

3rd Annual
Community
Chain
Reaction



SPONSORSHIP
KIT2018

What is The 3rd Annual Community Chain Reaction?



This is a chance to sponsor an all-ages, all-backgrounds STEM+Art event in the Triangle! The Community Chain Reaction (CCR) is a public celebration of non-competitive must-be-seen-to-be-believed engineering feats for all ages, ending in a Grande Finale.

- The Community Chain Reaction is modeled after the successful MIT *Friday After Thanksgiving* (FAT) annual festivity which just celebrated their 20th anniversary.
- The CCR brings young people into the talent pipeline that feeds the Triangle region. It engages young and old, experienced and beginners, in accessible STEM+Art exploration.
- The CCR is a family-oriented day celebrating creativity and ingenuity. With 20 teams participating last year and more expected this year, this is a chance to become a part of this increasingly popular event!



**Rube Goldberg
contraption - a
machine
accomplishing a
simple task in a
manner that is
incredibly
over-complicated**

Community Chain Reaction Event at a Glance



- The Community Chain Reaction is an annual event of The Forge Initiative bringing STEM+Art to all ages in the Triangle. <http://communitychainreaction.org>
- Saturday, May 5, 2018
1:30-4:30 PM
Herb Young Community Center
101 Wilkinson Avenue, Cary, NC 27513
- The Community Chain Reaction is open to the public for a nominal entry fee of \$5/person or no more than \$20/family.
- From the first year of 17 teams, to last year's 20 teams, this year we expect 25+ teams of 2 to 6 members. Past teams have included: school groups, families, adults, corporate teams, and museum teams.
- Attendees grew from 40 in 2016 to over 150 in 2017. We expect over 250 this year as the event becomes more well-known.
- Early-bird sponsors and supporters of the 3rd Annual Community Chain Reaction include:
 - Digital P Media
 - CommerceCX
 - The Town of Cary

Deadline for Sponsorship and Program Advertising: March 29, 2018

The Forge Initiative is a regional non-profit 501(c)(3) whose mission is to engage families and individuals of all ages in exploring, learning and leading in science and technology.

- The Forge Initiative is a volunteer-based organization that was established in 2010 and is based in Cary, NC.
- In 2017, 100 member families contributed over 21,000 adult volunteer hours to STEM+Art programming at The Forge Initiative.

<http://theforgeinitiative.org> Contact: connections@theforgeinitiative.org

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-807-2214 or 888-830-4989 for NC Residents.

The Forge Initiative is registered as a 501(c)(3) nonprofit in NC. EIN: 27-3380977

Community Chain Reaction Media and Schedule



COMMUNITY CHAIN REACTION

Saturday, May 5
1:30 - 4:30 PM

Herb Young Community Center
101 Wilkinson Avenue
Cary, NC 27513

<http://communitychainreaction.org>


AUDIENCE

The Community Chain Reaction brings current and future engineers, makers, designers, scientists, and everyday people together to build and watch Rube Goldberg-style contraptions.

Last year, 20 teams participated, including corporate, family, youth, and schools teams. In addition to family members of teams, an additional 150 viewers were in the stands.

This year, we expect a 20% growth in the number of teams and 50% growth in the number of viewers. More pre-event workshops are scheduled, doubling the number of pre-event participants.

WORKSHOPS

Saturday, February 17 
Tips for Forming a Chain Reaction Team

Sunday, February 25
Family Build It! Chain Reactions

Sunday, March 4
Build Your Own Pegboard

Tue afternoon; Wed AM, March 20-April 4
Rube Goldberg 3-session workshop series-Gr 3-12

March 31: Family Chain Reaction Workshop

April 13: Adult Build It!
At Google Fiber Space
Raleigh, NC

Google fiber

April 15: Family Rube
Goldberg Festival! (part of
the NC Science Festival Week)



PUBLICITY

- The Town of Cary's Parks & Rec Spring Program Brochure
- Facebook advertising and Google Ads
- The Forge newsletter - 1300 subscribers
- Cary Citizen and Carolina Parent
- Posters in libraries and community centers.

Community Chain Reaction Sponsorship Levels



	Partner \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Supporter \$250
Sponsor Recognition Prior to Event						
Mention at all CCR workshops and events prior to May 5	✓	✓	✓			
Signage, t-shirt and selected marketing material, including program brochure	Logo	Logo	Logo	Logo	Name	Name
The Forge Initiative newsletter recognition for pre-event activities like workshops	✓	✓				
The Forge Initiative newsletter recognition for main event	✓	✓	✓	✓		
Websites: Community Chain Reaction and The Forge Initiative home pages	Logo	Logo	Logo			
Website: Community Chain Reaction Sponsor page	Logo	Logo	Logo	Logo	Name	Name
Press release mentions	✓	✓				
Facebook/Twitter mentions	✓	✓	✓	✓	✓	✓
Naming Rights (choice of one)						
"Your Company" Creative Building Lab						
"Your Company" Grand Finale	✓					
"Your Company" Media/Screen Sponsor						
On-site Opportunities						
Corporate booth/Hands-on demo table (optional)	✓	✓				
Branded Chain Reaction team table (optional)	✓	✓	✓	✓	✓	
Employee volunteer opportunities	✓	✓	✓			
Recognition by emcee at the event	✓	✓				
Recognition on large screen at the event	✓	✓	✓	✓	✓	

*NOTE: Benefits of sponsorship later than the deadline of March 29 may be adjusted depending on availability.

Additional Support Opportunity:

CCR Scholarship Fund Contribution - Any \$\$ Amount

Scholarship contributors will be recognized by name (if desired) on our CCR Scholarship Web page and on a sign at the CCR event. Scholarships support teams and event attendees who struggle with the fees to take part in CCR. Unused CCR scholarship funds will be transferred to the general scholarship fund of The Forge Initiative.

Community Chain Reaction Program Brochure Advertising



Advertising is available in the Community Chain Reaction program brochure. Rates available as shown below. For questions about advertising, contact Susan Jones at: ccr@theforgeinitiative.org

Ad. Size	Print Specs (approx)	Black and White	Color	Back Cover Placement (color, as space allows)
Full Page	7.5" wide x 10" tall	\$420	\$725	--
Half Page	Horizontal: 7.25" wide x 5" tall OR Vertical: 3.625" wide x 10" tall	\$220	\$380	\$1000
Quarter Page	Horizontal: 7.5" wide x 2.5" tall OR Vertical: 3.625" wide x 5" tall	\$115	\$200	\$575
Eighth Page	Horizontal: 3.625" wide x 2.5" tall	\$60	\$100	\$300

Formats accepted:

- Illustrator EPS with no linked files, transparencies flattened, all fonts converted to outlines
- High (300 dpi) resolution TIFF, JPEG, PNG

The 2017 Community Chain Reaction Program Brochure can be seen at:

- <http://communitychainreaction.org/advertising>





2018 Community Chain Reaction

Produced by The Forge Initiative

<http://communitychainreaction.org/>

Email: ccr@theforgeinitiative.org

Sponsor and Advertising Registration Form

Organization Name	
Organization Website	
Organization Address	
Contact Name	
Contact Email Address	
Contact Phone	

Please fill out the part of this form below that corresponds to your registration.

Sponsor Registration		Brochure Ad Purchase	
Information on CCR Sponsor Levels and Benefits: http://communitychainreaction.org/sponsorship		Information on CCR Brochure Ad Prices and Specs: http://communitychainreaction.org/advertising	
CCR Sponsorship Level		Ad Size (B/W or Color)	
\$ Amount of Sponsorship		\$ Amount due	
Payment Type (Check, Cash, Invoice)		Payment Type (Check, Cash, Invoice)	

Please send this form and payment (if appropriate) to:
The Forge Initiative, PO Box 4798, Cary, NC 27513

Or scan and email the form to: ccr@theforgeinitiative.org

You will receive confirmation by email and a link requesting additional information specific to your registration.

For questions or additional information, contact Susan Jones at

ccr@theforgeinitiative.org

Signature		Date	
------------------	--	-------------	--

The Forge Initiative is a 501(c)(3) nonprofit, located in Cary, NC since 2010. Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-807-2214 or 888-830-4989 for NC Residents (EIN: 27-3380977)

