SCENIC CITY
SUMMIT

2025 SPONSORSHIP OPPORTUNITIES

June 19–21, 2025 ● Downtown Chattanooga

REAL TECH. REAL TALK. REAL CONNECTIONS.

WELCOME TO SCENIC CITY SUMMIT — the Southeast's most energizing tech experience, built in collaboration with regional tech leaders and community partners.

This June, we're bringing together 400+ developers, leaders, educators, and innovators for three powerful days of showcasing innovation, supporting professional growth, and building meaningful connections.

Since 2016, SCS has been a launchpad for IT, data, security, leadership, education, and public service professionals. In 2025, we're going even bigger.

We're uniting forces with eight powerhouse tech communities under one roof — DevOpsDays Chattanooga, Open Source & Drupal Camp Chattanooga, SQL Saturday, PowerShell + SQL on the River, Gig City Data Jam, DC423, and NervesConf and GigCityElixir — for the region's most impactful tech summit.

This is your moment to connect, lead, and shape what's next.

WHY CHATTANOOGA? Home to the first citywide gig-speed internet in the U.S., Chattanooga is a vibrant, fast-growing tech hub in the Southeast. With a booming startup scene, nationally recognized innovation initiatives, and a collaborative community culture, it's the ideal place for forward-thinking companies to connect with top talent and future customers. Scenic City Summit offers a direct line into this momentum.

SUMMIT OVERVIEW

THURSDAY, JUNE 19

Workshops | 8 AM–5 PM @ UTC College of Engineering & Computer Science
Hands-on, skill-building sessions led by industry pros
- Morning Workshops | 8:00 AM – 12:00 PM
- Afternoon Workshops | 1:00 PM – 5:00 PM

Happy Hour | 5:30–8:00 PM @ The Moxy Railyard
Connect with attendees, speakers, & sponsors

FRIDAY, JUNE 20

Conference | 8 AM–5 PM @ Chattanooga Convention Center
Five rooms. Six sessions each. Explore topics like:
- **Innovation –** AI & Emerging Tech
- **Leadership –** Agile, Career Growth, Team Management
- **Cloud –** Infrastructure, DevOps, CI/CD
- **Security –** Cybersecurity, Risk, Threat Modeling
- **Development –** Open Source, App Dev, Web
- **Data –** SQL, BI, Analytics

Happy Hour | 5:30–8:00 PM
Connect with attendees, speakers, & sponsors

SATURDAY, JUNE 21

Hackathon | 8 AM–5 PM @ The Edney Innovation Center
Tackle community-sourced challenges in teams.
Build, collaborate, and pitch for prizes.

"We connected with both talent and clients during the event. It was the right room to be in."
— 2024 GOLD SPONSOR
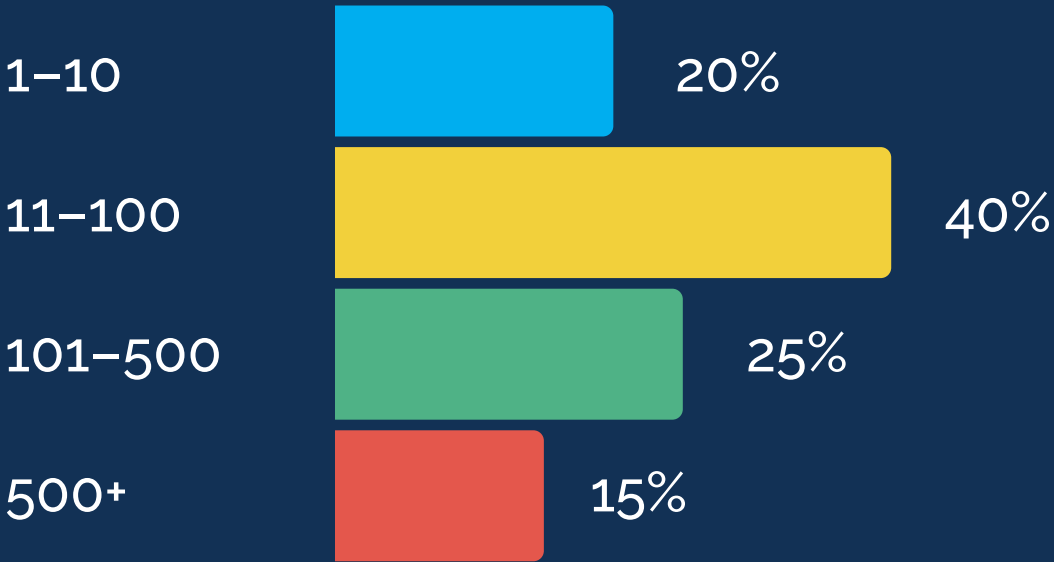
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SUMMIT PARTICIPANTS

WHO ATTENDS SCS

You'll connect with top talent, rising stars, and innovative leaders across startups, scaleups, enterprise tech, government, education, and nonprofits.
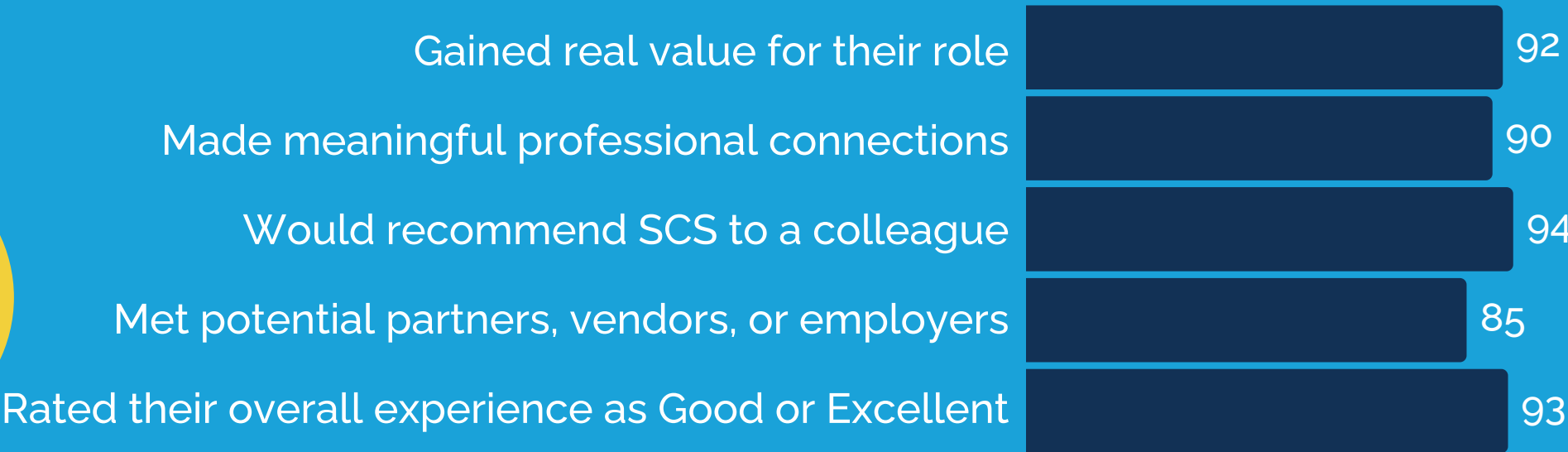
- **35% Developers & Engineers**
  (Software, DevOps, Infrastructure)

- **25% Data & AI Professionals**
  (Analysts, Data Scientists, Engineers)

- **20% Cybersecurity & IT Leaders**
  (Security Pros, Managers, Directors, Execs)

- **10% Product & Project Managers**

- **10% Emerging Talent**
  (Students, Career Changers, Educators)

"I met a mentor, a future employer, and a new friend — all in one day."

— 2024 ATTENDEE, SOFTWARE ENGINEER

COMPANY SIZE

Size	Percentage
1–10	20%
11–100	40%
101–500	25%
500+	15%

WHAT ATTENDEES SAID

Gained real value for their role	92
Made meaningful professional connections	90
Would recommend SCS to a colleague	94
Met potential partners, vendors, or employers	85
Rated their overall experience as Good or Excellent	93

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SUMMIT PARTNERS

PAST SPONSORS

Apprenticeship Works
BCBST
BuildWithin
CGI
Check Point
DC BLOX

Experts Exchange
InfoSystems
Nutanix
Okta
OpSourced
OutSystems

Patriot Talent Solutions
Pegasystems
Red Hat
R1T3 Data Security
Ridgeline Venture Law
Siskin Hospital

Sonatype
TEKsystems
TVA
Unum
Vaco
Verinext

WHY IT MATTERS

- **Access** the Southeast's top talent and tech professionals
- **Grow** brand visibility with a highly engaged regional audience
- **Connect** with decision-makers and community builders
- **Lead** the conversation in a growing tech hub
- **Support** workforce development and innovation

Ready to **make your mark** on the region's leading tech experience?

"The exposure and engagement were top-notch. We were busy the entire time."

— 2024 SILVER SPONSOR

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SPONSORSHIP OPPORTUNITIES & BENEFITS

		Presenting $12,500	Gold $7,500	Silver $5,000	Bronze $2,500	Supporting $1,500
Availability	Opportunities - *Branded Activation (see next slide)*	1	3	7	10	Unlimited
Access	Workshop Passes	4	3	2	1	1
	Conference Passes	8	6	4	2	2
	Hackathon Passes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
	20% Discount Code on Extra Friday Conference Tickets	✓	✓	✓	✓	✓
Engagement	Exhibit Booth *(Friday; Thurs/Sat optional)*	Premier	Premium	Standard	Standard	–
	Table Topic Lunch Table *(Friday only)*	✓	✓	✓	✓	–
	Speaking Opportunity	✓	✓	–	–	–
Visibility	Naming Rights	✓	✓	✓	✓	–
	Logo on Website, Marketing, & Signage	✓	✓	✓	✓	✓
	Attendee Bag Insert *(Sponsor provided)*	2	1	–	–	–
	Hackathon Prize *(Optional – sponsor-provided)*	✓	✓	✓	✓	✓
Promotion	Newsletter Feature *(Option to include job openings)*	1	1	–	–	–
	Custom Social Media Spotlight Feature	2	1	1	–	–
	Post-Event Sponsor Report	✓	✓	✓	✓	✓

SPONSOR EXCLUSIVES

Tier	Activation	Spots	Details *(To be listed as "[Activation] powered by [Sponsor Name]")*
Presenting $12,500	Presenting Sponsor	1	Own the spotlight from start to finish — "SCS 2025 presented by [Sponsor]" + Friday's keynote welcome and intro
Gold $7,500	Workshop Sponsor	1	Be the reason people leave smarter — your brand fronts our Thursday workshops
	Conference Sponsor	1	Your brand, center stage — power Friday's conference and lead the momentum
	Hackathon Sponsor	1	Spark the solutions — your brand fuels Saturday's hackathon
Silver $5,000	Happy Hour Sponsor	2	Be the life of the party — Thursday or Friday happy hour powered by you
	Lunch Sponsor	2	Friday's lunch, courtesy of you. Put your brand in front of a hungry, high-energy crowd.
	Refuel Sponsor	1	Fuel the hallway buzz — brand Friday's snack and drink station for nonstop energy
	Breakfast Sponsor	1	Start the day strong — your brand wakes up Friday's attendees
	Photo Sponsor	1	Make memories last — be the brand behind all event photo albums
Bronze $2,500	Breakout Room Sponsor	5	Own the space where ideas happen — your brand on one of five Friday session rooms
	VIP Lounge Sponsor	1	Friday's behind-the-scenes spot for speakers and sponsors — hosted by your brand
	Talent Lounge Sponsor	1	Connect job seekers and employers — your brand powers the Friday Talent Lounge
	Charging Station Sponsor	1	Keep everyone powered up — sponsor Friday's most visited station of the day
	Video Sponsor	1	Be the brand behind Friday's video hub — your name leads the viewing experience
	Photo Booth Sponsor	1	Own the moment. Branded credit on Friday's photo booth digital prints and onsite signage

SPONSORSHIP BOOSTS

WANT SOMETHING UNIQUE?

Let's build it together.

ADD-ON OPTIONS

Add-On	Price	Description
Scholarship Sponsor	$250+	Supports student/professional access
Pen Sponsor	$500	Branded pens (sponsor provided)
Notebook Sponsor	$500	Branded notebooks (sponsor provided)
Lanyard Sponsor	$500	Branded lanyards (sponsor provided)
Bag Insert Sponsor	$500	Flyer or promo item (sponsor provided)

IN-KIND SPONSORSHIPS

Support the event by donating goods or services in place of a monetary contribution. Benefits align with the monetary tiers

Food & Beverage	Coffee, lunch, or snacks for Thursday's Workshops or Saturday's Hackathon
Media / Marketing	Promote SCS through ads, podcasts, radio spots, or media coverage
Hackathon Giveaway	Swag, prizes, or giveaways for Saturday's Hackathon

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SCENIC CITY SUMMIT

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LET'S CONNECT

Ready to talk sponsorship?

Let's co-create the perfect experience for your brand.