



MEDIA+TECH COLLECTIVE

O F T H E R O C K I E S

SPONSORSHIP
INFORMATION



✉ info@mediatechcollective.com

🌐 www.MediaTechCollective.com



OUR MISSION



The **Media+Tech Collective**, formerly Rocky Mountain Cable Association (RMCA), is dedicated to enriching the careers of its cable industry membership. By providing engaging educational programs and sharing valuable industry information and contacts with industry peers, **Media+Tech Collective** members will stay more informed and better fulfill opportunities to become more impactful leaders in their respective organizations. The **Media+Tech Collective** will provide its members with valuable industry knowledge from experts throughout many fields of the business of cable and offer forums for members to create new- and strengthen existing – business relationships.

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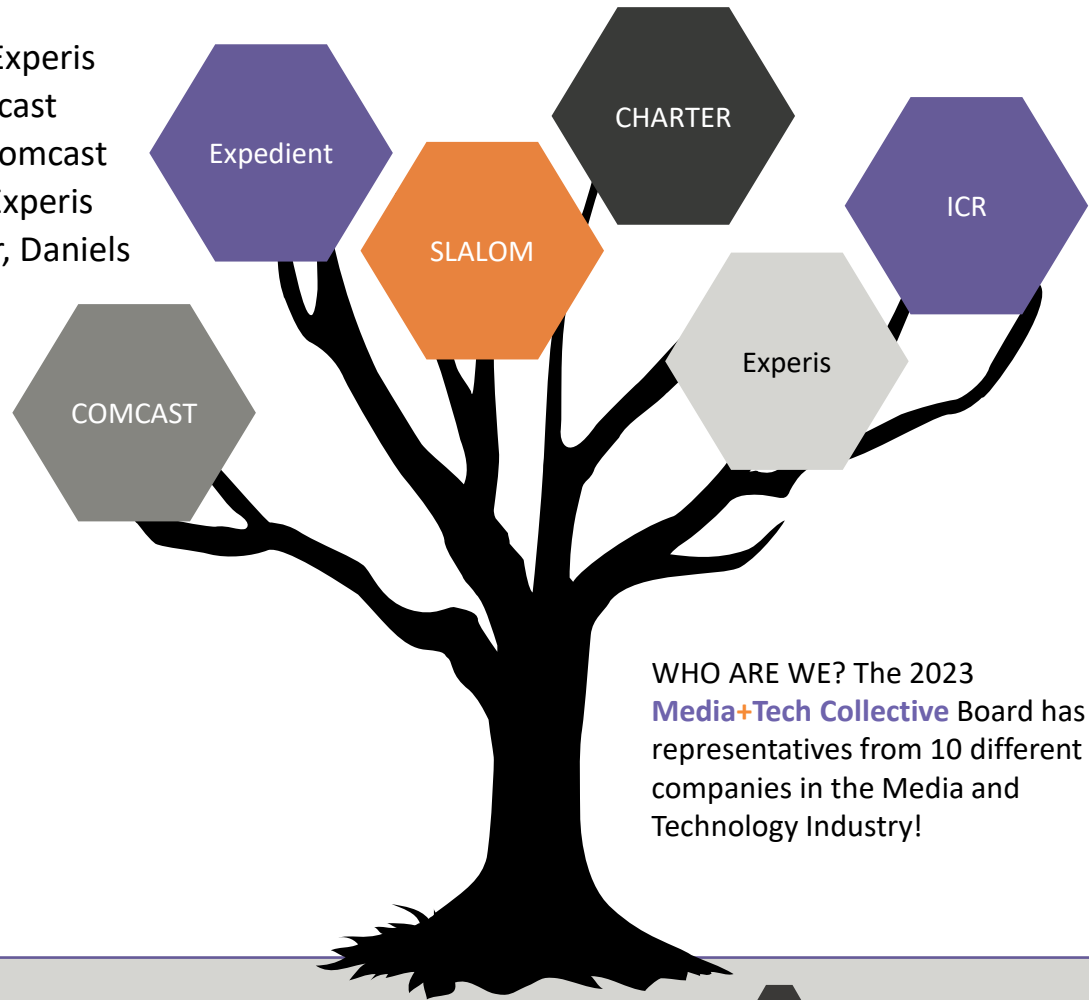
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MEDIA+TECH COLLECTIVE 2023

OUR BOARD MEMBERS

- **President** – Justin Weatherwax, Experis
- **Vice President** – Ryan Seim, Comcast
- **Treasurer** – Somas Santhanam, Comcast
- **Secretary** – Genevieve Hurwitz, Experis
- Ron Rizzuto, University of Denver, Daniels College of Business
- Valerie Sharkey, Comcast
- Joel Tyus, WOW!
- Eric Becker, ICR
- Rachelle Salem, Gavin Heath
- Tammy Fernandez, Experis
- Joel Bacon, RSM USA
- Hitanshu Trivedi, Charter
- Jana Cornelison, Comcast
- Erich Weeks, Expedient
- Jason Johanning, Genpact
- Don Clifton, Comcast
- Kris Gassman, WOW!
- Marcus Aviles, Comcast



WHO ARE WE? The 2023 **Media+Tech Collective** Board has representatives from 10 different companies in the Media and Technology Industry!

SPONSORSHIP BENEFITS

Annual sponsorship allows your company exposure to the **Media+Tech Collective** providing first class events and opportunities

Participation and prominent branding at:

- Signature events
- Networking events
- Educational series
- Annual Case competition (The Innovation Challenge)
- Annual Golf Tournament

Options to fit your needs:

- Annual Sponsorship – Maximum exposure to all MTC activities and correspondence
- Golf Tournament – One of the most anticipated events on the industry calendar every year
- Event Sponsorship – Customizable
 - Pick a sponsorship option for one of our events
 - Work the the MTC team to create your own



Platinum Sponsorship
\$10,000

PLATINUM ANNUAL SPONSORSHIP

2023 PLATINUM ANNUAL SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:

- Up to 200 Media+Tech Collective 1-year Memberships
- Company logo, optional copy and link on the Media+Tech Collective website
- Company logo included on all marketing communication to all Media+Tech Collective members and partners
- Company logo on signage displayed at all 2023 events and on all official Media+Tech Collective correspondence. In the case of virtual events, logo will be digitally displayed
- Premier level participation in the 2023 Media+Tech Collective Golf Tournament
- One golf foursome at the Media+Tech Collective Golf Tournament in August (valued at \$1,100)
- Gold Level Sponsor with premier signage at the Media+Tech Collective Golf Tournament (valued at \$1,750)
- Premier sponsorship recognition and 4 tickets will be provided at an alternate event in the circumstance that the golf tournament cannot take place due to the covid-19 pandemic
- Opportunity to provide content for featured story in 1 monthly Media+Tech Collective newsletter
- Opportunity to provide 1-2 featured news stories on the website (linked to from the newsletter)
- Opportunity to present at a virtual lunch & learn event for Media+Tech Collective members to share information on company initiatives and services



Gold Sponsorship
\$5000

GOLD ANNUAL SPONSORSHIP

2023 ANNUAL SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:

- 10 Media+Tech Collective 1-year Memberships
- Company logo, optional copy and link on the Media+Tech Collective website
- Company logo included on all marketing communication to all Media+Tech Collective members and partners
- Company logo on signage displayed at all 2023 events and on all official Media+Tech Collective correspondence. In the case of virtual events, logo will be digitally displayed
- Includes annual sponsor participation in the 2023 Media+Tech Collective Golf Tournament
- One golf foursome at the Media+Tech Collective Golf Tournament in August (valued at \$1,100)
- Premier signage at the Media+Tech Collective Golf Tournament (valued at \$1,250)
- Opportunity to provide content for featured story in 1 monthly Media+Tech Collective newsletter
- Opportunity to provide 1-2 featured news stories on the website (linked to from the newsletter)
- Opportunity to present at a virtual lunch & learn event for Media+Tech Collective members to share information on company initiatives and services

GOLF TOURNAMENT

TITLE SPONSOR

- Recognition in all event and marketing materials, including website, emails, social media, monthly newsletter, event signage, and event agenda
- Ability to provide branded golfer gift bags and giveaways
- Three (3) golf foursomes
- 10 MTC memberships
- 10% goes toward sponsoring a Paralympic Athlete for Adaptive Spirit

PLATINUM SPONSOR

- Recognition in all event and marketing materials, including website, emails, social media, monthly newsletter, event signage, and event agenda
- Ability to provide branded golfer gift bags and giveaways
- Two (2) golf foursomes
- 8 MTC memberships
- 10% goes toward sponsoring a Paralympic Athlete for Adaptive Spirit

EVENT SPONSOR (3)

- Company logo featured on the MTC website and monthly newsletter
- Two (2) golf foursomes
- One (1) hole sponsor sign with company's logo on the tee AND green
- Breakfast and post-golf reception for all golfers
- Opportunity to include branded company items in each golfer's gift bag
- 4 MTC memberships
- 10% goes toward sponsoring a Paralympic Athlete for Adaptive Spirit



GOLF SPONSORSHIP OPPORTUNITIES (CONTINUED)



BREAKFAST

- Company logo displayed at breakfast burrito station
- One (1) golf foursome
- Opportunity to include branded company items in each golfer's gift bag



BLOODY MARY/MIMOSA BAR

- Company logo displayed at bar
- One (1) golf foursome
- Opportunity to include branded items in each golfer's gift bag



BEER CART (3 available)

- Signage on one (1) beer cart – and provides 2 drink tickets for each golfer
- One (1) golf foursome
- Opportunity to include branded items in each golfer's gift bag



SILENT AUCTION/LUNCH BAR SPONSOR

- Company logo displayed at bar
- One (1) golf foursome
- Opportunity to include branded items in each golfer's gift bag



PAR 3 HOLE (6 available)

- Signage at hole – opportunity to provide a game, water, beer, or snacks (provided by sponsor) at hole
- Maximum of two (2) sponsor representatives can engage golfers
- Includes breakfast burritos, bloody Mary/Mimosa bar and lunch for two (2) sponsor representatives



GOLF BALL CANONS (2 available)

- Signage at hole – opportunity to provide a game, water, beer, or snacks (provided by sponsor) at hole
- Maximum of two (2) sponsor representatives can engage golfers
- Includes breakfast burritos, bloody Mary/Mimosa bar and lunch for two (2) sponsor representatives



LUNCH SPONSOR

- Signage by the silent auction items in the lunch reception pavilion
- Four (4) guests at the lunch reception/silent auction



HOLE SPONSOR (16 available)

- Signage at hole
- One (1) golf foursome

EVENT SPONSORSHIP

Sponsorship is available for multiple the **Media+Tech Collective** annual events. Or have us join you at an event of your choosing! **Events that allow for sponsorship include:**

- Webinars
- Social Events
 - Happy Hours
 - Trivia
 - Lunch and Learns
 - Sporting Events
- **Media+Tech Collective** Signature Events
 - Innovation Challenge
 - MTC Membership Mixer
 - MTC Headshots and Happy Hour
 - MTC Golf Tournament
 - Holiday Party
 - Industry Kickoff
- Pick Your Own!
 - MTC will market an event of your choosing to our membership base provide any custom solutions needed to ensure a successful experience for your company and the MTC Membership Base.

2023 CALENDAR OF EVENTS

2022 STILL TO COME: Holiday Party with WICT (12/7/23)

<p>QUARTER 01</p>	<p>JANUARY</p> <ul style="list-style-type: none">• Trivia Event –Downtown Denver• Winter Webinar	<p>FEBRUARY</p> <ul style="list-style-type: none">• Industry Kick-Off Party	<p>MARCH</p> <ul style="list-style-type: none">• March Madness Event – Brackets and Prizes!
<p>QUARTER 02</p>	<p>APRIL</p> <ul style="list-style-type: none">• Adaptive Spirit	<p>MAY</p> <ul style="list-style-type: none">• Membership Mixer & Headshots – (5/18)	<p>JUNE</p> <ul style="list-style-type: none">• Summer Webinar• Rockies Event
<p>QUARTER 03</p>	<p>JULY</p> <ul style="list-style-type: none">• Golf Tourney Practice Round – Top Golf	<p>AUGUST</p> <ul style="list-style-type: none">• Golf Tournament – Fox Hollow Golf Course – (8/8/23)	<p>SEPTEMBER</p> <ul style="list-style-type: none">• Start up week, multiple events
<p>QUARTER 04</p>	<p>OCTOBER</p> <ul style="list-style-type: none">• Haunted House (for Charity)	<p>NOVEMBER</p> <ul style="list-style-type: none">• Give back day – Rescue Mission• Fall MTC Webinar	<p>DECEMBER</p> <ul style="list-style-type: none">• Holiday Party – Cable Land