



## INTERCITY VISIT 2019

The Charlotte Regional Business Alliance will take more than 130 business and civic leaders to Pittsburgh, Pennsylvania for the 65th annual Intercity Visit. Major pillars of the trip will focus on transportation and infrastructure, talent development and workforce training, as well as economic development and entrepreneur growth.

Slightly smaller than the Charlotte MSA, Pittsburgh is the 26th largest City in the U.S. Home to seven fortune 500 companies, including PNC Financial Services, Kraft Heinz and PPG Industries, Pittsburgh boasts a diverse range of industry sectors. While it remains a historic place for steel technology development, in more recent years, other technology companies are starting to set up shop, including Google, Apple, Facebook and Uber.

Carnegie Mellon University Department of Computer Science has been at the forefront of Artificial Intelligence for nearly 70 years. Carnegie Mellon and the University of Pittsburgh awarded more than 400 degrees in Computer Science including nearly 100 postgraduate awards in Artificial Intelligence in 2018.

Several professional sports teams help make Pittsburgh an attractive place to play, including the NFL's Pittsburgh Steelers, NHL's Pittsburgh Penguins, the Pittsburgh Pirates of Major League Baseball as well as USL PRO soccer team Pittsburgh Riverhounds SC. There isn't a shortage of arts and culture either. You can find the Andy Warhol Museum, Heinz History Center and the Carnegie Museum of Art, Natural History and Science Center.



### EVENT LEADERSHIP

2019 Chair | Jesse Cureton | EVP and Chief Consumer Officer | Novant Health



### POTENTIAL TOPICS

Economic Opportunity | Education | Entrepreneur Growth | Infrastructure  
Professional Sports | Transportation | Talent Development

## STRATEGIC MARKETING OPPORTUNITIES:

### CONNECT.

- Network with 130+ industry peers
- Meet key decision makers

### INNOVATE.

- Visionary speakers
- Bring back the Charlotte region's next big idea

### GROW.

- Learn "best practices" from community leaders
- Broaden brand visibility & create unique impressions



SPONSORSHIP BENEFITS	PRESENTING EXCLUSIVE	DINNER	LUNCH	BREAKFAST	RECEPTION INDUSTRY EXCLUSIVE	TOPIC	TOUR
Sponsor must be at or above an Ally membership level	●	●	●	●	●	●	●
Inclusion in pre-event marketing emails	Logo	Logo	Logo	Logo	Logo	Logo	Name
Event website & trip agenda recognition	Logo	Logo	Logo	Logo	Logo	Logo	Name
Dedicated promotion and mentions on social media channels	●	●	●	●	●	●	●
Prominent signage throughout the trip as available at venue	●	●	●	●	●		
Registration fee for company representative(s) included	2	1	1				
Upgraded room accommodation	1	1					
First-Class seat on plane, <i>if chartered</i>	●						
Speaking opportunity to deliver opening remarks	●						
Logo placement on nametags or lanyards	●						
Co-chair of trip steering committee	●						

**INVESTMENT:** \$25,000 \$15,000 \$12,500 \$10,000 \$7,500 \$5,000 \$2,500