MTI Sponsorship Policy

Introduction

MTI's sponsorship policy governs externally developed events for which MTI provides a financial contribution in exchange for sponsorship recognition. It does not govern events that MTI hosts, attends, or MTI staff participates in as panelists or exhibitors. MTI generally sponsorships events that fall into one or more of three broad categories:

1. **Marketing** – event offers opportunity to inform targeted audiences about MTI's programs and highlighting the success of MTI portfolio companies with a goal of generating a strong application pipeline and greater understanding of MTI's mission, goals and success.

2. **Celebration/aspiration/recognition** – event celebrates the success of an MTI partner, program, or portfolio company with a goal of encouraging a culture of aspiration and success in Maine.

3. **Education or connection** – event provides MTI portfolio companies, potential MTI portfolio companies, entrepreneurs and innovators with educational or connections/networking opportunities needed to strengthen their ability to grow and succeed.

MTI's sponsorship policy is designed to complement, but not duplicate, other MTI funding programs. MTI will not entertain sponsorship applications from organizations receiving funding through overlapping MTI programs.

MTI's level of support generally ranges from $1,000-$5,000 per event. MTI does not entertain sponsorship requests for events that are political or partisan in nature.

Process for Requesting a Sponsorship

Organizations with an event to be considered for MTI sponsorship should submit a description of the event, including sponsorship costs and expected benefits, in writing to Brian Whitney, MTI President at bwhitney@mainetechnology.org.

The description should include a description of the intended audience, audience size, and any historical data on past events. It should also outline who other event partners are and how they are connected.

While MTI will accept a generic sponsorship package, the package should be accompanied by a brief explanation indicating into which of the above three categories the event falls. It should also indicate how the event might increase MTI's client base or reach, and which technology sector(s) will benefit from the event goals.

Priority will be given to efforts that demonstrate an understanding of how the event falls within the entrepreneurial and innovation ecosystem and demonstrates coordination and collaboration with other ecosystem partners. The request will be reviewed by MTI staff and if dollar amount warrants, the Program Committee of the Board of Directors.

Event Follow Up

It is MTI's expectation that the event host will provide MTI with basic information from event participants or attendees of MTI sponsored events and a brief follow up of event results as compared to anticipated outcomes. The follow up can be in a generic format that is provided to all sponsors.