

2017 CREATE Festival & Creative Industries Sponsorship Opportunities
2017 CREATE Festival | Thursday, June 1, 2017 at the
August Wilson Center

Presented by the Pittsburgh Technology Council, in partnership with the Three Rivers Arts Festival, the CREATE Festival features a full-day line-up of interactive events and opportunities to engage in the newest trends in creativity and innovation. CREATE carries on a nine-year tradition celebrating the creative industries in Pittsburgh.

CREATE 2017 brings together artists, entrepreneurs, geeks, investors, makers, innovation leaders, students and general creative tech enthusiasts to be inspired by each other, discover new opportunities, and find out what's next.

This year's festival is packed full of opportunities to learn, share and connect over newest and most exciting ideas. We kick off with **IdeaFest**, talks and performances exploring the power of Creativity to change the world, on the AWC Stage; the **Innovation Salon**, a full-day expo featuring art, tech, workshops and interactive activities; and the **Creative Industries Awards Party**, with music, food and fun, followed by an awards ceremony for the best of the best in this year's Creative Industries.

Last year's event attracted around 1,000 visitors from Pittsburgh, and all around the country.

EVENT DETAILS:

June 1, 2017 | The August Wilson Center in the Pittsburgh Cultural District | 980 Liberty Ave, Pittsburgh, PA 15222 | *In Partnership with the Three Rivers Arts Festival*

AGENDA (subject to change):

- Noon-9pm: Innovation Salon, featuring art, tech, interactive and workshops
- Noon-5pm: IdeaFest Conference, featuring creative talks, panels and performances
- 6-9pm: Creative Industry Awards Party, honoring over 50 of the region's top creatives



Sponsor Levels and Deliverables

Champion Sponsor \$10,000 **SOLD OUT**

- (8) All-Access Pass Event Tickets (with admission to all CREATE Festival activities)
- Industry exclusivity
- Headline Event Opportunity, positioning company as industry leader (while opportunities last)
- Headline Speaking Opportunity or welcome at Ideafest Kick-off or Awards Ceremony
- Headline location exhibit space (6-ft. table and/or 10x10 space) at the Innovation Salon (full day)
- CREATE Awards Category Branding and Awards Presentation
- 2 Complimentary Drink Tickets per attendee at CREATE Awards Party
- Seat on the CREATE Awards judging panel, honoring over 50 companies each year
- Headline Recognition on all CREATE Marketing and PR (mailing list over 10K)
- Promotion on all Event Signage and CREATE feature video
- Company-provided materials/product distribution at the event
- List of attendees post-event (name, title, company only)
- First right of refusal for 2018 CREATE Festival Champion Sponsorship (deadline November 1, 2017)

Main Sponsor \$5,000 **3 Available**

- (5) All-Access Pass Event Tickets (with admission to all CREATE Festival activities)
- Speaking Opportunity at Ideafest
- Prime location exhibit space (6-ft. table and/or 10x10 space) at the Innovation Salon (full day)
- CREATE Awards Category Branding and Awards Presentation
- 2 Complimentary Drink Tickets per attendee at CREATE Awards Party
- Seat on the CREATE Awards judging panel, honoring over 50 companies each year
- Recognition on all CREATE Marketing and PR (mailing list over 10K)
- Promotion on all Event Signage and CREATE feature video
- Company-provided materials/product distribution at the event
- List of attendees post-event (name, title, company only)

CREATE Party Sponsor \$3000 **SOLD OUT**

- (3) All-Access Pass Event Tickets (with admission to all CREATE Festival activities)
- Speaking Opportunity at the CREATE Party 6-7:30pm, June 1 in the Innovation Salon
- Company table (6-ft.) at Innovation Salon (full day)
- Branded cocktail napkins provided to attendees at CREATE Awards party
- 10 Complimentary Drink Tickets for use at CREATE Awards Party
- Recognition on all CREATE Marketing and PR (mailing list over 10K)
- Promotion on all Event Signage and CREATE feature video
- Company-provided materials/product distribution at the event
- List of attendees post-event (name, title, company only)

CREATE Supporting Sponsor \$1000 **2 Available**

- (2) All-Access Pass Event Tickets (with admission to all CREATE Festival activities)
- Company table (6-ft.) at Innovation Salon (full day)
- 2 Complimentary Drink Tickets per attendee at CREATE Awards Party
- Recognition on all CREATE Marketing and PR (mailing list over 10K)
- Promotion on all Event Signage and CREATE feature video
- Company-provided materials/product distribution at the event
- List of attendees post-event (name, title, company only)

Innovation Salon Exhibitor* \$250 **SOLD OUT**

- (2) All-Access Pass Event Tickets (with admission to all CREATE Festival activities)
- Exhibit space at the Innovation Salon (full day), includes 6 ft table **OR** optional 8x8 booth space (by request only, while space lasts)
- *Exhibitors will be selected by jury on a first-come-first-served basis, and space sells out every year. Not all applicants will be selected to exhibit. Space includes 2 All-Access Passes to the CREATE Festival.

Please select from the following:

Champion Sponsor (SOLD OUT)

CREATE Party Sponsor (\$3000) SOLD OUT

Innovation Salon Exhibitor (\$250) SOLD OUT

Main Sponsor (\$5000)

CREATE Supporting Sponsor (\$1000)

SPONSORSHIP TERMS AND CONDITIONS

TERMS AND CONDITIONS

Terms of Payment: The Advertiser shall pay the rate in effect at the time of publication for each Advertisement published by the Publisher in accordance with the terms and conditions of the Contract. Publisher shall bill the Agency placing the advertisement unless otherwise directed on the reverse side hereof. The Advertiser to whom the bill is directed shall be liable for its payment.

Advertising Materials: Subject matter, form, size, wording, illustration and typography of the advertising shall be subject to the approval of the Publisher provided, however, that no change in the material shall be made by the Publisher without authorization by the Advertiser.

Omission of Advertising: Failure by the Publisher, and through no fault of the Advertiser, to insert authorized advertising in any particular issue or issues terminates Advertiser's responsibility to pay for the advertising in such issue or issues but shall not be grounds for terminating the Contract. Advertisements which are omitted shall be reported to the Advertiser. The Advertiser has the right to request the Publisher to publish the Advertisement in a subsequent issue or issues at the rate in effect for the issue or issues in which the advertisement was missed.

Objections: All advertising placed by the Publisher pursuant to this Contract is deemed to be done with the concurrence of the Advertiser. Unless the Advertiser notifies the Publisher in writing within fifteen (15) days from the mailing of any invoice for advertising published hereunder, shall be conclusive as to the correctness of the matters stated therein and shall constitute an account stated.

Warranty: The Advertiser represents that it is the owner of or has the right to use the advertising material submitted pursuant to this Contract, and that such advertising material is not an infringement of any copyright owned by another party Publisher shall have no obligation to copyright any advertising submitted by Advertiser.

Limitation of Liability: Neither party shall be liable to the other for special, indirect, incidental or consequential damages with respect to this agreement, its termination nor any services rendered hereunder. In no event, shall the Council's total liability to the Advertiser exceed the total fee paid to the Council. Advertiser and Publisher agree to mutually indemnify and hold other party harmless from any claim of infringement of any copyright including any reasonable attorney's fees, damages, costs, or the like arising out of any claim of infringement.

Proof of Insertion: The Publisher agrees to provide proof of all insertions at the time of billing in the form of a tear -sheet of the page on which the advertisement appears. Failure to forward or furnish such copy, page or affidavit shall not constitute a ground for termination of the Contract or for not paying such bill. Every effort will be made by the Publisher to comply with normal proof of insertion practices.

Termination: Publisher may terminate this Contract by written notice to Advertiser upon any default in the performance of any term or condition hereof, provided, however, Advertiser has the right except in the case of failure to pay an invoice to cure any such default within fifteen (15) days of mailing such notice. The advertiser may cancel any advertisement sixty (60) days prior to closing date.

Finance Charges and Collection: Any account balance over thirty (30) days will be subject to a 1 1/2% per month finance charge (18% per annum) as long as said amount is outstanding. Any account over one hundred twenty (120) days will be the responsibility of the Advertiser, as well as the unpaid balance, finance charges and any cost of collection.

Acceptance: This contract is subject to all Terms and Conditions shown above.

Payment Terms: Upon execution of this Memorandum of Understanding, the Council shall submit an invoice to Sponsor for the Total Cash Investment to be paid within 30 days of the invoice date. Payment must be received prior to event date.

By signing below, Sponsor agrees to the above terms. In return, the Council agrees to provide the deliverables listed above.

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Sponsor

Pittsburgh Technology Council

Authorized Signature

Authorized Signature

Printed Name

Printed Name

Date

Date

Email address

Email Address

Phone Number

Phone Number

(continued on pg. 4)

Sponsor Company Name as it Should Be Listed* _____

Legal Company Name* _____

Main Contact for Management of Sponsorship Deliverables* _____

Email Address* _____ Phone Number _____

Please complete and sign full document, including initialing each page. Return completed document via email to: Carolyn Candebat, Sr. Director for Business Development and Advertising, Pittsburgh Technology Council, at ccandebat@pghtech.org.