



WHERE  
IT  
LEADERS  
CONNECT

DALLAS  
FORT WORTH

**2026**

# **SIM DFW SPONSORSHIP PROSPECTUS**

**PARTNERING FOR IMPACT, GROWTH, AND VISIBILITY**

SPONSORSHIP CHAIR

**ADDIE DEINLEIN**

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# ***WELCOME TO SIM DFW***

Thank you for considering a partnership with SIM DFW — a highly engaged network of senior IT decision-makers shaping innovation across North Texas. Since 1983, our mission has been to connect and empower technology leaders from enterprise, public sector, and academic organizations throughout the DFW Metroplex.

As one of 44 chapters within the Society for Information Management (SIM), we foster an environment where executives strengthen their leadership capabilities, share practical insights, and advance the business of technology.

Partnering with SIM DFW goes far beyond logo placement—it's an opportunity to build lasting relationships, grow brand visibility, and stay at the center of the conversations influencing the future of IT leadership in North Texas.



# ***OUR REACH AND IMPACT***

## **MEMBERSHIP PROFILE**

- 250+ members with decision-making authority in IT strategy, budgets, and vendor selection.
- Representation from 140+ leading North Texas organizations.
- 70% executive IT practitioners with the remaining 30% academic leaders, principal consultants, and senior IT executives.

## **EVENT REACH AND IMPACT**

- Year-round programming with engaging networking events (socials, chapter meetings, conferences).
- Flagship events like North Texas Tech Connect, the Sporting Clay Shoot, and the annual golf tournament draw large, diverse audiences.

## **ENGAGEMENT AND VISIBILITY**

- Active LinkedIn audience with consistent growth in content, reach, and engagement.
- Sponsors receive brand exposure before, during, and after events through signage, social media, and verbal recognition.
- Multiple touchpoints to build relationships with IT leaders throughout the year.

## **COMMUNITY IMPACT**

- Through grants and endowments to local universities, SIM DFW invests in developing the next generation of IT leaders while supporting today's technology community.



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# CORE BENEFITS OF SPONSORSHIP

## VISIBILITY

Gain visibility with an active network of IT leaders. Your brand will be featured on SIM DFW's LinkedIn page and sponsor webpage, keeping your company top of mind with members and visitors.

## ENGAGEMENT

Build meaningful connections year-round. Sponsors attend their sponsored event and the annual Sponsor Appreciation Event, with dedicated networking time at each to engage directly with IT leaders. A year-end focus group ensures your partnership continues to deliver value.

## ACCESS & FLEXIBILITY

Gain insight and flexibility. Sponsors receive post-event registrant lists for follow-up and impact tracking, plus flexible payment options for easy budgeting.



# SPONSORSHIP OPPORTUNITIES

## FLEXIBLE SPONSORSHIP LEVELS TAILORED TO YOU

SIM DFW sponsorship packages are designed to keep your brand top of mind all year, offering multiple touchpoints with senior IT leaders and decision-makers. Choose the level that best fits your goals—or build your own with à la carte opportunities.

### **Chapter Title Sponsor** – Year-Round Impact

Our most comprehensive and prestigious package, the Chapter Title Sponsor grants access to every SIM DFW event for a full year, with two guest seats included at each event. It's the closest option to membership we offer sponsors, providing unmatched visibility, consistent engagement, and a year-long presence with North Texas' top technology leaders.

### **Sport & Social Package** – A Balanced Presence

The Sport & Social Package delivers a well-rounded way to connect. Combine signature sporting events with a popular social gathering, ensuring diverse engagement and brand recognition across our active, executive-level membership.

### **Sport Package** – Focused on Flagship Events

The Sport Package spotlights our two most anticipated annual sporting events—the Golf Tournament and Sporting Clay Shoot—giving your brand premium exposure at high-energy, relationship-driven gatherings.

### **À la Carte Sponsorships**

Prefer to target a specific audience or event? Select individual events to customize your sponsorship experience.

#### ● **TITLE SPONSOR** **\$35,000 (LIMIT 2)**

- Enhanced Event Benefits – Exclusive recognition at every chapter event
- Special SIM Access – Two guest seats for all meetings and chapter events
- Event Sponsorship – Includes one Golf Tournament hole sponsor, one Clay Shoot station sponsor, and Holiday Party recognition with four tickets
- NTTC Advantage – \$5,000 discount on a North Texas Tech Connect sponsorship of \$15,000 or more

#### ● **SPORT & SOCIAL** **\$15,000**

- Event Sponsorships – One Chapter Connect or Social event, one Golf Tournament hole, one Clay Shoot station, and Holiday Party recognition with two tickets
- NTTC Advantage – \$1,500 discount on a North Texas Tech Connect sponsorship of \$15,000 or more
- Sponsor Appreciation – Two seats at the annual Sponsor Appreciation member meeting

#### ● **SPORT SPONSOR** **\$8,000**

- Event Sponsorships – One Golf Tournament hole and one Clay Shoot station
- NTTC Advantage – \$1,000 discount on a North Texas Tech Connect sponsorship
- Sponsor Appreciation – One seat at the annual Sponsor Appreciation member meeting

# 2026 *Events*

**FEB**  
**24**

## **CHAPTER CONNECT**

STONEBRIAR CC  
Buffet Dinner Format  
5:30 - 7:30PM

**MAR**  
**26**

## **SPRING SOCIAL**

ROOTS & WATER  
5:30 - 7:30PM

**MAY**  
**01**

## **GOLF TOURNAMENT**

COWBOY'S GOLF CLUB  
8:00AM Shotgun Start  
1:00PM Lunch

**JUN**  
**16**

## **CHAPTER CONNECT**

LAS COLINAS CC  
Happy Hour Format  
5:30 - 7:30PM

**AUG**

## **FALL SOCIAL**

DATE TBD

**SEPT**

## **PICKLEBALL SOCIAL**

DATE TBD

**OCT**  
**6**

## **NTTC**

PLANO EVENT CENTER

**OCT**

## **CHAPTER CONNECT**

DATE TBD

**NOV**  
**13**

## **SPORTING CLAY SHOOT**

ELM FORK  
9:00AM Shotgun Start  
12:30PM Lunch

**DEC**

## **HOLIDAY PARTY**

DATE TBD

# Enclaves

## PREMIUM ENCLAVE® SPONSORSHIP

The SIM DFW Enclave® groups bring together an exclusive circle of senior IT leaders (CIO, CTO, CISO, and equivalents) for trusted, in-person conversations focused on leadership, strategy, and professional growth.

This sponsorship offers a senior executive from your organization the rare opportunity to join one of these private dinners with 10+ SIM DFW senior leaders —participating directly in the dialogue around the challenges, innovations, and priorities shaping today’s technology landscape.

Enclave® participation is valued at \$5,900, with a preferred rate extended to SIM DFW chapter partners. The DFW Chapter currently has two Enclave groups: Dallas and Mid-Cities.

### DALLAS GROUP

February 10th  
August 25th

Group Leader:  
Blake Holman

CIO Host:  
Renee Arrington

### MID-CITIES GROUP

May 12th  
November 10th

Group Leader:  
Jason Adams

CIO Host:  
Kevin Christ



# LET'S CONNECT

## JOIN US AS A SPONSOR

Partner with SIM DFW to build relationships, elevate your brand, and shape the future of IT leadership in North Texas.

 [sponsorship@sim-dfw.org](mailto:sponsorship@sim-dfw.org)

 [coordinator@sim-dfw.org](mailto:coordinator@sim-dfw.org)