

Catalyst Story Institute

Catalyst empowers narrative storytellers by lowering the systemic and economic barriers between creators, audiences, and the industry. Over the past 17 years, Catalyst's work has provided a powerful pathway for more than 20,000+ voices to be heard while generating \$20million+ in local economic impact. Catalyst is proud to be the official mentorship partner of the National Academy of TV Arts & Sciences.



The Problem

The TV & Film production industry is a multibillion dollar sector of our national creative economy traditionally reserved for wealthy people in major cities. Now decentralized by the digital revolution, barriers to entry are lower and more communities can diversify their local economies by incorporating the production industry into their educational, workforce and economic development plans. The challenge is determining how to best develop a locally driven, self-sustaining production and entertainment industry that matches each community's development goals.

Why support this industry? Jobs. Careers in science, technology, and arts. Local economic impact. The importance of storytelling in our culture. There are many reasons why a community would want to include our industry. Perhaps the most compelling reason is storytellers, content creators, and crews often have to move away to find work and pursue their dreams (if they can overcome the economic and systemic barriers to do so). If they can't, career paths and dreams are abandoned. Important stories that should be shared go untold. People bury their sense of intrinsic growth and lose their ability to believe that their story matters. This no longer has to be the case.

The Solution

Make it possible for youth and storytellers to make a living they love from where they love living. We strive to catalyze the community's development of its own sustainable production industry. Because the production industry can seem foreign to many communities, it is critical that locals lead the process while Catalyst provides logistical support, industry expertise, connections, and guidance. Specific outcomes are set by the community. Based on conversations with community members, our process follows this 4-step process:

- **EDUCATION: HIGH SCHOOL, COLLEGE & PROFESSIONAL DEVELOPMENT**. Establish local educational opportunities to create industry entry pathways. Lower existing barriers to entry.
- **CIVIC ENGAGEMENT: COMMUNITY ASSETS & PEOPLE**. Collect data on existing resources and identify areas of greatest need. Create a development plan.
- **ECONOMIC EMPOWERMENT: CREATING A PRODUCTION ECOSYSTEM**. Building a functioning local production industry of public, private, and philanthropic sectors working together.
- **ARTS & CULTURE: GROWING VISIBILITY OF THE REGION'S ARTISTS**. Benefits of production can include increased exposure and investment in communities where projects are created.

Impact

- 17 years of festivals and 100+ educational events available in our archived library
- Over 20,000+ artists showcased
- \$20million+ in local economic impact
- Voices from over 20+ countries
- 50+ career and mentorship pairings achieved



Executive Director: Philip Gilpin, Jr.

Born in Boston, MA, Philip started his 20+ year creative career exploring theatre & film while earning his BS in Physics and Mathematics at Boston College. Philip moved to Los Angeles and learned the inner workings of the industry as a business affairs analyst at HBO where he worked with on major series such as "The Sopranos", "Sex and the City", and "The Wire". Philip served on the Board of Governors of the New England Chapter of the National Academy Of Television Arts & Sciences.

At A Glance

Year Founded: 2006
Issues: Education, Civic Engagement, Economic Empowerment, Arts & Culture
Serving: Global
of board members: 6
of staff: 5
Org type: Nonprofit

Title Sponsor

Catalyst's year-round programs include:

- 50+ Storiroad Institute educational events (virtual & in-person)
- High School Media Collective
- Catalyst Production Academy
- High School & College Student Awards
- Catalyst Content Festival in Duluth, MN
- Catalyst Content Festival in Nashville, TN
- Catalyst Content Festival in Lake Placid, NY



In addition, Catalyst hosts in-person and virtual events in Los Angeles, New York, Minneapolis and other cities. Our title sponsor is the sole title sponsor across all of these hundreds of events throughout the year. We work with our title sponsor to customize the best possible package that fulfills the sponsors' needs. We hope you will join our community and help us strengthen independent artists and the global storytelling landscape.

Sponsorship Benefits

(All are optional at sponsor's discretion. Additional ideas welcomed.)

SECTION ONE: Select your programs

- Title sponsor of Catalyst Production Studio
- Title sponsor of Catalyst Storiroad Institute
- Title sponsor of Catalyst Content Festival - Duluth
- Title sponsor of Catalyst Content Festival - Nashville
- Title sponsor of Catalyst Content Festival - Lake Placid
- Title sponsor High School Media Collective
- Title sponsor of High School & College Student Awards

SECTION TWO: Benefits for each program, as applicable

- (1) 1-hour keynote presentation
- Unlimited Executive VIP passes to all events
- Private meetings with industry professionals
- Title sponsor position in all press releases
- The full page back cover ad on event programs
- A 15-second video commercial played at each event
- Branded award presented at Awards Gala
- Branded sponsorship booth
- Dedicated newsletter presenting our title sponsor
- Logo in primary position on website
- Logo in primary position on social media
- Logo in primary position on all industry newsletters
- Logo on VIP gift bags
- Logo on lanyards
- Logo in primary position at venues
- Logo in primary position on promotional posters
- Logo in primary position on photo backdrops
- Logo shown at beginning of virtual educational programming

Sponsorship Tiers

TITLE SPONSOR OF ALL OF CATALYST

- \$250,000
- Includes title position for all programs & options listed in sections 1 & 2

TITLE SPONSOR OF SELECTED PROGRAMS

- Select up to 6 programs in section 1
 - Includes all options in section two for each program chosen
 - \$75,000/program
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Premier Sponsor

Catalyst's year-round programs include:

- 50+ Storieroad Institute educational events (virtual & in-person)
- High School Media Collective
- Catalyst Production Academy
- High School & College Student Awards
- Catalyst Content Festival in Duluth, MN
- Catalyst Content Festival in Nashville, TN
- Catalyst Content Festival in Lake Placid, NY



In addition, Catalyst hosts in-person and virtual events in Los Angeles, New York, Minneapolis and other cities. We work with our premier sponsor to customize the best possible package that fulfills the sponsors' needs. We hope you will join our community and help us strengthen independent artists and the global storytelling landscape.

Sponsorship Benefits

(All are optional at sponsor's discretion. Additional ideas welcomed.)

SECTION ONE: Select your programs

- Premier sponsor of Catalyst Production Studio
- Premier sponsor of Catalyst Storieroad Institute
- Premier sponsor of Catalyst Content Festival - Duluth
- Premier sponsor of Catalyst Content Festival - Nashville
- Premier sponsor of Catalyst Content Festival - Lake Placid
- Premier sponsor of High School Media Collective
- Premier sponsor of High School & College Student Awards

SECTION TWO: Benefits for each program, as applicable

- (1) 1-hour keynote presentation
- (20) Executive VIP passes
- Premier sponsor in all press releases
- (1) full page color ad in event programs
- A 15-second video commercial played at each event
- Branded award presented at Awards Gala
- Branded sponsorship booth
- Logo on website
- Logo on select social media posts
- Logo in all industry newsletters
- Logo on VIP gift bags
- Logo in sponsor position at venues
- Logo in sponsor position on promotional posters
- Logo in sponsor position on photo backdrops
- Logo shown at beginning of virtual educational programming

Sponsorship Tiers

PREMIER SPONSOR OF ALL OF CATALYST

- \$150,000
- Includes premier position for all programs & options listed in sections 1 & 2

PREMIER SPONSOR OF SELECTED PROGRAMS

- Select up to 6 programs in section 1
 - Includes all options in section two for each program chosen
 - \$50,000/program
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Producing Sponsor

Catalyst's year-round programs include:

- 50+ Storiroad Institute educational events (virtual & in-person)
- High School Media Collective
- Catalyst Production Academy
- High School & College Student Awards
- Catalyst Content Festival in Duluth, MN
- Catalyst Content Festival in Nashville, TN
- Catalyst Content Festival in Lake Placid, NY



In addition, Catalyst hosts in-person and virtual events in Los Angeles, New York, Minneapolis and other cities. We work with our sponsors to customize the best possible package that fulfills the sponsors' needs. We hope you will join our community and help us strengthen independent artists and the global storytelling landscape.

Sponsorship Benefits

(All are optional at sponsor's discretion. Additional ideas welcomed.)

SECTION ONE: Select your programs

- Producing sponsor of Catalyst Production Studio
- Producing sponsor of Catalyst Storiroad Institute
- Producing sponsor of Catalyst Content Festival - Duluth
- Producing sponsor of Catalyst Content Festival - Nashville
- Producing sponsor of Catalyst Content Festival - Lake Placid
- Producing sponsor High School Media Collective
- Producing sponsor of High School & College Student Awards

SECTION TWO: Benefits for each program, as applicable

- (10) Executive VIP passes
- (1) half-page color ad in event programs
- Branded award presented at Awards Gala
- Branded sponsorship booth
- Logo on website
- Logo in all industry newsletters
- Logo in sponsor position at venues
- Logo in sponsor position on promotional posters
- Logo shown at beginning of virtual educational programming

Sponsorship Tiers

PRODUCING SPONSOR OF ALL OF CATALYST

- \$75,000
- Includes premier position for all programs & options listed in sections 1 & 2

PRODUCING SPONSOR OF SELECTED PROGRAMS

- Select up to 5 programs in section 1
 - Includes all options in section two for each program chosen
 - \$20,000/program
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Community Sponsor

Catalyst's year-round programs include:

- 50+ Storieroad Institute educational events (virtual & in-person)
- High School Media Collective
- Catalyst Production Academy
- High School & College Student Awards
- Catalyst Content Festival in Duluth, MN
- Catalyst Content Festival in Nashville, TN
- Catalyst Content Festival in Lake Placid, NY



In addition, Catalyst hosts in-person and virtual events in Los Angeles, New York, Minneapolis and other cities. We work with our sponsors to customize the best possible package that fulfills the sponsors' needs. We hope you will join our community and help us strengthen independent artists and the global storytelling landscape.

Sponsorship Benefits

(All are optional at sponsor's discretion. Additional ideas welcomed.)

SECTION ONE: Select your programs

- Community sponsor of Catalyst Production Studio
- Community sponsor of Catalyst Storieroad Institute
- Community sponsor of Catalyst Content Festival - Duluth
- Community sponsor of Catalyst Content Festival - Nashville
- Community sponsor of Catalyst Content Festival - Lake Placid
- Community sponsor High School Media Collective
- Community sponsor of High School & College Awards

SECTION TWO: Benefits for each program, as applicable

- (5) Executive VIP passes
- (1) half-page color ad in event programs
- Branded sponsorship booth
- Logo on website
- Logo in all industry newsletters
- Logo in sponsor position at venues
- Logo in sponsor position on promotional posters

Sponsorship Tiers

COMMUNITY SPONSOR OF ALL OF CATALYST

- \$25,000
- Includes premier position for all programs & options listed in sections 1 & 2

COMMUNITY SPONSOR OF SELECTED PROGRAMS

- Select up to 5 programs in section 1
 - Includes all options in section two for each program chosen
 - \$5,000/program
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