



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

501 Commons increases the performance of nonprofits so they can better serve the individuals, families, and communities that depend upon them. Our exemplary HR, finance, IT services, customized management and technology consulting, and capacity building programs help Washington State's social sector create positive change. Nonprofit professionals become stronger leaders through the learning, coaching, and strategic guidance provided by 501 Commons. Additionally, our free personalized assistance, referrals to vetted consultants, and robust online resources help organizations access the expertise needed to advance their missions.

Techtacular has been a much-anticipated tech sector experience since 2009. The event raises money so more nonprofits benefit from our services, while bringing together tech sector leaders and professionals for an evening of networking, entertainment, fund, activities, outstanding food, signature libations, and inspiration. The Panoramic Center at Pacific Tower provides some of the best vistas in Seattle as a captivating backdrop.

This year, 501 Commons is shining a light on the critical lack of technology resources and expertise in the social sector – a sector we depend upon to solve some of the toughest problems facing our communities and the world. 501 Commons is working in partnership with its corporate and philanthropic partners to close the technology gap that exists between nonprofits and for-profits through its ZaptheGap campaign.

On March 31, 2016, Techtacular: ZaptheGap will recognize the exemplary leadership of companies that have taken action to provide the social sector with technology tools and know-how. Join the campaign to ZaptheGap and become a Techtacular sponsor!

# 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
<b>PUBLIC RECOGNITION</b>						
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	◆	◆	◆			
<b>EVENT RECOGNITION</b>						
Event Signage	★	★	+	◆	◆	◆
Gobo Light Logo	◆	◆	◆	◆		
Red Carpet Photo Op	◆	◆	◆	◆		
<b>ELITE TREATMENT</b>						
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 over 500 Executive Service Corps members and nearly 100 professionals 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

### 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 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:

- ◆ Give the introduction for or express thanks to the VIP Reception speaker

# 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

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