



2011 Sponsorship Benefits Overview

Demonstrate leadership and gain exposure across the region.

Represent your company, demonstrate your expertise and exercise a leadership role in the business community! STF has a variety of sponsorship opportunities that allow our members to build brand awareness and offer corporate capabilities presentations and educational content to a targeted audience of technology professionals and regional business executives. Our sponsorship programs include quarterly educational events, Techbyte Luncheons, our monthly newsletter and banner ads on the STF website.

STF is committed to supporting the growth and business development initiatives of our members. So take advantage of these many ways to increase exposure and strengthen your brand.

Current sponsorship opportunities available include:

Annual Sponsorship for Industry Leading Enterprises

Monthly Techbyte Luncheons*

Quarterly Educational/Social Events*

STF Quarterly Newsletter

Banner Ads

**Sponsors Presentation Guidelines - STF recommends that our presenters provide educational content in their presentations. Presentation content shall be approved by STF and feedback provided in order to ensure that the presentations are truly a value add for our attendees.*

**For detailed information on
STF Sponsorship Opportunities please contact:
Jeff Kratsch
Executive Director
jeff.kratsch@suncoasttechnologyforum.com**





STF Annual Sponsorships

Demonstrate a Leadership Role in the Business Community

Platinum Sponsor

Participation: \$2000

This is the primary, exclusive sponsorship role for the organization and includes C level participation on the STF CEO Advisory Council which meets once per quarter and provides guidance on strategic objectives and initiatives. Platinum sponsor firms receive maximum visibility throughout the year with STF home page and newsletter brand representation, mention in all relevant press and event announcements, and key presentation and marketing opportunities at multiple monthly/quarterly events.

Gold Sponsor

Participation: \$1000

Gold sponsor firms receive brand representation on the STF home page and newsletter; and key presentation and marketing opportunities at select monthly/quarterly events. Gold sponsor firms are encouraged to participate in or lead select STF committees.

Silver Sponsor

Participation: \$500

Silver sponsor firms receive brand representation on the STF home page and a key presentation and marketing opportunities at one Techbyte Luncheon. Silver sponsor firms are encouraged to participate in or lead select STF committees.





Monthly Techbyte Luncheon Sponsorships

Present - Educate - Network - Grow

STF hosts an informative luncheon on the third Tuesday of every month at the Polo Grill Restaurant on Main Street in Lakewood Ranch. The luncheon is held from noon to 1:00 PM and is open to the community. Each luncheon features a speaker from a Presenting Sponsor company on resources, innovations and other technology related topics of interest to the business community.

Attendees include Business leaders, CIO's, technology professionals and entrepreneurs that are there specifically to learn about industry trends and offerings and are invested in making new business connections.

Presenting Sponsor \$300 (1 per event)

Benefits included:

Your logo displayed on the STF website event page and in various email announcements distributed to our members and partner databases. Your company will be featured in all event related marketing communications and press announcements along with recognition at the event as key presenter and the opportunity to distribute brochures and collateral materials. Sponsors are encouraged to set up signage and banners at the event. Presenting Sponsors will also be provided an opportunity to send an email offer to all registered attendees and STF members following the event.

Supporting Sponsor \$125

Benefits included:

Your logo displayed on the STF website event page and in various email announcements distributed to our members and partner databases. Your company will receive sponsor recognition at the event and the opportunity to distribute brochures and collateral materials. Sponsors are encouraged to set up signage and banners at the event.





Quarterly Educational/Social Events Sponsorships

Present - Educate - Network - Grow

STF presents various quarterly educational seminars that are open to the regional business community. Each event features a keynote speaker by our Platinum Sponsor and various break out sessions and presentations from supporting Gold Sponsors, business leaders and business support agencies on various topics, trends, business resources, innovations and other technology related topics of interest to the business community.

Attendees include business leaders, CIO's, technology professionals and entrepreneurs that are there specifically to learn about industry trends and offerings and are invested in making new business connections.

Platinum Sponsors \$700

Benefits included:

Your logo displayed on the STF website home page, event page and in various email announcements distributed to our members and partner databases. Our platinum sponsorship includes a keynote speaking opportunity to headline the event, special recognition as being a platinum sponsor and everything in the gold sponsorship (name recognition on all marketing and press material, ability to distribute your marketing collateral at the event, 5 tickets to the event and an opportunity to send an email offer to all registered attendees and STF members following the event).

Gold Sponsor \$275

Benefits included:

Your logo displayed on the STF website events page and in various email announcements distributed to our members and partner databases. Our gold sponsorship includes name recognition on all marketing and press materials and the ability to distribute your marketing collateral at the event. An option for an additional \$250 to send an email offer to all registered attendees and STF members following the event. 3 tickets to the event are also included in this sponsorship.





STF Quarterly E-Newsletter Sponsorships

Build Brand Awareness and Share Your Expertise

To purchase industry exclusive banner ads in The STF e-newsletter contact us at info@suncoasttechnologyforum.com. Once you have purchased the advertisement in the online store, an STF representative will contact you to coordinate the details, specs and publication date of your Ad. Contact [Jeff Kratsch](#), Executive Director for details.

About The STF Newsletter

The STF Newsletter is a quarterly e-newsletter produced by the Suncoast Technology Forum. Content may contain local, statewide and regional news relevant to our members and the general business community, important STF Event Information, member news and a featured Member Article. Our readers refer to The STF Newsletter for industry news, trends and events in the Gulf Coast region.

Demographics

The STF Newsletter is delivered once per quarter to our member and events base and to select partner distribution lists. Readers include IT professionals, C-Level executives, entrepreneurs and decision makers in the technology and general business community. Our readers primarily cover Manatee, Sarasota and Collier counties.

Description/Ad Specs

Only one banner ad per industry segment is included in each issue of the STF Newsletter providing advertisers exclusive branding. The banner ad is in a premium position in the midsection next to the lead story. The ad includes a click through to your website or designated site. Annual sponsor option allows for one time editorial article or specific offering in our Ad Section.

Advertising Rates

Two Issues (consecutive) \$250

Four Issues (consecutive) \$600 (includes editorial or promotional content in AD Section in first quarterly issue)

Space Reservation: Ten business days prior to publish date



STF Website Banner Ads

Align Your Company with STF and Gain Exposure

Footer Banner Ad

Rate: \$300 per six months

Description: The **footer banner** provides premium placement on the homepage and runs across the width of the page for excellent exposure. The ad will include a click through directly to your website or designated destination.

Size: 810x144

Sample Footer Ad



General Banner Ad – STF homepage

Rate: \$300 per six months

Description: The **general banner Ad** appears on the interior pages of the site in a prominent position at the top right. This is a highly visible location surrounded by content on interior pages. The ad will include a click through directly to your website or designated destination.

Size: Varies by type (logo or banner ad)

