2020 Sponsorship Opportunities
Why ITA?

We are focused on growing Chicago tech companies. We help our members build their teams, promote their businesses and collaborate with like-minded tech entrepreneurs.

With nearly 500 member companies, we are your connection to the local tech community, a navigator for the innovation ecosystem, and a natural marketing partner for you.

The kicker? We are an industry-focused organization so when we say our mission is your success, we really mean it.
ITA By The Numbers

450 corporate members
30,000 newsletter subscribers
5000 event attendees/year
2000 companies engaged
6000 student members
10,000 job seekers
Leadership Exchange

Throughout the year, ITA hosts small gatherings for C-level executives from growth-stage technology companies to come together for networking and collaboration.

Our Leadership Exchange events give you exclusive access to the C-Suite group or topic of your choice – only one sponsor is allowed per event.
Host a networking event for the Chicago Tech community!

Available to members only

Tech on Tap
Educational Programming

Get involved and align your brand with programming that local tech leaders rely on to learn about new trends and arm themselves with actionable knowledge for improving their business.

We offer several ways to partner:
• Marketing Promotion
• Power Lunch
• Breakfast Club
• Mini-Summit
Thought Leadership

You have smart things to say – we have members who want to hear it.

Work with us to promote your content - white papers, toolkits, reports, etc. – to our members. Direct emails, website promotion, newsletter ads and articles, social and more…
Women Influence Chicago operates as an umbrella organization to cultivate women leaders, connect the community and increase female leadership at growth and enterprise tech companies.

Through pre-workforce and in-workforce education for both men and women, the initiative aims to catapult women into roles of influence as a member of the C-Suite, as Presidents/CEOs and into Public Advisory Board positions.

Get involved as an event sponsor or Champion of the initiative.
The ITA Internet of Things Council’s mission is to drive the advancement of IoT technology, policy, investment and industry, establishing Chicago and the Midwest as an epicenter of IoT.

Through programming and industry visibility, the members of the IoT Council are driving the future of this space. By sponsoring an IoT Council event or becoming an IoT Council Champion, your organization will be showcasing its commitment to innovation, driving business connections in the community and putting yourself front and center with local leaders.
ScaleUp Chicago brings together leaders and storytellers from across the Chicago tech industry. Each year the Summit is intentionally crafted to deliver stories our members can adapt, apply and activate across their people, process and technology.
# CityLights Awards

- **21 Years & 120 Honorees**

- **Exits of more than $53 billion.**

- **More than $1 billion in IPOs and $3.4 billion in venture capital.**

## Reach
- **200,000+** direct email impressions
- **1 million+** earned and paid media impressions

## Audience
- **25,000 tech entrepreneurs**
  - 38% Founders, Presidents, C-Suite
  - 35% VP, Director, Principal
  - 27% Manager, Engineer, Associate

## Engagement
- **650 attendees**
  - 200 nominations
  - 40 finalists
  - 60 judges
  - 5,000 public votes

## Results
- **21 Years & 120 Honorees**

- Exits of more than $53 billion. More than $1 billion in IPOs and $3.4 billion in venture capital.
CityLIGHTS Awards

In its 21st year, CityLIGHTS continues to be the premier recognition program in the industry serving as a barometer of future success.

We offer several sponsorship opportunities:

- Presenting Sponsor
- Premier Partner (Limit 5)
- Reception Sponsor
- Wine Sponsor
- Photobooth Sponsor
- Corporate Table
TechForward supports and provides programs and initiatives that attract, grow and retain world-class and diverse technology talent in Illinois. As the philanthropic arm of the Illinois Technology Association, our mission is to build the next generation of industry leaders.
TechForward Programs

City-Wide CPS Job Shadow Day

- Shadowing is essential for hands-on experience and for witnessing “a day in the life” of experienced professionals.
- It has never been more important to empower our female population at a young age and show them the infinite opportunities for representation in STEM.
- Through this initiative, we intend to provide the necessary resources to teach high school girls that their career aspirations can be geared towards STEM majors.

Middle School Tech Ambassador Program

- Provides economic opportunity for middle schools in underserved communities, including rural Illinois.
- Introduces young people to tech careers through trainings, workshops, presentations, tools, and resources for additional learning.
Job Shadow Day
Sponsorship Opportunities

Held on the first Friday in March in conjunction with International Women’s Month, 2019 saw 100+ CPS high school females partnered 20+ tech companies

Available sponsorships:
- Transportation Sponsor
- Venue Sponsor
- Breakfast Sponsor
- Swag
Brews & Bags

An outstanding opportunity to build your employment brand while supporting TechForward’s program and initiatives. Taking place in August 2020, our Bags & Brews tournament engages your employees, gets your brand in front of today’s tech talent and is kick-ass way to spend a Friday afternoon in the summer.
Ready. Set. Engage.

Contact us at sponsorship@illinoistech.org to get started