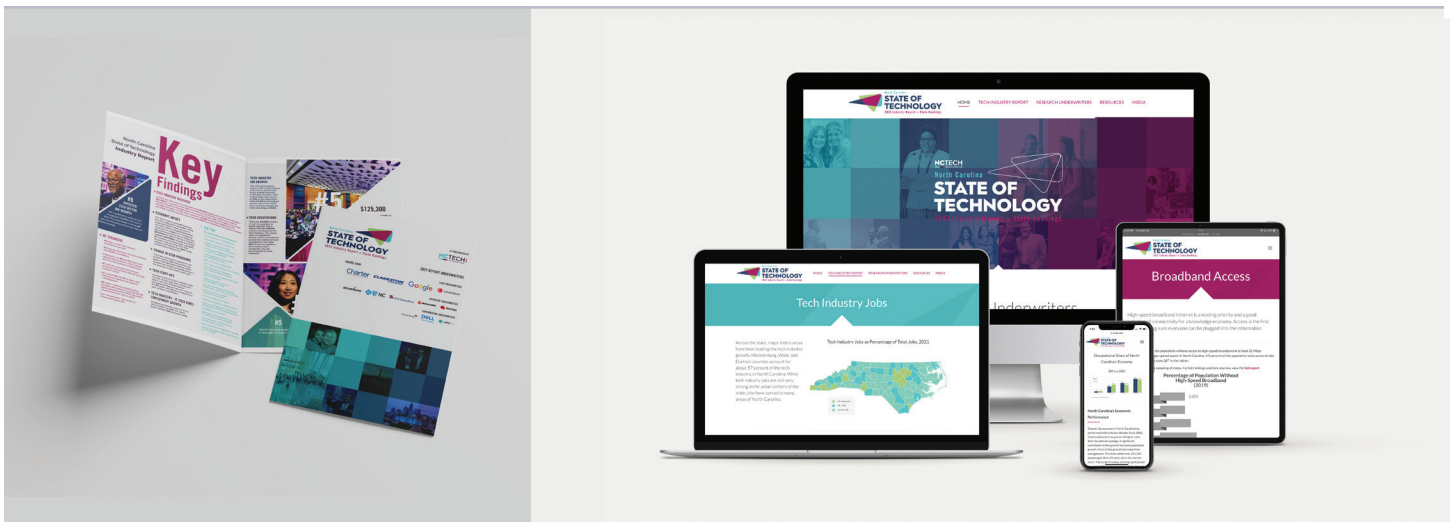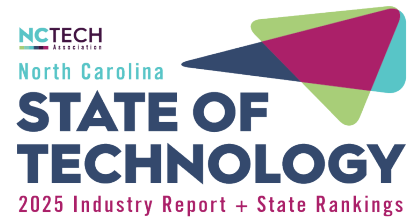# 2025 RESEARCH UNDERWRITERS MENU

With the support of underwriters, NC TECH commissions + releases research on the state's tech sector for the benefit of our members, and as a resource for policy makers, economic development leaders, and the media.

NC STATE OF TECHNOLOGY
INDUSTRY REPORT + STATE RANKINGS

ANNUAL

The NC STIR, first released in January 2015, highlights the vibrancy and immense economic impact of North Carolina's technology sector. The data is used to track the tech industry, identify results to celebrate and identify issues that affect the states competitiveness for policy makers. The report includes facts, trends and insights into North Carolina's technology industry along with state rankings. Deliverables include a dedicated website (www.NCSTIR.com), a published Key Findings summary and live briefings to present highlights of the data collection.

IT JOB TRENDS DASHBOARD

MONTHLY

The new IT Job Trends dashboard provides an overview of the tech employment landscape in North Carolina, offering a snapshot of IT job postings for the most recent month, both in North Carolina and across the United States. The dashboard includes lists of top job titles, in-demand skills, leading hiring companies, and wage rates. A 13-month chart visualizes job opening trends over the past year, with an extended view covering the last five years. Leveraging data from Lightcast, this dashboard is designed to offer valuable insights to both tech employers and professionals as they evaluate the employment market. Each month, we release a snapshot of the dashboard with graphics to our members and the media, featuring data from the previous month.

UNDERWRITER SUPPORT LEVELS + BENEFITS

BENEFITS	CONTRIBUTING UNDERWRITERS $2,500	ASSOCIATE UNDERWRITERS $5,000	LEAD UNDERWRITERS $10,000
Lead visibility on all virtual or print collateral including prominent placement on each of the research reports and on both NC STIR and NC TECH websites			✓
Recognition as an NC TECH Annual Investor with special recognition throughout the year and on the website			✓
Recognition on NC STIR web site as a sponsor for the full year duration of the report, on NC STIR Key Findings print/digital publication that will be distributed throughout the year and during presentation at Outlook for Tech	✓	✓	✓
Recognition on monthly IT Job Trends Dashboard, distributed to all members, press & social media	LISTED	LOGO + WEBSITE LINK	LOGO + WEBSITE LINK
Placement and proportion of logos across these publications commensurate with level of underwriting	✓	✓	✓
Underwriters will be recognized and receive complimentary registrations for the 2025 Outlook for Tech event on February 14, when the annual State of the Tech Industry Report is unveiled	**2** Complimentary Registrations at Outlook for Tech	**4** Complimentary Registrations at Outlook for Tech	**6** Complimentary Registrations at Outlook for Tech
Inclusion in communications (press releases/ alerts) and during research briefings (events/ webinars)	✓	✓	✓

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