

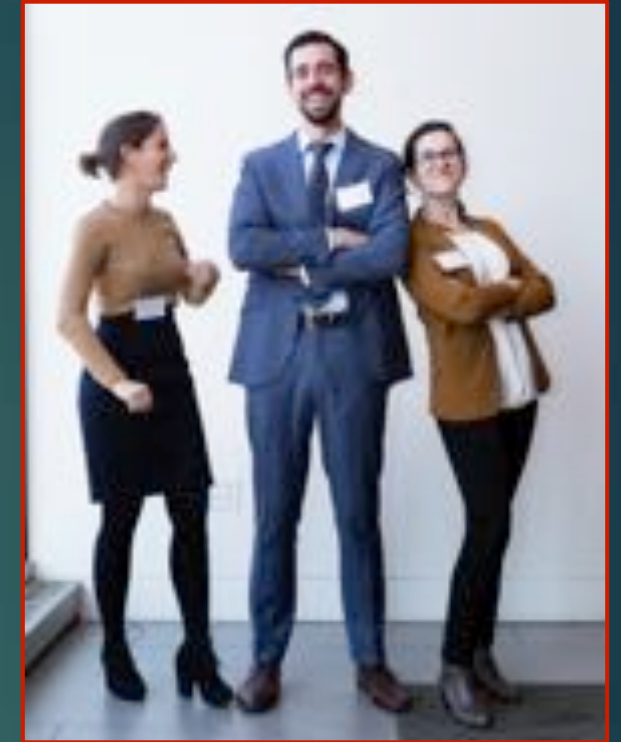


THE INTERACTIVE CASE COMPETITION

2019 SPONSORSHIP KIT

What It Is

- ▶ **An industry-leading case study** competition dedicated to educating grad students about new television and broadband technologies and applications.
- ▶ **Now in its 9th year**, the Competition, produced and hosted by industry educator Craig Leddy, has recruited over 250 students, providing opportunities for internships and jobs. The 2019 Competition starts this spring and concludes this fall (date & location TBA).



*'The Competition rocks!
Thank you so much for the
insight!'*

- Industry attendee



*'It was an incredible learning
experience.
We were grateful for the
opportunity to discuss digital
video with leaders who live and
breathe these challenges every
day.'*

- Student team captain

Our Impressive Alumni

More than 75 of all eligible graduates – 40% of total student participants – now work in cable, television, technology, interactive media and related fields including:

- ▶ Adobe – Business Development Manager
- ▶ Altice USA – Business Intelligence Analyst
- ▶ Amazon Prime Video – Content Acquisition; Senior Vendor Manager
- ▶ Apple iTunes – Content Producer
- ▶ Bloomberg – Head of Digital Strategy & Business Development
- ▶ Cheddar – VP, Business Development
- ▶ Comcast – Director, Business Operations & Strategy
- ▶ Comcast Spotlight – Director of Product Strategy
- ▶ Cox Communications – Senior Strategy Analyst
- ▶ Discovery Communications – VP, Digital
- ▶ Disney Media Networks – Strategy Associate
- ▶ Disney Television Animation – Head of Pipeline Technology
- ▶ Google – Product Manager; MBA Intern
- ▶ HBO – Manager, Multicultural Marketing
- ▶ Hulu – Product, Strategic Partnerships
- ▶ TV5Monde USA – Director, Affiliate Sales & Marketing
- ▶ IBM – Senior Strategy Consultant
- ▶ Lionsgate – Manager, Sales Planning & Analysis, Worldwide Film & TV
- ▶ Microsoft – Licensing Specialist
- ▶ NBCU – Director; Manager, Strategy & Analytics; Digital Product Manager
- ▶ Paramount – Brand Marketing
- ▶ Univision – Manager, Client Development
- ▶ Viacom – Senior Data Scientist, Advertising Science; Director, Digital Partnerships
- ▶ WWE – Financial Planning & Analysis
- ▶ Many consulting companies (Accenture, Deloitte, McKinsey & Co., Bain & Co.), financial companies and startups

Program Benefits

The Competition program supports vital initiatives for the industry:

- **Recruitment** – Saves companies money by enlisting potential candidates for jobs and educating them about the industry
- **Diversity** – Supports diversity hiring goals and recruiting of women and multicultural candidates
- **Innovation** – Provides insight into Millennial and multicultural thinking
- **Strategic development** – Provides top MBA teams to consult for companies
- **Product deployment** – Raises industry interest in taking new products to market
- **Networking** – Builds relationships for now and the future



Mentor Sponsors

Top companies from around the industry have supported the competition.



Supporting Organizations

Leading industry organizations are competition supporters.



THE **CABLE**CENTER



Our Fantastic Judges

The Judges Panel consists of leading executives from major companies. Recent judges include:

Nomi Bergman, Advance	Charlie Herrin, Comcast	Jon Hargis, Charter
Mark Hess, Comcast	Evan Shapiro, NBCU	Bob Benya, In Demand
Bill Goodwyn, Discovery	Tammy Franklin, Scripps	Steve Necessary, Cox
Peter Nush, Comcast	Peter Stern, Time Warner	Craig Moffett, MoffettNathanson
Peter Ruben, HSN	Sherry Brennan, Fox	Piers Lingle, Comcast
Matt Strauss, Comcast	Alix Cottrell, TWC	Rick Mandler, ABC TV
David Porter, Kaitz	Nancy Jo, Bravo	Matt Zelesko, Comcast
Sharon Peters, Charter	Mike Lee, Rogers	Anne Cowan, CTAM
Roger Keating, Hearst	Joan Gillman, TWC	Rob Kennedy, C-SPAN
Mark Dzuban, SCTE	Kathy Zachem, Comcast	Kathryn Falk, Cox
Derrick Dicoi, Comcast	Erica Gruen, Quantum	Jeff Dallesandro, HBO



Sponsorships

Affordable sponsorships are available with little or no time commitment. Your sponsorship provides cash awards for students and ensures a high-quality event. We rely solely upon sponsorships to run the program. We can't do it without you!

◆ Sponsorships include branding in all promotions and event materials ◆

The 2019 competition begins April 30 and concludes with a high-profile finals event in the fall (date & venue TBD)

Mentor Sponsorships

Work directly with a team (direct sponsorship) or sponsor the yearlong competition program overall (indirect sponsorship). Whether you prefer direct involvement with students or not, you'll get access to potential hires and consulting from a top graduate team.

Total sponsorship: \$7999

Event Sponsorships

Sponsor the program and showcase your brand in event promos and at the competition finals event. Available at these levels:

Platinum

Judges Panel member
and/or Webinar speaker

Access to student
candidates for recruiting

Total: \$6999

Gold

Webinar guest speaker

Access to student
candidates for recruiting

Total: \$5999

Silver

Event sponsorship

Access to student
candidates for recruiting

Total: \$4999

Company Award

Company branded prize
award for student teams

Access to student
candidates for recruiting

Total: \$4999

Executive Award

Individual named prize
award for student teams

Access to student
candidates for recruiting

Total: \$2999

How to Get Involved

The competition is a rewarding experience. We rely solely on the support of sponsors and volunteers to run each event.
Please contact us today to get involved. Thank you!

Craig Leddy, Producer & Host
Cleddy@InteractiveTVWorks.com
914-310-6831

Andi Elliott, Account Manager
elliottamw@gmail.com
(240) 425-7459

Wanita Niehaus, Event Director
wanita.niehaus@gmail.com
(202) 643-2765



Copyright © 2019 by Interactive TV Works, Inc.

All rights reserved. The Interactive Case Competition and these event materials are the sole property of Interactive TV Works, Inc., Mamaroneck, N.Y.
No part of these materials may be reproduced, stored or distributed in any form or by any means without the prior written permission of Interactive TV Works, Inc.