



Sponsorship **Prospectus**

CATSKILLSCONF.COM

October 23-25, 2015



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WHAT IS CATSKILLS CONF?

We had a collective dream to bring smart and creative people from all walks of life together in a natural setting with lots of fun and interesting things to do. We know from experience that people will inspire and motivate each other to create new and amazing things when they are given the space and opportunity to do so. We are captivated by the beauty of the Hudson Valley and wanted to share that with an intimate group of like minded individuals who, like us, are passionate about innovation, creativity and technology. We also want it to be clear to the world that the Hudson Valley and the Catskill region is an emerging center for world class art and technology. We call our collective dream Catskills Conf and you are invited to help dream with us and turn Catskills Conf into something truly special.

Catskills Conf is a three-day event occurring on October 23 - 25, 2015. After welcoming some of the top internet engineers, entrepreneurs and investors in the world to the beautiful Ashokan Center in Olivebridge, NY with a small reception we will gather in the main hall of the Esopus Lodge for a series of inspirational presentations from thought leaders in technology and business. Unifying themes will include the importance of diversity in the professional technology community and the integration of art and business thinking for success and holistic fulfillment. After Q&A we will gather for a dinner prepared by a leading Hudson Valley chef using locally sourced ingredients. With our hearts, minds and bellies full we will adjourn to a creekside location for an evening of music, discussion, and campfires along the shores of the Esopus Creek. This is Day 1. Day 2 will add workshops in low-tech creative pursuits like blacksmithery and foraging and high-tech making with drones and robots as well as a hot air balloon, ukelele instruction and some playful letterpress exploration.

Our speakers are leading contemporary entrepreneurs in the digital technology space, including Dennis Crowley, Founder of Foursquare, and Maurya Couvares, Co-Founder of ScriptED. We've also confirmed John Resig, Creator of jQuery, and Patrick Masson, Director of the Open Source Initiative. Our attendees are their peers and a diverse cross-section of technologists from all over the world.

We fully expect the first annual Catskills Conf to captivate the hearts and minds of our attendees as they embrace and enjoy all that the Catskills and Hudson Valley region has to offer in addition to engaging with some of the most talented and creative people they've ever met.

SPONSORSHIP OPPORTUNITIES

As a sponsor of the first Catskills Conf, you're showing direct support for the growing tech and arts community in the Hudson Valley and Catskills Region. Your dollars go directly to making the conference an awesome experience for the attendees and help us, the organizers, achieve our goals of making Catskills Conf an inspiring, inclusive, and fun event.

Catskills Conf is all about meaning and inspiration and we'd love to create a truly meaningful sponsorship program for your business with an inspirational activation of your brand. We have some opportunities below that we think will be contextually meaningful for our attendees but depending on what you think you have to offer we'd be excited to totally go off road with you and do something else entirely. **If you'd like to discuss further, please email us at sponsors@catskillsconf.com or call Kale at 914-388-4480.**

THE HUNTER MOUNTAIN SPONSORSHIP (1) - \$10,000

This is our top level title sponsorship for Catskills Conf. You are our hero and we're going to make sure that the world knows it.

As the Hunter Mountain Sponsorship in 2015 you will receive:

- An opportunity to address the audience at the opening ceremony
- An opportunity to address the speakers at the speakers dinner.
- Top placement on conference program & all sponsor related materials
- Featured placement on the catskillsconf.com website
- Periodic mentions on social channels with positive sentiment
- Inclusion of sponsor materials or merchandise at Catskills Conf
- (4) tickets to Catskills Conf.

DOUBLETOP SPONSORSHIP (1) - \$7,500

The Doubletop sponsorship will **provide one of the most essential natural resources at the conference, WiFi!** Doubletop sponsorships will cover the provisioning of WiFi throughout the accommodations, conference hall and as far into the woods as we can fire it.

Conference WiFi is hard, but we'll be doing our best to use this sponsorship to provide outdoor repeaters and good connectivity between sites and buildings.

This sponsorship includes logo placement on all WiFi access cards, as well as specific mention in Catskills Conf program & materials.

The Doubletop Sponsor will also receive:

- Secondary placement on conference program & all sponsor related materials
- Listing on catskillsconf.com website
- Periodic mentions on social channels with positive sentiment
- Inclusion of sponsor materials or merchandise at Catskills Conf
- (3) tickets to Catskills Conf

STUDENT + DIVERSITY SCHOLARSHIPS (30) - \$1,000

Catskills Conf and its organizers care deeply about diversity and the intentional inclusion of people from groups that are underrepresented in the professional technology world. Likewise we feel that young people who cannot afford the ticket price should be able to attend, particularly if they can show that they are dedicating themselves to their own personal and professional developmental excellence.

Because of these beliefs and values, we feel that one of our most exciting sponsorships is the giving of scholarships to people of diverse backgrounds who otherwise may not be able to attend. Each paid scholarship of \$1000 will guarantee a ticket, accommodations and a travel stipend for a talented technologist who might not otherwise be able to attend. Sponsors at this level do not get a ticket for themselves, but will receive special recognition on the conference program and on the catskillsconf.com website. We will also find you on your social channels and thank you publicly for caring about #techforall.

PEEKAMOOSE SPONSORSHIPS (10) - \$5,000

The Peekamoose level sponsors will **serve as underwriting sponsors for our activities and workshops** at the conference. Sponsorship costs will be used to pay instructors and supply materials to attendees.

As a Peekamoose sponsor you may have **your choice of activity to sponsor** (first come first serve) from the following selection of activities:

- Blacksmithing
- Letterpress & Typesetting
- Foraging Expedition
- Ukelele Workshop
- Tango Exploration
- Yoga Workshop
- Robotics Discovery session
- Drone Discovery session
- Hot Air Balloon rides
- Sausage Making

All Peekamoose sponsors will receive:

- Mention of your sponsorship on the conference program
- Listing on catskillsconf.com website
- Periodic mentions on social channels with positive sentiment
- Inclusion of sponsor goods and merchandise either on site at the activity or with the rest of sponsor materials at Catskills Conf
- (2) tickets to Catskills Conf

BEARPEN SPONSORSHIPS (3) - \$2,500

We'll have a bus or two bringing attendees from the NYC metro area all the way up to Catskills Conf. This will be a captive audience for quite a long time. Maybe you're a media company and you want everyone to read the latest copy of your magazine? Or maybe you are a publisher of technical books and would like to give people the opportunity to brush up on some skills en route. A two hour bus trip is a good place to do that. If your brand has something fun to do on the bus for two hours we should definitely discuss the possibilities.

We'll also have a shuttle bus coming from the Kingston area each day and traveling 30 minutes to The Ashokan Center. This bus will pick folks up again in two waves at the end of the night. This is three separate opportunities to interact with our incredible attendee audience for 30 minutes each. There must be something fun and engaging that everyone can do during that time that your brand will then be known for.

Bonus round: If you'd like to extend your sponsorship we can design a custom bus wrap that elegantly pairs your brand with Catskills Conf. Then everyone will know who's rolling up the Thruway. The average cost for a full size bus wrap is \$2000 - \$3500 depending on coverage so it's a sizable additional spend but it could also bring a high degree of additional value to a Bearpen sponsorship for the right brand.

All Bearpen sponsors will receive:

- Mention of your sponsorship on the conference program
- Listing on catskillsconf.com website
- Periodic mentions on social channels with positive sentiment
- (1) Ticket to Catskills Conf

PANTHER MUSIC & ENTERTAINMENT SPONSORSHIP (2) - \$2,800

This is about you serving up the fun and boogying down with us. We'll announce your support from stage before and after the show and blow up your social channels the whole time we're rocking out. Instagram with the band? Done. Let us know how we can make it work for you and we'll do our best to make it work in a fun and fabulous way. Let's party! There are two sponsorships available, one for each night. The first night is going to be a more quiet folk affair and the second night we'll be pumping up the volume.

Panther sponsors will receive:

- Mention of your sponsorship on the conference program
- Listing on catskillsconf.com website
- Periodic mentions on social channels with positive sentiment
- (1) Ticket to Catskills Conf

CAMPFIRE SPONSORSHIP (2) - \$2,500

How does a campfire make you feel? Warm. It's particularly nice on a cool fall evening under the stars on a hilltop or by a rushing creek. The Ashokan Center can make us a lovely campfire in either location. Mike & Ruthy will bring a guitar and banjo and we'll bring some field audio recording equipment to capture the magical music and the crackle of the campfire. If you're there you can say a few words or have us say a few on your behalf.

Campfire sponsors will receive:

- Mention of your sponsorship on the conference program
- Listing on catskillsconf.com website
- Periodic mentions on social channels with positive sentiment
- (1) Ticket to Catskills Conf