

Presented by The Cable Center,
in Partnership with Pace University's
Lubin School of Business

New York

ONE DAY IMMERSION

IN TV, CABLE &
DIGITAL
ENTERTAINMENT



**Connecting Top Media
Executives with
Future Industry Leaders**

2016 SPONSORSHIP OPPORTUNITIES

The most engaged, creative and motivated college students are the media industries' future executives, thought-leaders, and technology innovators. This enthusiastic audience is eager for knowledge and opportunity from today's media leaders.

One Day Immersion gives these students the opportunity to connect with and learn from the professionals driving the industry, and it gives the professionals the opportunity to connect with and support these outstanding students.

O Opportunity.

D Direction.

I Inspiration.



A unique academic initiative, One Day Immersion attracts students from across majors, from community colleges to Ivy League schools. They interact and learn to network with each other, the panelists, and program participants.



Students practice networking skills with program participant.



Representatives from Refinery29, CAA and Google discuss "Making it in Digital Hollywood."

Presenting Sponsor \$50,000 [Exclusive]

- "Presented by...", plus company name and/or logo recognition on all One Day Immersion promotional materials, including event signage
- Opportunity for company to host a panel or for company executive to act as panelist and/or moderator in program
- Opportunity for company executive to participate in the One Day Immersion Master Class event at a university or college, time and place TBD
- Partner with Dolly Wolf Enterprises, LLC on press release announcing sponsorship support
- Opportunity for company executive to provide career advice article on ODI website
- Opportunity to host ODI Student Ambassadors at your organization to meet with your leadership and tour of offices
- Recognition in the One Day Immersion program including logo
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- Up to two full page ads in the One Day Immersion program

Educational Outreach Sponsor \$25,000 [Exclusive]

- Company name and/or logo designation on all One Day Immersion promotional materials
- Opportunity for company to act as panelist and/or moderator in program
- Opportunity for company executive to provide career advice article on ODI website
- Opportunity to host ODI Student Ambassadors at your organization to meet with your leadership and tour of offices
- Recognition in the One Day Immersion program including logo
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- Up to two full page ads in the One Day Immersion program

Supporting Sponsor \$35,000 [Exclusive]

- "Supported by..." designation plus company name and/or logo recognition on all One Day Immersion promotional materials, including event signage
- Opportunity for company executive to participate in a One Day Immersion Master Class event at a university or college, time and place TBD
- Partnership with Dolly Wolf Enterprises, LLC on press release announcing sponsorship support
- Opportunity for company executive to provide career advice article on ODI website
- Opportunity to host ODI Student Ambassadors at your organization to meet with your leadership and tour of offices
- Recognition in the One Day Immersion program including logo
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- Up to two full page ads in the One Day Immersion program

"This event was like a boot camp—
a training ground that taught me the
do's and don'ts for professional success."

- Jannelle Forbes, student, Oral Roberts University

Personalize Your Own Sponsorship Opportunity \$15,000

- Create a custom sponsorship package that supports your company goals
- Opportunity for company executive to provide career advice article on ODI website
- Recognition in the One Day Immersion program including logo
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- A full page ad in the One Day Immersion program



Student interaction with the panelists is key to the success of this program.

Ask Me Anything Lunch with an Executive Sponsor \$15,000

- One of the most popular components of the conference, offering students an up close and personal opportunity to lunch and network with industry executives
- Opportunity for company executive to provide career advice article on ODI website
- Recognition in the One Day Immersion program including logo
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- A full page ad in the One Day Immersion program

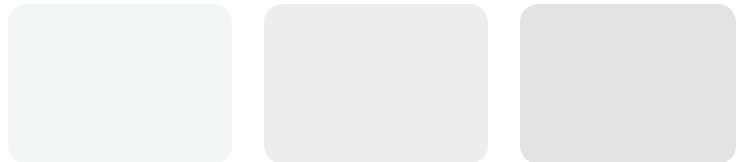
Digital Entertainment, Cable or TV Programmer Sponsor \$15,000

- We'll acknowledge and celebrate your network and content; original and beyond. Showcase your sizzle reel during the Fall Conference a minimum of three times
- Recognition in the One Day Immersion program including logo
- Opportunity for company executive to provide career advice article on ODI website
- Inclusion in all One Day Immersion advertising, promotion and media releases
- Recognition on the event website including organization logo and link
- A full page ad in the One Day Immersion program

CONFERENCE STATS:

- » National participation
- » More than 6,000 student attendees online and in person
- » More than 130 colleges and universities
- » Over 130 media executives from a wide variety of career paths and disciplines
- » Numerous successful job and internship placements, and mentoring matches

**As of 2016*

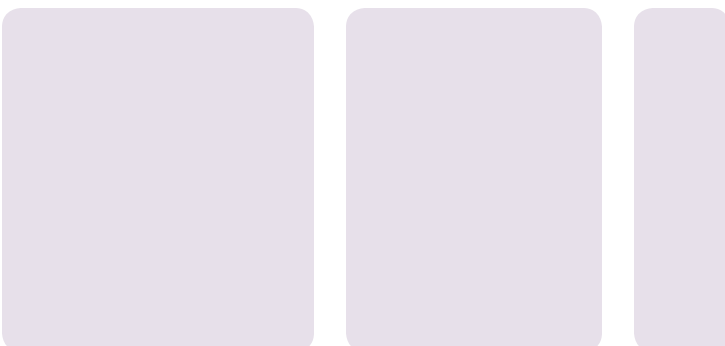


“The connections and experiences of One Day Immersion gave me what I needed most—self confidence.”

- James Park, student, Pace University

Marketing Outreach Sponsor— Social Media and Traditional \$15,000

- Assist with integral efforts in spreading the word through academic channels and social media platforms. Help us reach the best and brightest to learn about, and ultimately, join our dynamic industry
- Recognition in the One Day Immersion program including logo
- Opportunity for company executive to provide career advice article on ODI website
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- A full page ad in the One Day Immersion program



I am still buzzing with amazement over the day you and your team put together! It was one of the best lineups I've ever seen.

Congratulations on this enormous accomplishment!

- Dawn Callahan, CMO, Boingo Wireless

Morning Coffee and Break Sponsor \$12,000

- Recognition in the One Day Immersion program including logo
- Opportunity for company executive to provide career advice article on ODI website
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- A half page ad in the One Day Immersion program

Media & Technology Sponsor \$15,000

- Help preserve essential conference content, images; and recruit talented media and technical personnel. ODI typically looks to work with talented current and recent college grads
- Supports event photography, video recording, live streaming and event website expansion
- Recognition in the One Day Immersion program including logo
- Opportunity for company executive to provide career advice article on ODI website
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- A full page ad in the One Day Immersion program

Program Sponsor \$10,000

- Recognition in the One Day Immersion program including logo
- Opportunity for company executive to provide career advice article on ODI website
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- A half page ad in the One Day Immersion program

Conference Venue Sponsor \$15,000 / In-Kind

- Provides an ideal learning environment for students to meet with industry hiring managers and HR staff, network and practice their 30 second elevator speech
- Opportunity to display your company signage in numerous areas within the venue
- Recognition in the One Day Immersion program including logo
- Opportunity for company executive to provide career advice article on ODI website
- Inclusion in all One Day Immersion advertising, promotions and media releases
- Recognition on the event website including organization logo and link
- A full page ad in the One Day Immersion program



Representatives from Scripps Network Interactive talk about the importance of company culture.

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