

MASSACHUSETTS  
**HIGHTECHNOLOGYCOUNCIL**

*Dedicated to Growth... Committed to Action*

MASSACHUSETTS HIGH TECHNOLOGY COUNCIL  
**2022 SPONSORSHIP  
OPPORTUNITIES**



# TOPLINE BRAND & PROGRAM ASSOCIATION SPONSOR OPPORTUNITIES

## SUSTAINING LEADERSHIP

**\$100,000+**

- Direct support of MHTC's growth and innovation initiatives
- Corporate **name and logo** brand identity sponsorship of each of the following:
  - 2022 Black Representation and Equity Initiative
  - 2022 Women in Leadership Initiative
  - 2022 The School Series Initiative
  - 2022 MATTERS Competitiveness Dashboard
- Discounted sponsorships of the MHTC 2022 Annual Meeting
- Corporate logo and "feature" on new MHTC website homepage (*coming in 2022*)

## EXECUTIVE LEADERSHIP

**\$50,000+**

- Direct support of MHTC's growth and innovation initiatives
- Corporate **name and logo** brand identity sponsorship of two of the following:
  - 2022 Black Representation and Equity Initiative
  - 2022 Women in Leadership Initiative
  - 2022 The School Series Initiative
  - 2022 MATTERS Competitiveness Dashboard
- Discounted sponsorships of the MHTC 2022 Annual Meeting
- Corporate logo and "feature" on new MHTC website homepage (*coming in 2022*)

## BOARD LEADERSHIP

**2-YEAR SUPPLEMENTAL DUES COMMITMENT**

- Corporate **name and logo** brand identity sponsorship of one of the following:
  - 2022 Black Representation and Equity Initiative
  - 2022 Women in Leadership Initiative
  - 2022 The School Series Initiative
- Discounted sponsorships of the MHTC 2022 Annual Meeting

## MEMBERSHIP ENGAGEMENT

**1-YEAR SUPPLEMENTAL DUES COMMITMENT**

- Corporate **name and logo** brand identity sponsorship of one of the following:
  - 2022 Black Representation and Equity Initiative
  - 2022 Women in Leadership Initiative
  - 2022 The School Series Initiative

Please contact [Chris Anderson](#) to reserve your sponsorship requests.

# 2022 SIGNATURE PROGRAM SPONSORSHIP OPPORTUNITIES

## EXCLUSIVE YEAR-LONG RECOGNITION & EVENT PARTICIPATION

### DIVERSITY, EQUITY & OPPORTUNITY INITIATIVES

#### BLACK REPRESENTATION & EQUITY INITIATIVE (BRE)

Launched in 2021, the MHTC Black Representation and Equity Initiative marks the beginning of a 10-year commitment by participating High Tech Council members to increasing Black employee representation at all levels in their respective organizations to approximate or exceed the level of diversity within the community.

UNAVAILABLE

##### Exclusive: 2022 Annual Sponsor

\$25,000

- Corporate name and logo brand identity on all 2022 BRE events
- Membership of MHTC's Diversity, Equity and Opportunity Leadership Team
- Corporate logo and "feature" on new MHTC website homepage (*coming in 2022*)

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##### Unlimited: 2022 "Supported By"

\$7,500

- Corporate mention on 2022 BRE event material
- Corporate name on BRE webpage

##### Unlimited: Black Representation & Equity Year-End Conference Sponsors

\$2,500

- When: November 2022—date TBD

#### WOMEN IN LEADERSHIP INITIATIVE (WIL)

Formalized in 2019, we are committed to identifying and promoting proven strategies for recruiting, retaining, and promoting women into leadership responsibilities across our organizations. WIL aims to achieve progress by collecting data, sharing best practices, delivering a library of resources, and hosting impactful free and open-to-the-public events featuring subject matter experts, as well as exclusive member-only roundtables and skill building programs that allow women tech executives to engage and network with peers and other local leaders.

UNAVAILABLE

##### Exclusive: 2022 Annual Sponsor

\$25,000

- Corporate name and logo brand identity on all 2022 WIL events
- Membership of MHTC's Diversity, Equity and Opportunity Leadership Team
- Corporate logo and "feature" on new MHTC website homepage (*coming in 2022*)

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##### Unlimited: 2022 "Supported By"

\$7,500

- Corporate mention on 2022 WIL event material
- Corporate name on WIL webpage

##### Unlimited: Women in Leadership Year-End Conference Sponsors

\$2,500

- When: November 2022—date TBD

Please contact [Chris Anderson](#) to reserve your sponsorship requests.

# 2022 SIGNATURE PROGRAM SPONSORSHIP OPPORTUNITIES

EXCLUSIVE YEAR-LONG RECOGNITION & EVENT PARTICIPATION

## THE SCHOOL SERIES

The School Series, inaugurated in September 2021, is dedicated to addressing educational opportunity gaps by connecting members and other leaders with K-12 schools that operate in low-income and under-resourced communities across the state. Through events, partnerships, and data-driven insight, The School Series will feature institutions that are making an impact in the lives of low-income students and highlight the importance of ensuring these schools have the resources and tools needed to provide students with a path to limitless opportunity.

UNAVAILABLE

**Exclusive: 2022 Annual Sponsor**

**\$25,000**

- Corporate name and logo brand identity on all 2022 School Series events
- Membership of MHTC's Diversity, Equity and Opportunity Leadership Team
- Corporate logo and "feature" on new MHTC website homepage (coming in 2022)



**Unlimited: 2022 "Supported By"**

**\$7,500**

- Corporate mention on 2022 School Series event material
- Corporate name on School Series webpage

## MATTERS & TECH WORKFORCE DASHBOARD

We developed Massachusetts Technology, Talent, and Economic Reporting System (MATTERS) as a tool to measure and evaluate MA's competitiveness relative to other states while providing policy makers and advocates with dynamic, searchable data to inform public policy decisions that help attract and retain business. Recently, we developed a separate and complementary dashboard focused on the technology workforce in MA with a detailed look at talent pipeline, skills in demand, and demographic data.

**Exclusive: 2022 Annual Sponsor**

**\$25,000**

- Corporate name and logo brand identity on all 2022 MATTERS materials
- Corporate logo and "feature" on new MHTC website homepage (coming in 2022)

**Unlimited: 2022 "Supported By"**

**\$7,500**

- Corporate name on MATTERS website

## 2022 MHTC NORTHEASTERN UNIVERSITY CO-OP PROGRAM

Northeastern's co-op program provides a pathway for talented undergraduate and graduate students to work full-time with Greater Boston employers. Co-op provides students the opportunity to explore or refine potential career paths, make valuable industry connections, broaden perspectives, and acquire the skills and knowledge needed to succeed—all while learning and growing outside the comfort zone of the classroom. As a key member of the team, the Council's co-op student, will help frame, develop, and produce policy analysis, communications content, and various multimedia materials related to issues impacting the innovation economy and technology industries in MA.

**Exclusive: 2022 Full-Year Sponsor** **\$50,000**  
(one intern each semester)

- Corporate logo and "feature" on new MHTC website homepage (coming in 2022)

OR

**2022 Spring Semester Sponsor** **\$25,000**

**2022 Fall Semester Sponsor** **\$25,000**

Please contact [Chris Anderson](#) to reserve your sponsorship requests.