Security	Tech on Tap	Tech Talent Program
WoTech	Beer & Bio	CEO Forum
Blacks In Technolgy	Tech & Toast	

### Gold Partners \$5,000

Perfect for companies looking for key visibility throughout the year.

- Logo/link displayed on RBTC homepage
- Logo displayed on all newsletters
- Recognition at all RBTC events
- 4 complimentary tickets to TechNite
- Complimentary RBTC Membership

### Platinum Partners \$7,500

Ideal for larger companies looking for greater investment with RBTC programs and the tech community.

- Logo/link displayed on RBTC homepage
- Logo displayed on all newsletters
- Recognition at all RBTC events
- 25% Discount on all RBTC event tickets
- 1 Free Table Ticket to TechNite
- Complimentary RBTC Membership

### Titanium Partners \$10,000

Be part of the foundation of RBTC with a Titanium partnership.

- Logo/link displayed on RBTC homepage
- Logo displayed on all newsletters
- Recognition at all RBTC events
- 50% Discount on all RBTC event tickets
- 1 Free Table Ticket to TechNite
- Complimentary RBTC Membership
- Partner Spotlight
- Featured jobs listed in newsletters
- First opportunity to sponsor events
- RBTC Board seat consideration



The Blacks In Technology Foundation is the largest community of black people in the global technology industry. Sponsor the BIT SWVA Chapter, a program of the RBTC, to directly support professionals in the Roanoke and New River Valleys.

**rbtc.tech/bit-swva**

**Event Sponsor**

Starting @\$500

• Sponsors receive logo visibility at all events and linked logo in all pre-event promotions.

Support the work of BIT SWVA as they “stomp the divide” by establishing a blueprint of world-class technical excellence and innovation. All sponsors receive linked logo visibility at all pre-event promotions and logo visibility at events.



RBTC's Women in Technology exists to champion women and celebrate diversity in our region's growing tech community. Your sponsorship empowers women in tech through mentoring, education, networking, and events.

**rbtc.tech/wotech**

**Event | Series**

\$1,500 - \$4,000

**Annual Leadership Retreat**

Starting @\$500

Increase your visibility and engage with a powerful contingent of the tech community through a WoTech sponsorship. We have multiple levels of support to suit every budget and goal. Contact us for more information at [info@rbtc.tech](mailto:info@rbtc.tech).



# TechNite

May 8, 2024

TechNite is the region's biggest night in tech. At our flagship event, the area innovation and technology community comes together to celebrate their breakthroughs and recognize outstanding achievement in innovation. Connect with statewide and regional leaders with a TechNite sponsorship.

## TechNite Award Sponsor

Member price: \$3,500

## TechNite VIP Event Sponsor

Member price: \$7,500

## TechNite Title Event Sponsor

Member price: \$10,000

## TechNite Signature Cocktail & Bar Sponsor

Member price: \$2,500

There are so many ways to engage at TechNite. Not sure which level is for you? Visit our website to learn more about our sponsorship options

## TechNite After Party Sponsor

Member price: \$5,000

## TechNite Dinner Host

Member price: \$7,500

## TechNite Photo Booth Sponsor

Member price: \$1,500



# National Tech Conference

Help launch an annual emerging technology conference and further elevate the Roanoke-Blacksburg Region as a premiere innovation district. With a sponsorship, you'll be instrumental in bringing global thought leaders in tech and biotech together in SWVA to spark innovation, advance the technology industry, and drive economic growth.

The conference is designed to reach the strong regional and statewide innovation ecosystem panning the East Coast. As a sponsor, your brand will reach 200 engaged member companies in six months; 48 startups, founders, and funders; and 200+ attendees with shared interests.

We have sponsorship options to suit your needs and budget:

## Sponsor a Founder / Sponsor a student

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Support a founder or student through the purchase of one conference ticket.

- Special recognition on event registration platform
- Company name listed on all marketing and event promotions

## \$3,500 Session Leader

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Support a founder or student through the purchase of one conference ticket.

- Stage time: Introduce and kick-off a breakout session
- Company name listed on all marketing and event promotions



# National Tech Conference

## \$4,500 – Badge Sponsor

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- Help curate branded name badges for all attendees
- On-site visibility at registration and check in, including 11/13 Badge & Beers
- Company name listed on all marketing and event promotions

## \$5,000 Breakfast Sponsor

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(Day 1 or Day 2)

- Stage time: Introduce and kick-off breakfast
- Brand elevation: brand video optional at breakfast, banners in main reception area
- Company logo listed and linked on all marketing and event promotions

## \$4,500 Cocktail & Bar Sponsor

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(choose one: bloody mary, mimosas brunch bar, continuous coffee bar, evening cocktail bar)

- Bar curator: Specialty drink name to include sponsor brand
- Brand elevation: Logo on drink stations, bars and drink tickets
- Company logo listed and linked on all marketing and event promotions

## \$9,500 WiFi Sponsor

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- Brand elevation: Logo listed on all day of branding and all breakout rooms
- Two full conference tickets included
- Company logo listed and linked on all marketing and event promotions

## \$7,500 Lunch Sponsor

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(Day 1 or Day 2)

- Stage time: Introduce and kick-off lunch
- Brand elevation: brand video optional at lunch, banners in main reception area
- Two full conference ticket included
- Company logo listed and linked on all marketing and event promotions

## \$10,000 VIP Reception

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(invitation only: c-level tech executives and event speakers)

- Stage time: Introduce and kick-off VIP Reception
- Brand elevation: brand video optional at VIP event plus brand banners
- Two full conference tickets included
- Company logo listed and linked on all marketing and event promotions

## \$15,000– Main Event Dinner Sponsor w/ Themed event

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(following full day 1 program 11/14)

- Two full conference tickets included
- Company logo listed and linked on all marketing and event promotions

## \$25,000 – Title Event Sponsor

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- Premium recognition and placement on all marketing and event promotions
- Premium brand elevation: banners, brand video showcase, stage time and speaker opportunity.
- Company logo listed and linked on all marketing and event promotions
- Premium package: conference tickets for team members
- Brand elevation: brand video optional at lunch, banners in main reception area





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