

2011 GRA/TAG Business Launch Competition



The Georgia Research Alliance (GRA) and the Technology Association of Georgia (TAG) have joined forces to support the creation and growth of new companies that will strengthen and expand Georgia's strategic high-tech clusters. This is an event designed to help a local start up technology-based company launch its business. The contest winner will receive a \$50,000 cash award courtesy of the GRA and a diverse array of services valued at an additional \$200,000. This comprehensive \$300,000+ prize is GRA and TAG's way to reward high-tech entrepreneurship and assure a deserving Georgia start up company has everything in place to be successful.

2011 Sponsorship Opportunities	Platinum \$20,000	Gold \$10,000	Silver \$5,000
Interview on TAG Radio, which is disseminated to 16,000 technology professionals (previous interviews include President of Caribou Coffee, Emory University, CSO AT&T, etc.)	Included		
Name visibility at over 80 TAG Society meetings for one year, with anticipated attendance of over 5,000 people	Included		
Brief welcome address at the Competitors Reception, a reception for our best competing companies and newly assigned mentors	Included	Included	
Banner Ads in TAG eWeekly, which is disseminated to 16,000 technology professionals	Includes two	Includes one	
Signage indicating Sponsor at both the Competitors Reception and the GRA/TAG Business Launch Finals	Platinum Placement	Gold Placement	Silver Placement
Invitations to exclusive reception hosted by TAG's prestigious Board of Directors to recognize top sponsors	Four Invitations	Three Invitations	One Invitation
Logo exposure on all Marketing materials going out to the competition competitors, mentors, and judges.	Platinum Placement	Gold Placement	Silver Placement

2011 High-Tech Cluster: Each year, GRA and TAG selects the high-tech cluster that will be emphasized for the Business Launch Contest. In 2011, the technology industry segment is Internet Technologies. This includes software and hardware companies who are developing products, online services, or backend technologies which extend the reach, flexibility and ease of the internet.