



Sponsorship Basics

Lead Time: **2-3 Weeks**

Access: **ATARC Website**

Format: **Article/ Infographic / custom**

Audience: **ATARC's audience of respected IT professionals**

Topic input: **Sponsor**

Created by: **ATARC**

Hosting platform: **ATARC Website**

Marketing: **Co-branded**

Reach: **35,000+ Gov / industry**

Sponsorship rate: **\$5,000**

Content Creation Partnership Explained

ATARC has a long history of being an informational authority, and trusted source for Federal Government IT personnel. Position your company as a market leader around a particular issue, topic or program, and show your organizations expertise around trending Federal IT issues with sponsored content produced by our professionals. The ATARC trusted brand name for news, media and content, ensures universal audience acceptance of facts reported on and produced. This partnerships allows your organization to put content and deliverables to your recent successes and certifies that a proficient audience is made aware of your knowledge base.

Partnership Inclusions

- 1 deliverable produced by ATARC (article, infographic, issue brief, etc.)
- Publishing of content piece on ATARC website
- Marketing of content piece in ATARC's Newsletter to 35,000+ Government and industry audience
- Promotion of content piece via Social media posts

Suggested Content Topics

Artificial Intelligence
Cybersecurity
DevOps
Digital / Mobile
Cloud & Infrastructure
Digital Transformation