

NTC Promotional Partnership Opportunities

The NTC is excited to support the hundreds of exciting meetings, conferences, events, and educational opportunities that support our technology community offered across Middle TN each year. Below are a number of ways the NTC can help to spread the word about your events and job opportunities to our membership of more than 400 company members and their employees among them. All potential partners and events must align with the NTC mission and vision to be considered.

Reach Stats

- 400+ member companies their employees enjoying membership access
- Newsletter weekly reach: 10,000+ email contacts
- Social media weekly reach: 10,000+
- Largest LinkedIn Group in Middle TN
- Over 5,000 NTC event attendees annually
- Traffic of more than 1,000 / month tech professionals at Tech Hill Commons

Partnership Opportunities

Event / Volunteer Opportunity / Press Release Promotion

Cost: Free

Availability: for Members & non-members

Benefits: Community Calendar: NTC will add event to the [NTC Community Calendar](#) and add to the Upcoming Events section of the NTC email newsletter and Upcoming Event social posts leading up to the event date. Press Release: NTC will add the press release to our blog, promote via the Newsletter and social posts.

How: Submit your calendar event [online here](#). Submit your press release [online here](#).

Trade Promotion Through Highlight Newsletter & Social

Cost: Free to Members

Availability: Members Only / Negotiable for Community Events

Benefits: Break-out Highlight Block in NTC newsletter section (as well as NTC Community Calendar + additional social media promotion).

How: Trade or Pay Option: Provide a discounted rate for NTC members; free attendance for NTC staff; NTC recognition as a partner of the event, and/or space to setup a booth or other opportunity to promote our organization

Paid Promotion

Paid Promotion - Event / Content

Cost: \$700 / month

Availability: Members Only

Benefits: Event and / or content highlight in four (4) newsletters leading up to event + one (1) dedicated email designed by Promoter + two (2) NTC blog features written by Promoter shared via social media. All Promoter content must be approved by the NTC. NTC must disclose that the content has been sponsored in the posts.

How: For sufficient planning in the communications calendar, the program must be agreed to at least six weeks before the start of the promotion. All promotional content must be submitted and agreed to at least three weeks ahead of the start of the first posting / sending. Because of the variability of this program, please contact [Alex Curtis](#) for more details.

Featured Member of the Month

Cost: \$1,500 (spots available April – December 2018). There will be no more than 2 featured members per month.

Availability: Members Only

Benefits: Option for month-long physical setup at Tech Hill Commons. Sponsorship of that month's NashCocktail (well-known brand established in 2010, evening happy hour & networking event hosted at Tech Hill Commons with over 80 attendees regularly, sponsor(s) welcome group with opening remarks). Website feature with click-through logo & content. Social media campaign. Invitation to share a blog post with the NTC to post and distribute. Invitation to have a staff member as NTC-member-in-residence for one month (work from Tech Hill Commons and be present during any on-site events).

How: [Please fill out this form](#) and [Jacqui Logan](#) will contact you.

NTC Event Sponsorship Opportunities

Cost: Variable

Availability: Members Only

Benefits: The NTC hosts between 80 - 100 events each year targeted to different audiences with unique interests in the Middle Tennessee technology community. There are many promotional and sponsorship opportunities available for each event, typically scheduled six months in advance.

How: Learn more about our programming and sponsorship opportunities [on our website](#) and contact [Jacqui Logan](#) to inquire about the details.

Non-Member Paid Event Promotion

Cost: \$1,500 (3 months service)

Availability: Non-Members Only Outside of Tennessee

Benefits: Event highlight in the four (4) weekly newsletters leading up to event + one (1) dedicated email per month designed by Promoter. All Promoter content must be approved by the NTC. NTC must disclose that the content has been sponsored in the posts.

How: For sufficient planning in the communications calendar, the program must be agreed to at least 3 months before the event. Promotional content must be submitted and agreed to at least three weeks ahead of the start of the first posting / sending. Because of the variability of this program, please contact [Alex Curtis](#) for more details.

Paid Promotion of Event Hosted at Tech Hill Commons

Cost: \$350 (3 weeks)

Availability: Members Only

Benefits: Event highlight in the three (3) weekly newsletters leading up to event, and two social media posts per week on all social channels leading up to the event. All Promoter content must be approved by the NTC. NTC must disclose that the content has been sponsored in the posts.

How: For sufficient planning in the communications calendar, the program must be agreed to at least 1 months before the event. Promotional content must be submitted and agreed to at least two weeks ahead of the start of the first posting / sending. Because of the variability of this program, please contact [Alex Curtis](#) for more details.

Featured Job Promotion

Cost: \$100 (2 weeks)

Availability: Members Only - limited to 5 featured jobs per week (rolling basis)

Benefits: Promote your We Build Tech job posting to NTC's newsletter and social media audience for two weeks. Includes 3 postings per week on all social channels (LinkedIn, Twitter, Facebook) and in the Featured Jobs portion of our weekly newsletter (one of five featured positions each week)

How: For sufficient planning in the communications calendar, the program must be agreed to at least two weeks before promotion. Promotional content must be submitted and agreed to at least one week ahead of the start of the first posting / sending. [Details of the job posting can be submitted here](#). Because of the variability of this program, please contact [Alex Curtis](#) for more details.