



TECHTACULAR 2016

ZAP THE GAP

SPONSORSHIP OPPORTUNITIES

TECHTACULAR 2016: ZAPTHEGAP

THURSDAY, MARCH 31, 2015

Panoramic Center of Pacific Tower
1200 12th Avenue South, 8th Floor
Beacon Hill, Seattle, Washington

VIP Reception
5:30–6:30 PM

for Marquee, Premier, Wizard, and Scrum Master Sponsors

Techtacular: ZaptheGap
6:30–9:00 PM

YOUR PARTNERSHIP IS REQUESTED

Helping 501 Commons to escalate the capabilities of Washington nonprofits as a Techtacular sponsor will favorably link your company to the phenomenon of 501 Commons' multiplier effect. The impact of the work underwritten by your company's generosity will ripple throughout Washington communities and result in a better quality of life for our neighbors and fellow citizens.

ABOUT 501 COMMONS & TECHTACULAR

As the nonprofit managed service organization (MSO) for Washington, 501 Commons enables other Washington nonprofits to escalate capabilities that achieve greater levels of effectiveness in serving the individuals, families, and communities that depend upon them. 501 Commons provides exemplary HR, finance, and information technology services that increase the capacities of nonprofit clients for advancing their respective missions. Nonprofits also have access to a broad array of customized consulting services and capacity building cohort programs, as well as expert skills training, career coaching, and strategic guidance for nonprofit professionals, through 501 Commons.

Since 2009, Techtacular has been an anticipated tech sector event. Techtacular raises money for advancing 501 Commons' mission, while bringing together tech sector leaders and professionals for an evening of networking, entertainment, fun, activities, outstanding food, signature libations, and inspiration.

Techtacular is the public expression of 501 Commons' leadership in the critical and emerging nexus of the nonprofit and tech sectors. Partnering companies help to underwrite the fulfillment of 501 Commons' mission, while also providing invaluable support for driving the success of ZaptheGap, which envisions the elimination of the information technology gap between the nonprofit and for-profit sectors.

On March 31, 2016, Techtacular: ZaptheGap will celebrate ZaptheGap successes by formally recognizing the exemplary leadership of companies that have taken action. The event is crucial for promoting the campaign, articulating the progress of ZaptheGap, and for recruiting more participation in the enterprise.

SPONSORSHIP LEVELS

TECHTACULAR

	MARQUEE	PREMIER	WIZARD	SCRUM MASTER	FIVE FINGERS	WILD CARD
Minimum Donation	\$35,000	\$25,000	\$18,000	\$10,000	\$5,000	\$2,500
Event Tickets	35	25	18	10	10	5
PUBLIC RECOGNITION						
Website Recognition	★	★	+	◆	◆	◆
Social Media Postings	★	★	+	◆	◆	◆
Thank You Ads	★	★	+	◆	◆	◆
Thank You Communications	★	★	+	◆	◆	◆
Use Of 501 Commons' Logos	◆	◆	◆	◆	◆	◆
Newsletter Recognition	★	★	◆	◆		
Website Logo, Mention + Link	◆	◆	◆	◆		
Email Signature Logo + Mention	◆	◆	◆			
EVENT RECOGNITION						
Event Signage	★	★	+	◆	◆	◆
Gobo Light Logo	◆	◆	◆	◆		
Red Carpet Photo Op	◆	◆	◆	◆		
ELITE TREATMENT						
VIP Reception	◆	◆	◆	◆		
Emcee Mention	◆	◆	◆	◆		
Stage Screen Logo	◆	◆	◆	◆		
Exclusive Benefits	◆	◆	◆			

◆ Standard Billing + Main Billing: enhanced logo size and/or placement ★ Top Billing: premium logo size and/or placement

Guests will not be asked to make a pledge or donate during the event.

BENEFIT DESCRIPTIONS

Event Tickets

Sponsoring companies will be awarded a commensurate number of Techtacular 2016 tickets for gifting to their special guests, clients, executives, and/or staff members. 501 Commons staff will work with the sponsor-contact to determine the most effective method of distributing the tickets.

Website Recognition

A monthly blog posting, featuring Techtacular sponsor logos, will be featured on the homepage of 501 Commons' website from January through March 2016.

Social Media Postings

The 501 Commons communications team will report on sponsor generosity and involvement in Social Media through postings on our blog, The Commons, as well as on 501 Commons' Facebook, Twitter, and LinkedIn pages.

Thank You Ads

An expression of gratitude, displaying appropriately-sized logos of all Techtacular sponsors, will be featured as advertisements within the Puget Sound Business Journal and Seattle Business magazine.

Thank You Communications

Sponsor logos will be featured on letter attachments and emails transmitted to Techtacular participants.

Use of 501 Commons' Logos

Sponsors will be enabled to communicate their partnership with 501 Commons by displaying either the 501 Commons or Techtacular 2016: ZaptheGap logo on their websites.

Newsletter Recognition

501 Commons publishes three newsletters that reach thousands of eyeballs:

- ◆ *Tech Do Gooder* for tech sector supporters
- ◆ *Nonprofit Nexus* for nonprofit professionals throughout Washington
- ◆ *The Leader* for the nearly 700 Executive Service Corps and other volunteers that serve nonprofits throughout Washington

The logo and mention of sponsorship will be featured in each of the five newsletters published in the months preceding the event, beginning in January and continuing through March. A thank you notice will be featured in one issue of each newsletter immediately following the March 31st Techtacular.

Website Logo, Mention + Link

The 501 Commons website was visited 90,000 times in 2015. Your company's partnership with 501 Commons, in underwriting Techtacular 2016: ZaptheGap, will be evident to as many as 7,500 users that access our website every month. Website visitors clicking on a sponsor's logo will be transported to the sponsoring company's website.

Email Signature Logo + Mention

501 Commons staff sends hundreds of messages to nonprofit clients, partners, and stakeholders that will display the Wizard, Premier and Marquee sponsor logos and mention of their Techtacular 2016: ZaptheGap sponsorship.

BENEFIT DESCRIPTIONS

EVENT RECOGNITION

Event Signage

Easels will display specially designed signs that feature the logos of all sponsors.

Gobo Light Logo

Gobo lights will cast sponsor logos upon the walls of the Panoramic Center of historic Pacific Tower.

Red Carpet Photo Op

Professional Red Carpet pictures of company participants, suitable for framing and posting onto the company website, will be taken during the event.

ELITE TREATMENT

VIP Reception

Sponsor special guests, clients, executives, and/or staff members are invited to attend a pre-Techtacular reception for a gin and vodka tasting, a brief presentation by a tech sector luminary, and networking in a more intimate space with special guests from the tech, government, and nonprofit sectors.

Emcee Mention

Sponsor's donation will be acknowledged by the emcee.

Stage Screen Logo

Sponsor logo will appear on the stage screen.

Exclusive Benefits

Marquee:

- ◆ Stage will be named for the sponsor
- ◆ Sponsor will be offered the opportunity to make a brief statement from the stage.

Premier:

- ◆ Help to recognize ZaptheGap Champions on stage
- ◆ A specially-designed libation will be named for each Premier sponsor

Wizard:

- ◆ Introduce or thank the VIP Reception Special Guest

THANK YOU

Thank you for considering a partnership with 501 Commons through a Techtacular 2016: ZaptheGap sponsorship.

Please direct any questions concerning sponsorship opportunities, ZaptheGap, and Techtacular 2016 to:

Scott A. Hayman

Director of Community Engagement and Business Development

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