

2022 TECHPOINT

# MIRA AWARDS

## SPONSOR PROSPECTUS



### HONORING THE BEST OF TECH IN INDIANA

The state's largest, best known and most prestigious technology awards program.



## SPONSORSHIP COMMITMENT DEADLINE

Friday, March 25, 2022

## MIRA AWARDS GALA AT THE JW MARRIOTT

Saturday, April 23, 2022

### ABOUT THE MIRA AWARDS

The Mira Awards, now in its 23rd year, is a six-month program that culminates with our signature ball gown and black tie gala that has come to be known as the “Oscars for Tech” in Indiana. It’s a tremendous platform for celebrating our state’s tech successes, as well as coming together as a community, highlighting what’s important to us and sharing our vision for the future.

#### SINCE 1999

- 23 Years of Excellence & Innovation
- 2000+ Nominees
- 277 Award Winners
- Great Night Each Year















#### LAST YEAR

- 211 Applications Submitted
- 120 Nominees Selected
- 16 Award Winners
- 4000+ Viewers

### BECOME A MIRA AWARDS SPONSOR

Sponsors of the Mira Awards are viewed as the leading tech firms, businesses and professional services providers in the state. It’s a unique opportunity to place your brand front and center during “Tech’s Biggest Night,” which offers unparalleled networking and promotional value throughout the six-month Mira Awards season.
















































It is anticipated that TechPoint will produce the 2022 Mira Awards in person at the JW Marriott on **Saturday April 23, 2022**. Confirmation to sponsors will be forthcoming per CDC guidelines.

SPONSOR LEVEL	GOLD SPONSOR \$10,000	TABLE SPONSOR \$5,000	NOMINEE SUPPORTER \$2,500
Advertisement in Souvenir Program	Half Page		
Verbal Recognition from Gala Stage			
VIP Reception Tickets	4 Tickets		
Linked Logo in Media Partner Email			
Logo on Gala Splash Screens			
Table Signage at Gala			
Preferred Gala Seating	10 Tickets	10 Tickets	4 Tickets
Logo in Souvenir Program	Back Cover		
Linked Logo in Email Marketing			
Linked Logo on Website			

2022 TECHPOINT

# MIRA AWARDS



<b>SPONSOR LEVEL</b>	<b>PRESENTING SPONSOR \$25,000</b>	<b>PLATINUM SPONSOR \$15,000</b>	<b>RECEPTION SPONSOR \$15,000</b>	<b>AWARD SPONSOR \$13,000</b>
Video Greeting Aired During Gala				
Dedicated Sponsor Event Email	<b>Full Opt-In Database</b>			
Named in All Event Press Releases				
Media Segment Sponsor Mention				
Dedicated Page in Print Program				
Logo on Event Registration Page				
VIP Reception Sponsorship				
Dedicated Ballroom Lounge & Bar				
Sponsor Display Signage at Gala			<b>Ballroom Splash</b>	
Individual Award Sponsorship				
Present Award on Stage at Gala				
Named Award Sponsor in Program				
Advertisement in Souvenir Program	<b>Full Page</b>	<b>Full Page</b>	<b>Half Page</b>	<b>Half Page</b>
Verbal Recognition from Gala Stage				
VIP Reception Tickets	<b>20 Tickets</b>	<b>20 Tickets</b>	<b>4 Tickets</b>	<b>4 Tickets</b>
Linked Logo in Media Partner Email				
Logo on Gala Splash Screens				
Table Signage at Gala				
Preferred Gala Seating	<b>20 Tickets</b>	<b>20 Tickets</b>	<b>10 Tickets</b>	<b>10 Tickets</b>
Logo in Souvenir Program	<b>Back Cover</b>	<b>Back Cover</b>	<b>Back Cover</b>	<b>Back Cover</b>
Linked Logo in Email Marketing				
Linked Logo on Website				



## **PRESENTING SPONSOR (3 AVAILABLE) - \$25,000**

- Twenty (20) reserved seats (together at the dinner Mira Awards gala) in preferred seating area
- Twenty (20) VIP tickets
- VIP Reception Sponsor
  - One (1) dedicated lounge within the gala ballroom
  - Each lounge to include a bar, cocktail rounds, soft seating and company signage (provided by TechPoint)
- Opportunity for 1-2 sponsor company executives to pre-record a video greeting to be aired during the Mira Awards gala kicking off their sponsored portion of the gala
  - Videos created and managed by TechPoint
- Sole sponsorship of one (1) Mira award
  - Opportunity to be on the stage during the Mira Awards announcing and handing out the sponsored award and photo opportunities for the sponsored award
  - Company name included in Mira Awards program on sponsored award nominee page/spread
- Verbal thanks and recognition during Mira Awards
- Logo on splash screens during Mira Awards
- Logo on Mira Awards registration page (Eventbrite)
- Full page ad in the printed Mira Awards program
- Premium logo placement in the Mira Awards program and back cover
- Company logo (linked to Sponsor Company website) on Mira Awards Landing Page at [techpoint.org](http://techpoint.org) (through the entire 2022 Mira Season until 2023 applications are announced)
- Logo and link on the TechPoint Index emails directly about Mira
- Mention in pre and post event press releases
- Mention in media segment about the Mira Awards
- Mention in joint media sponsor newsletter the week following the Mira Awards gala.
- Sponsor Company logo included on sponsorship signage in pre and post event areas
- Sponsor Company logo placed on sponsor company's Mira Awards gala table
- Sponsor Company highlighted including logo in one dedicated pre Mira Awards gala email (13,000+ technology executives & other business leaders, policymakers & civic influencers)
- Company logo included in dedicated, post-event email sent to TechPoint Index subscribers



## **PLATINUM SPONSOR (1 AVAILABLE) - \$15,000**

- Twenty (20) reserved seats (together at the dinner Mira Awards gala) in preferred seating area
- Twenty (20) VIP tickets
- VIP Reception Sponsor
  - One (1) dedicated lounge within the gala ballroom
  - Each lounge to include a bar, cocktail rounds, soft seating and company signage (provided by TechPoint)
- Sole sponsorship of one (1) Mira award
  - Opportunity to be on the stage during the Mira Awards announcing and handing out the sponsored award and photo opportunities for the sponsored award
  - Company name included in Mira Awards program on sponsored award nominee page/spread
- Sponsor Company logo placed on sponsor company's Mira Awards gala table
- Full page ad in the Mira Program
- Logo placement in the Mira Gala program – back cover
- Logo on splash screens during Mira Gala
- Verbal thanks and recognition during Mira Gala
- Sponsorship signage in pre and post event areas
- Company logo (linked to Sponsor Company website) on Mira Awards Landing Page at [techpoint.org](http://techpoint.org) (through the entire 2022 Mira Season until 2023 applications are announced)
- Logo and link on the TechPoint Index emails directly about Mira
- Company logo included in dedicated, post-event email sent to TechPoint Index subscribers



## **GENERAL RECEPTION SPONSOR (1 AVAILABLE) - \$15,000**

- Ten (10) reserved seats (together at the dinner Mira Awards gala) in preferred seating area
- Four (4) VIP tickets
- Sole sponsorship of one (1) Mira award
  - Opportunity to be on the stage during the Mira Awards announcing and handing out the sponsored award and photo opportunities for the sponsored award
  - Company name included in Mira Awards program on sponsored award nominee page/spread
- Verbal thanks and recognition during Mira Awards
- Welcome signs in reception area with company logo
- Logo on splash screens during Mira Awards
- Sponsor Company logo placed on sponsor company's Mira Awards gala table
- Half page ad in the Mira Awards program
- Logo placement in the Mira Awards program – back cover
- Sponsorship signage in pre and post event areas
- Company logo (linked to Sponsor Company website) on Mira Awards Landing Page at [techpoint.org](https://techpoint.org) (through the entire 2022 Mira Season until 2023 applications are announced)
- Logo and link on the TechPoint Index emails directly about Mira
- Company logo included in dedicated, post-event email sent to TechPoint Index subscribers



## **INDIVIDUAL AWARD SPONSOR (10 AVAILABLE) - \$13,000**

- Ten (10) reserved seats (together at the dinner Mira Awards gala) in preferred seating area
- Four (4) VIP tickets
- Sole sponsorship of one (1) Mira award
  - Opportunity to be on the stage during the Mira Awards announcing and handing out the sponsored award and photo opportunities for the sponsored award
  - Company name included in Mira Awards program on sponsored award nominee page/spread
- Logo on splash screens during Mira Awards
- Sponsor Company logo placed on sponsor company's Mira Awards gala table
- Verbal thanks and recognition during Mira Awards
- 1/2 page ad in the Mira Awards program
- Sponsorship signage in pre and post event areas
- Company logo (linked to Sponsor Company website) on Mira Awards Landing Page at [techpoint.org](https://techpoint.org) (through the entire 2022 Mira Season until 2023 applications are announced)
- Logo and link in the TechPoint Index emails directly about Mira
- Company logo included in the Mira Awards program
- Company logo included in dedicated, post-event email sent to TechPoint Index subscribers



## **GOLD SPONSOR - \$10,000**

- Ten (10) reserved seats (together at the dinner Mira Awards gala) in preferred seating area
- Four (4) VIP tickets
- Logo placement in the Mira Awards program – back cover
- Logo on splash screens during Mira Awards
- Sponsor Company logo placed on sponsor company's Mira Awards gala table
- Verbal thanks and recognition during Mira Awards
- 1/2 page ad in the Mira Awards program
- Sponsorship signage in pre and post event areas
- Company logo (linked to Sponsor Company website) on Mira Awards Landing Page at [techpoint.org](https://techpoint.org) (through the entire 2022 Mira Season until 2023 applications are announced)
- Logo and link on the TechPoint Index emails directly about Mira
- Company logo included in dedicated, post-event email sent to TechPoint Index subscribers
- Opportunity to be an Individual Award Sponsor for \$3,000

## **TABLE SPONSOR - \$5,000**

- Ten (10) reserved seats (together at the Mira Awards gala)
- Sponsorship signage in pre and post event areas
- Company logo (linked to Sponsor Company website) on Mira Awards Landing Page at techpoint.org (through the entire 2022 Mira Season until 2023 applications are announced)
- Sponsor Company logo placed on sponsor company's Mira Awards gala table
- Logo and link on the TechPoint Index emails directly about Mira
- Company logo included in the Mira Awards program
- Company logo included in dedicated, post-event email sent to TechPoint Index subscribers

## **NOMINEE SUPPORTER - \$2,500**

- Four (4) reserved seats (together at the Mira Awards gala)
- Company logo (linked to Sponsor Company website) on Mira Awards Landing Page at techpoint.org (through the entire 2022 Mira Season until 2023 applications are announced)
- Logo and link on the TechPoint Index emails directly about Mira
- Company logo included in the Mira Awards program

For more information or to discuss a customized Mira Awards sponsorship, contact the relationship manager for your TechPoint membership.

For non-members, contact Lauren Petersen at [lauren@techpoint.org](mailto:lauren@techpoint.org).

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