The Research Triangle Regional Partnership (RTRP) is an economic development organization sustained by and committed to 11 core counties located in Central North Carolina. We serve as a connector between businesses looking to expand or relocate, and the economic development offices, government agencies and business organizations that support private sector growth.

Acting as proud ambassadors, we introduce companies to an area that offers incredible access to talent through 15 colleges and universities, a competitive cost of living, a strong and diverse economic climate, a supportive infrastructure and quality of life we feel is second to none. Our primary goal is to ensure economic stability and job growth continue to make this thriving and diverse region one of the best places in the United States to work, live, and compete in business.

The time has come again to gather together and celebrate the accomplishments over the past year and discuss global initiatives the Research Triangle Regional Partnership (RTRP) is undertaking to strengthen our region’s brand.

The State of the Region event is attended by approximately 1,000 of the region’s business and community leaders, who convene to hear and share insight on the economic vitality of our region. This event is held annually with the intent to provide information that will open dialogue about our region’s growth and future prosperity.

The 2020 event will feature speakers and panelists who will highlight how we, as a region, can leverage the existing and naturally occurring influx of industry disruptors to facilitate economic growth in preparation of more diversified expansion in the future.

Since last year’s event, RTRP has led successful marketing trips both nationally and internationally, as well as participated in site-selection conferences and hosted international delegations. Additionally, RTRP organized a first-of-its-kind AgTech Cluster to connect industry, academia, and government organizations who are solving the world’s most pressing agriculture issues.

You’re in good company. Join the ranks of others who have sponsored past State of the Region events.
**SPONSORSHIP OPPORTUNITIES**

<table>
<thead>
<tr>
<th>SPONSORSHIP AMOUNT</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>RECEPTION</th>
<th>RTRP PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket for you and your guests to attend</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Additional drink tickets</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

*Each attendee receives 2 at registration, sponsors to distribute additional.*

<table>
<thead>
<tr>
<th>Event signage</th>
<th>Logo on banner hanging from box in auditorium</th>
<th>Logo on pre-event materials, program, and event banners</th>
<th>Logo on program, and event banners</th>
<th>Logo on reception signage</th>
<th>Company name listed in program</th>
</tr>
</thead>
</table>

**PREMIER OPPORTUNITIES**

**SECTION SPONSOR**

- **$20,000**
  - 2 minute introduction of section speaker
  - Logo/company branding throughout the 20 minute section presentation
  - Tickets for 15 guests
  - 15 additional drink tickets
  - Logo placement on event materials
  - Full-page ad in program
  - Company logo and information indexed on the RTRP website
  - Final sponsored video to be promoted on the RTRP website and social media channels (which reach 11k+ followers)

**MPACT VIDEO SPONSOR**

- **$15,000**
  - Featured message in a 90-second informational video on topic relevant to event theme
  - Tickets for 10 guests
  - 10 additional drink tickets
  - Logo placement on event materials
  - ½ page horizontal ad in program
  - Company logo and information indexed on the RTRP website
  - Final sponsored video to be promoted on the RTRP website and social media channels (which reach 11k+ followers)

**OPENING VIDEO SPONSOR**

- **$5,000**
  - Five-second “Brought to you by” credit with logo, company name and tagline
  - Tickets for 10 guests
  - 10 additional drink tickets
  - Logo placement on event materials

**AD SPECS**

- Submit ads in color and as a PDF
- Convert text to outlines
- Include 0.125 in bleed on all sides
- Due Friday, April 17, 2020

**AD SPECS**

- Full-page Vertical: 5.5"x8.5"
- 1/2 Page Horizontal: 5.5"x4.25"
- 1/4 Page Vertical: 2.75"x4.25"