



CATALYST
STORY INSTITUTE

CATALYST

(n). An agent that provokes significant change

DULUTH, MN
LOS ANGELES, CA
NEW YORK, NY

Thank you to our sponsors & partners



entertainmint



The
V.O. Dojo



IMPACT

What Catalyst brings to the Community

Festival & Institute

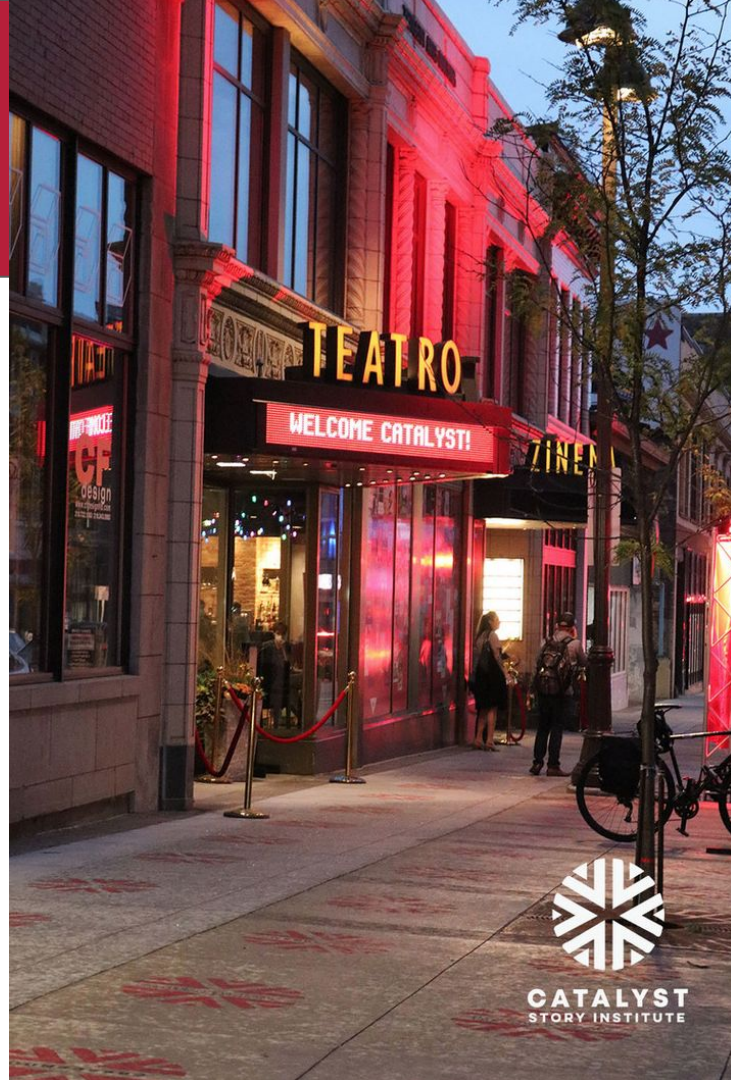
Our year round Institute and annual fall Festival grows each year in membership and attendance and garners over \$1M annually

Minnesota Production

Film and Television production in Minnesota is growing exponentially and is increasing revenues to average over \$20M annually

Community Impact

The local impact is seen through economic, professional and workforce development, youth and educational programs and community pride.



CATALYST
STORY INSTITUTE

WHAT WE DO YEAR-ROUND

The Catalyst Story Institute

Engage

Catalyst casts a global net to discover new storytellers and content creators around the world.

Develop

We work with selected pitches, scripts, and series to get them ready to showcase to the industry.

Advance

We advance careers by breaking down the industry's barriers to directly connect creators & pros.



OUR CREATIVE PROCESS

TV is relationship based, so is our method

Project Development Via Institute

Catalyst takes the time to work with creators to help them develop and shape their show presentations.

Educational Seminars

Our educational series fills in gaps about the TV process, helping creators prepare for industry meetings.

Curated Meetings

Our team develops relationships with industry pros to make sure we are matching you with the right content.



CATALYST	
ANIMATION IN MINNESOTA	
NANCY CARTWRIGHT	CEO
DANNY ROBASHEIN	FOUNDER
KATHY YERICH	EXECUTIVE PRODUCER
ANDY REYNOLDS	FOUNDER
GREG SHURTZ	CEO
ALICIA REECE	CREATIVE DIRECTOR
JOSH STIFTER	FOUNDER
MIKE OWENS	CO-FOUNDER

WHAT MAKES US UNIQUE

Emmy Mentoring Partnership

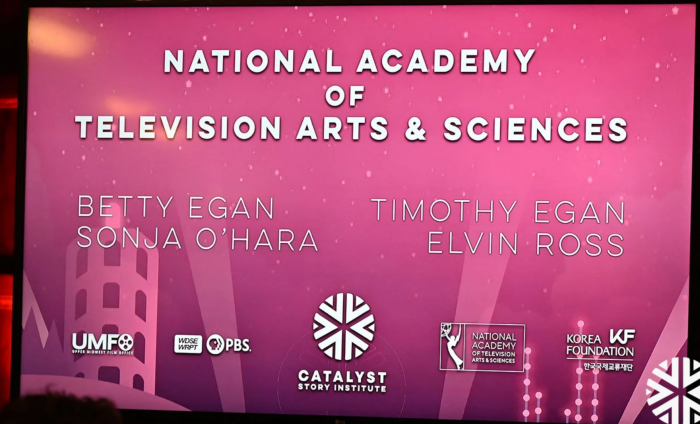
**Key partner:
NATAS**



NATIONAL
ACADEMY
OF TELEVISION
ARTS & SCIENCES

Catalyst works with NATAS to reach creators directly through their regional chapters. This helps open pathways for new voices in smaller markets who may not have the ability to move to the major cities, and thereby stay unheard and unknown.

This partnership also includes a trusted, annualized pathway for new voices & storytelling artists to enter the television industry through professional mentorships. This is a highly curated program to ensure useful matches between Catalyst Story Institute artists and NATAS mentors.



WHAT MAKES US UNIQUE

Serial Content Only

Types of Content

Narrative/episodic/serialized content of any genre, length, style, and type: comedy, drama, thriller, scripted, unscripted, documentary, social media, influencer, short form, "half-hour", "hour-long", radio, podcast, reality, talk show, game show, animation, kids, gaming, VR, mobile, etc.

Stages of Content

Projects can be in any stage of development: pitch, script, in-production, post-production, or completed.



WHAT MAKES US UNIQUE

Direct International Outreach

**Key partner:
Innovation Station**

The INNOVATION STATION

**Creative
Industry Lab**

U.S. DEPARTMENT *of* STATE

In 2021, Catalyst collaborated with the Innovation Station at the US Department of State to reach creators in selected countries. This program helps us discover new voices that would otherwise stay unheard.

Algeria
Brazil
Hungary
Mexico
New Zealand
Nigeria
South Korea



SUCCESSFUL TALENT

There Are Many, Here Are A Few

Sonja O'Hara

Emmy nom; repped at WME, film
acquired by Lionsgate

Katie Locke

Actor/Director;
NBC's Kenan, Ghosts

MaryLynn Suchan

Showrunner Asst, Recurring role on
Grey's Anatomy

Elaine Loh

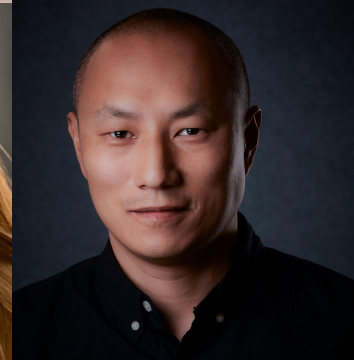
Writer, Gossip Girl, HBOmax

Daniel Willis

Director, NBC's Blacklist

Dinh Thai

Director, NBC New Amsterdam



WHAT WE DO ONCE-A-YEAR

The Catalyst Content Festival

5 days

In early October each year, our festival brings our global creative community together in Duluth, MN.

1,000+ creatives

1,000+ creatives and industry pros come together in our relaxed setting to share ideas & network.

Best of the Best

We receive thousands of shows and select about 10% for competition at the festival each year.



2022 FESTIVAL DETAILS

On the beautiful shores of Lake Superior

Sept 28-Oct 1
Duluth, MN

Pitch, Script & Produced
Series Competitions

Panels, Workshops
& Seminars

Approximately 75 new series from over 10 countries will be presented from 11am-5pm each day.

Awards will be given for 24 categories, including comedy, drama, unscripted, podcast, pitch, script & more.

12 panels, 3 days of workshops, and 2 days seminars will give attendees a chance to talk shop & network.



FESTIVAL CAMPUS

The Heart of Duluth's Arts District

Screening & Panel Venues

All venues are on a 1-mile stretch of Superior St including the NorShor Theatre, Fitgers & Kitchi Gammi.

Restaurants & Social Venues

Zeitgeist & Blackwater lounge are the social centers of the festival, where everyone gathers to mingle.

Panels, Workshops & Seminars

Our beautiful panel & workshop venues allow for up to 150 people at a time in a relaxed educational setting.



CATALYST
STORY INSTITUTE

OUR HISTORY

16 Years of Leading Indie TV

Los Angeles, CA
2006-2012

Founded in 2006 by television Producers AJ & Jenny Tesler. Sites like YouTube were just launching.

Vermont
2013-2018

Vermont's foliage setting allowed creators and execs to escape the busy city and create working relationships.

Duluth, MN
2019-Today

Duluth strikes the perfect balance with a small town vibe and a thriving arts scene that has the support to grow.



INDUSTRY SPONSORSHIP

\$250,000 Title Sponsor

- Up to 50 Executive passes
- 30 hotel nights at festival
- Title sponsor branding & placement on all Catalyst events for 1-year, including Emmy & other partner events
- Unlimited panel speaker opportunities year-round
- Logo on step & repeat, website, socials, newsletter & festival screens
- Back cover of festival program
- 15-second commercial before selected blocks
- Sponsor table display
- PR & social media benefits
- Item inclusion in event bag for attendees & on lanyards
- 5 sponsored festival awards

\$100,000 Premiere

- 20 Executive passes
- 20 hotel nights at festival
- Premiere sponsor branding (above everyone except Title) on all Catalyst events for 1-year, including Emmy & other partner events
- 2 Panel speaker opportunities
- Logo on step & repeat, website, socials, newsletter & festival screens
- Full page ad in festival program
- 15-second commercial before selected blocks
- Sponsor table display
- Inclusion in press release
- Item inclusion in event bag for attendees
- 2 sponsored festival awards

\$50,000 Platinum

- 8 Executive Industry passes
- Panel speaker opportunity
- Logo on step & repeat, website, socials, newsletter & festival screens
- Full page ad in program
- Sponsor table display
- 15-second commercial before selected blocks
- Year-round promotion at Catalyst events in LA, NY and globally via Institute
- Inclusion in press release



LOCAL SPONSORSHIP

\$10,000 Zenith

- 10 Festival Industry badges
- Full page ad in festival program
- Logo on website, newsletter, socials & festival screens
- 15 second commercial in selected festival screening blocks
- Sponsor table display
- Sponsored Festival Award
- Branded business items

\$5,000 Superior

- 4 Festival Industry badges
- Half page ad in festival program
- Logo on website, newsletter, socials & festival screens
- Sponsor table display
- Branded business items

\$2,500 Spirit

- 2 Festival Industry badges
- Ad in festival program
- Logo on website, socials & festival screens

\$1,000 Astor

- 2 Festival Industry badges
- Logo on website