

2022 TECHPOINT

MIRAAWARDS

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 |  |  |  |



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

SOLD OUT





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 (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 (SOLD OUT) - \$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 Awards Program
- Logo placement in the Mira Awards 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 (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 (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 (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 (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.

LAUREN PETERSEN
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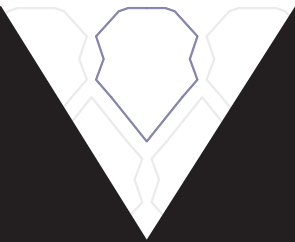
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