

TECHPOINT

Mira 2024 Partner/Sponsor Promotion Toolkit

First and foremost, thank you for your investment into the Mira Awards and celebrating the accomplishments of the tech community. For 25 years, the Mira Awards has been a night to gather, network, and recognize excellence in digital innovation. This year will be no different; we will continue to elevate the tech community and commemorate all of your contributions.

What has changed is the definition of the tech community; every business needs to be tech-enabled in order to succeed in today's day and age. The tech community is not limited to just tech companies anymore; it's made up of all of the organizations and people who are leveraging technology to support their businesses, innovate their products and services, or foster progress in some way, shape, or form.

At this year's Mira Awards and beyond, we want the audience to be inclusive of all those people and companies who are dedicated to innovation—like you. We want the Old National Centre to be full of multifaceted subject matter experts, founders, investors, community organizations, professional services businesses, students, educators, policy makers, and anyone who is innovating in their field.

In other words, if you're innovating in Indiana, you're invited.

We are stronger together. Help us in spreading the word about this opportunity to celebrate—especially your work as a nominee—and network with our digital innovation community at the 25th annual Mira Awards Gala on Friday, April 26, at Old National Centre. Join us in elevating the incredible talent in our state and all of your contributions to our community. Use this communication kit to help you spread the word on social media. For more information and to purchase tickets, visit

<https://events.blackthorn.io/en/1aZgum6/2024-mira-awards-ticket-sales-5a5q2L16JQb/overview>.

Social Media Messages

Below, you will find suggested captions. Feel free to repurpose or tweak to make them your own! Don't forget to tag TechPoint (information below) so that we can like and help amplify your posts as well.

TechPoint Social Channels:

- LinkedIn: <https://www.linkedin.com/company/techpointind/>

TECHPOINT

- Instagram: <https://www.instagram.com/techpointind/>
- Twitter/X: <https://twitter.com/techpointind>

[You will find the full library of images to leverage here.](#)

Caption Options

- The Mira Awards are championing innovation and recognizing the digital innovation community on April 26! We are **[proud to sponsor/a proud partner of]** this event and show our support for the tech community. Join us for a night of networking, celebration, and fun at Old National Centre, a new venue for the awards ceremony. You won't want to miss Indiana's biggest night for innovation. <https://qrco.de/benLhO> #MiraAwards2024
- If you're innovating in Indiana, you're invited to this year's Mira Awards! Celebrate alongside all of the people and companies (us included) that are fostering progress in our state on April 26. You won't want to miss the new format or venue for this year's awards. <https://qrco.de/benLhO> #MiraAwards2024
- The Mira Awards is a night to gather, network, and recognize excellence in digital innovation, celebrating the accomplishments of the tech community. We are a proud **[sponsor/partner]** of this event, committed to supporting the digital innovation community in Indiana. The who's who of tech and digital innovation in Indiana will be there. Will you? <https://qrco.de/benLhO> #MiraAwards2024
- We are stronger together. Celebrate and network with the digital innovation community at the 25th annual Mira Awards Gala on Friday, April 26, at Old National Centre, a new venue for the awards ceremony. Elevate the incredible talent in our state and all of your contributions to our community. We can't wait to see you there! <https://qrco.de/benLhO> #MiraAwards2024

We can't wait to see and celebrate you on April 26! Thanks again for your commitment. Please reach out to mikela@techpoint.org if you have any questions.