

TECHPOINT **MIRA**AWARDS

Community Promotional Pack 2021

TechPoint needs your help. We're calling on all thought leaders, mentors and influencers across the state to help us find and recognize the "Best of Tech in Indiana."

Entries for the 2021 Mira Awards are being accepted now through Friday, January 22.

As part of our work to bring equity to all levels of the state's tech ecosystem, TechPoint is more aggressively encouraging community nominations for (and self applications from) women and people of color who might not have been as visible in the traditional tech circles of the past.

"RISE UP" is this year's theme, which encourages the community to seize opportunities and look to the future with hope and resolve to overcome the turbulence and tragedy suffered during 2020.

We hope you will consider using some of the materials and resources, sample newsletter and social media posts, banner ads, photos and videos that we've provided in this [Community Partner Promo Pack](#).

IMPORTANT PROCESS NOTES:

There is a nomination process that people can use to nominate their friends, colleagues, mentees, entrepreneurs and business partners who might be uneasy about "applying" for an award. When you fill out the nomination form, the recipient is automatically notified that they are nominated and invited to fill out the application form.

[2020 Mira Awards Nomination Form](#)

[2020 Mira Awards Application Form](#)

Several categories changed last year to loosen restrictions that may have prevented some people from entering in the past. Because people don't necessarily enter every year, some may need help understanding changes from the last time they entered. For example, the Rising Entrepreneur Award no longer has age restrictions and recognizes promising startup founders of all ages and experiences.

The Tech Product of the Year category is no longer restricted to products *launched* during the past 12 months, but is open to all new technology products that achieved significant milestones in calendar year 2020, regardless of an official launch date or development timeline.

The Startup of the Year category eligibility date has been extended to include startups that are two-years-old or newer (founded after January 1, 2019), and both the Tech Education Award and Community Impact Award have been changed to include the contributions of individuals or organizations.

DEADLINE & RESOURCES:

The deadline isn't until Friday, January 22th, but those first three weeks of the year can really fly by. A little bit of preparation and planning now will go a long way in early January.

APPLICATION DEADLINE:

Friday, January 22nd at Midnight

Our team member, Joshua Hall, is also available to answer any questions you may have about the application process and best practices for submitting a nomination or an award-winning application. (Seriously, email him at joshua@techpoint.org or call him at 317-464-5416.)

SHAREABLE RESOURCES:

[2021 Mira Awards Categories Overview Flyer](#)

[2021 Mira Award Categories & Criteria Guide](#)

[Mira Awards Promo Pack 2021](#)

[Nominations/Applications Press Release](#)

[Banner Ads & Social Images](#)

Community Partners Promotional Pack

The following content, banner ads, photos, links and other promotional materials are being shared with our community partners and influencers. You may find these materials useful when communicating with member companies and the community-at-large.

[Mira Awards Promo Pack 2021 - SHARED FOLDER](#)

RISE UP. Apply for Indiana’s top tech awards!

TechPoint is accepting nominations and applications for the 2021 Mira Awards honoring ‘the best of tech in Indiana.’ The Mira Awards are like Indiana’s Oscars for technology with award categories recognizing the cities, people, products and companies that make our community and state so special.

Applications are due January 22nd. Visit <https://techpoint.org/mira/> to apply.

Being a Mira Award nominee is a big deal. Past nominees and winners alike have secured new venture capital, signed new customers, and hired exceptional new employees because of the exposure that comes with participating in the Mira Awards.

The Mira Awards bring us together as a community to celebrate the state’s tremendous tech success stories and amplify them to the rest of the world.

Here are this year’s categories:

PEOPLE - Rising Entrepreneur Award, Investor of the Year, Community Impact Award, Tech Education Award, Trailblazer Award and the TechPoint Foundation for Youth Bridge Builder Award

PLACE - Rising Tech City Award

PRODUCTS - Tech Product of the Year, Tech Service of the Year, and Innovation of the Year

COMPANIES - Exceptional Employer Award, Startup of the Year, Scale-up of the Year, and Large Enterprise of the Year

You can learn more about this year’s upcoming 2021 Mira Awards from the [official awards program launch press release](#). WATCH VIDEOS: Get a real feel for what it’s like to be a part of the Mira Awards by watching our [special event coverage on YouTube](#).

You are also welcome to use any images from past Mira Awards galas found on the [Mira Awards landing page](#) as well as images included in our [Facebook Albums](#).

Banner Advertisements in Numerous Sizes Including Social Images for Instagram, Facebook, Twitter & LinkedIn

We have Mira Awards application banner ads for your website, newsletter, email, social media and any other uses that might make sense! We have ready-made IAB standard sizes available and we're happy to make custom sizes if you need them.



[CLICK HERE](#) to download banner ads, logos and other available art. Please use this URL for banner ads: <https://bit.ly/2VoFo7z>

Social Media

Official hashtags: #RISEUP and #MiraAwards

Browse all of the photos from previous years on [Facebook](#) and videos on [YouTube](#) to find your favorites and share them on social media with one of these sample messages and a link to the Mira Awards landing page at <https://techpoint.org/mira/>.

TechPoint will be promoting #RISEUP and #MiraAwards on these social and online channels. Follow us and share or retweet our Mira Awards info:

- Facebook: <https://www.facebook.com/techpointind>
- Instagram: <https://www.instagram.com/techpointind/>
- Twitter: <https://twitter.com/techpointind>
- LinkedIn: <https://www.linkedin.com/company/techpointind>
- Official website: <https://techpoint.org/mira/>

Twitter

Let's #RISEUP and enter the 22nd annual @TechPointInd #MiraAwards! See this year's categories and start planning your application at <https://techpoint.org/mira>

It's time to apply for Indiana's top tech awards! #MiraAwards applications are due January 22nd. <https://techpoint.org/mira/> @TechPointInd

Get recognized as the 'Best of Tech in Indiana.' Apply for the @TechPointInd #MiraAwards today! <https://techpoint.org/mira/>

The @TechPointInd #MiraAwards season has begun! Apply for people, place, product or company awards online today: <https://techpoint.org/mira/> (IMAGE)

Are you ready for @TechPointInd's #MiraAwards? Applications are now live at <https://techpoint.org/mira/> (IMAGE)

Facebook / LinkedIN

TechPoint's #MiraAwards season has begun! #RISEUP and enter today. View all of the people, place, product or company categories online today. Applications are due Friday, January 22: <https://techpoint.org/mira/>

Sponsorship

A limited number of sponsorship opportunities are available. Contact Senior Director of Relationship Management Lauren Petersen at lauren@techpoint.org before everything is sold out.

QUESTIONS?

Contact Joshua Hall at joshua@techpoint.org or call 317-464-5416.