

CATALYST

GAMES

▶ THE CATALYST GAMES NATIONAL SEASON

Catalyst Games activates companies in friendly competition to create tangible, collective impact in the community. The National Season is an 8-week team building competition where corporate teams compete to earn points in virtual games, challenges, and volunteering opportunities to raise and donate \$50,000 to 8 vetted nonprofit partners.

The season will benefit nonprofits creating greater access to opportunity.

▶ HOW IT WORKS



REGISTRATION

Companies sign up to participate in the Catalyst Games season as a team, sponsor, or both.

VOLUNTEER SEASON

Teams earn bonus points by participating in volunteer events and other impact activities with the season's nonprofits beginning September 8th.

PEP RALLY

We kick off the competition season with a Virtual Pep Rally October 1st to create excitement for the games and highlight our nonprofits and the volunteer month's impact moments.

COMPETITION SEASON

The competition begins with three weeks of Regional games to identify the Top 8 teams for the national championship bracket.

CELEBRATE

We cap off the season with an awards party to celebrate 8 weeks of collective impact, award 1st - 4th place to our winning teams, and donate funds to our benefitting nonprofit partners.

SPONSOR THE NATIONAL SEASON

Our program sponsors play a major role empowering the community to come together to connect and create impact. Your involvement is woven throughout the 8-week season starting with a month of volunteering, the Pep Rally, the competition season, and the Awards Party. Join us!

All curated and video content and swag benefits to be approved by Catalyst Games. Catalyst Games will assist in coordination of swag delivery. All costs related to swag are the responsibility of the sponsor.

NATIONAL PRESENTING SPONSOR

\$20,000 (1 AVAILABLE)

All benefits of Regional Impact Sponsor plus:

- Naming rights to "Catalyst Games, National Season, presented/ powered by [Sponsor]"
 - Inclusion on all official marketing materials (including but not limited to: website landing page, Eventbrite, email promotion, etc.)
- Feature in post-event season summary; opportunity to include interview with sponsor representative
- Opportunity to have a representative speak at the pep rally kickoff OR have a short video clip played as an ad during the pep rally
- Opportunity to have a short prerecorded video feature played during the National Awards Ceremony
- Option to have a representative be a judge of The Finals national mystery competition

REGIONAL IMPACT SPONSOR

\$10,000 (1 AVAILABLE PER REGION)

All benefits of the Regional Game Sponsor (outside of specific naming rights) plus:

- Inclusion of curated content in one (1) email promotion out to entire region of participants
- Opportunity for sponsor to 'host' a meet-and-greet style networking event around one of the local recipient nonprofits during Volunteer Season
 - Naming rights to the event, e.g. "Meet and Greet presented by [Sponsor]" as well as content and logo inclusion in follow-up email to all attendees
- Opportunity to sponsor and present one of the culture awards at closing National Awards Ceremony
- Logo inclusion on email promotion to all participating companies during Volunteer Season
- Inclusion in blog post highlighting the impact on nonprofits during the Volunteer Season

CHAMPIONSHIP WEEK SPONSOR

\$7,500 (1 AVAILABLE)

- Opportunity to have two short video clips announcing the Top 8 and Top 4 teams during the National Bracket, to be sent out to all participants prior to games
- Naming rights of "[Game] brought to you by [Sponsor]" for both the Top 8 and Top 4 rounds
- Logo on screen during majority of sponsored games
- Shoutout by host during all plays of sponsored games
- Logo on landing page of Catalyst Games National Season
- Logo on email promotion out to all participants during championship games
- Shoutout during pep rally and closing ceremony with all participants across regions
- Opportunity to have company representatives get involved during select National Season activities

REGIONAL GAME SPONSOR

\$3,000 (2 AVAILABLE PER REGION)

- Naming rights of "[Game] brought to you by [Sponsor]"
- Logo on screen during majority of sponsored game
- Shoutout by host during play of sponsored game
- Opportunity to send company-branded swag to all participating teams of sponsored game
- Logo on landing page of Catalyst Games National Season
- Logo on email promotion out to all participants during regional games
- Shoutout during Pep Rally and Closing Awards Ceremony with all participants across regions
- Opportunity to have company representatives get involved in select National Season activities

AMPLIFIED IMPACT SPONSOR

\$1,000 STARTING DONATION

- Positive & amplified platform from which to donate your pass-through dollars
- Logo featured on Championship content & National Awards Ceremony event page
- Logo featured in one (1) post-event email to all participants across all regions specifically lauding donation dollars
- Inclusion in blog post feature about companies leading the way in Corporate Social Responsibility (CSR)