VIRTUAL CATALYST
MASTERMIND SUMMIT
presented by ROGUE WATER LAB
SPONSORSHIP
Catalyst is a Mastermind Program designed to revolutionize the water industry by cultivating innovators in communication.

// 5 Days
// 8 Sessions
// 100s of Water Professionals Telling Better Stories
// Video Content that Lives Forever

The spirit of Virtual Catalyst is Momentum: Join us and we’ll build it together.

ROGUE WATER LAB is a nonprofit hub for all things water communication. The Lab is revolutionizing the way the water industry communicates by providing tools, resources, inspiration and more; all geared towards behavior change through the lens of communication.
More than a Conference

Catalyst has always been more than just a conference: it’s a network of connections, a toolkit of actionable learnings, and a hotbed for ideas and inspiration. Rogue Water Lab designed our first ever Virtual Catalyst Mastermind Summit to be all of this and more, and we put connection, collaboration, and deep learning at the forefront.

People Worth Growing

Designed for Water Industry Professionals: educators and communicators, people passionate about storytelling and tribal collaboration.

Reaching a Broad Audience: while normally capped at 100 attendees, an online format means we can engage with water professionals on a significantly larger scale...

60+ sign-ups in the first 5 days!

Program Content Designed to Engage and Inspire

Sessions are designed around the Catalyst un-secret recipe: the Rogue Water ABCS of water communication—assessment, branding, content, and strategy, plus storytelling and tribal collaboration.

• The LAB model - Learn, Apply, and Bridge - ensures knowledge doesn’t get lost between the session and the office
• Speakers are thought-leaders from inside and outside the water industry.
• Interactive elements built into every session - worksheets to follow-along, homework to complete offline that support integration of each lesson, and opportunities to connect beyond the scheduled events.

Cutting-Edge Platform

This won’t just be a series of webinars. We’re using a virtual conference platform called REMO that gets us as close to in-person as possible, with a ‘show floor’, the opportunity for impromptu networking at ‘tables’ and much more.
Catalyst 2020
Multi-Day Format
July 20 - 24
90 - 120 minute weekday sessions planned to accommodate varying schedules and timezones.

Daytime Sessions begin at 11am CT
Afternoon Sessions begin at 4pm CT

Monday
Branding
Ben Brugler
akhia communications

Personal Branding: Your Most Valuable Resource
(So Don’t Waste It!)

Tuesday
Assessment
Rogue Water Lab

Pivot! Using the Hierarchy of Learning as Your Compass

Wednesday
Content
Shea Dunifon
Pinellas County Utilities

Rethinking Education and Engagement in a Virtual World

Wednesday
Tribal Collaboration
Tobin Redwine
Texas A&M University

Building Authentic Community in a Virtual World

Thursday
Strategy
Dr. Stacy Landreth-Grau
TCU Neeley School of Business

Reframing Messy Wicked Problems

Thursday
Brave Blue World
Special Screening
Co-hosted by WEAT

Documentary re-thinks how we manage water through the lens of technology and innovation

Friday
Storytelling
Steven Drangsholt
Brown & Caldwell

Using the Story Model to Create Clarity and Collaboration Around Your Mission
You’re not just sponsoring an event...

Rogue Water Lab is building something big.

As Rogue builds our online hub of digital content - think the TED of water - each professionally captured, edited, and produced session from Catalyst will be available for streaming by our global audience.

Your contribution to Virtual Catalyst, and your brand, will live on with sponsorship credit in-video.

11,000+
Social Media Followers

you’re building a legacy.
Build Up

Before Catalyst

• Visibility on the Rogue Water Lab website and Eventbrite Registration Page
• Shout outs
  - On all the social media platforms
  - In outreach emails to a niche and enthusiastic audience of thousands of utility, municipal, and water pros
• Branded event materials - agenda, schedule

Additional

• Water In Real Life Podcast - $10k
  - We're on a break between seasons right now, but we'll come back just for you. Together we'll record and release a 15-20 minute special mini-episode featuring you and a Catalyst-related topic. RWL retains creative control; attuned to existing subject matter and audience

In The Moment

During Catalyst:

• Branding on the show floor - the virtual version of a real-life conference exhibit hall or lounge
  - customized, interactive meet & greet zone that will be open and crawling with water professionals months deprived of water nerding
    - Logos are linked directly to your webpage and displays any 30-character call to action on hover
• Special thanks during the LAB Sessions
• Networking Session Host - BYOB so it's an even better deal
• Logo placement on the worksheets and activities - interactive components of each LAB Session
• Tags and mentions in the live tweet storm we'll be serving up during each session

Legacy

Following Catalyst:

• Rogue Water Lab is building the TED of Water
  - We're just getting started on a hub of digital content - videos, podcasts, and resources built for the water folks to grow as professionals and storytellers
  - Each session at Virtual Catalyst will be professionally captured, edited, and produced and available for streaming on YouTube and the Hub.
• Video Content - Sponsor any of 6 Labs
  - Dedicated THANKS and your logo in the credits of the final full-length Virtual Catalyst video of your chosen LAB - these will live on YouTube channel for a national audience, and when the Rogue Water Lab HUB goes live later this year with content and resources made for water nerds, you go too.
**Box Sponsor**

$3,500  
*Packages Available: 1*

Sponsor the SECRET UNBOXING PARTY! (Yes - it’s as exciting as it sounds). The first 100 people to register will receive a Catalyst Care Package. This is an exclusive surprise package of goodies that is not to be opened until 10:30 am CT on June 20th at the Unboxing Party.

The BOX SPONSOR will have branded materials in the box along with the Believer and Change Agent Package perks.

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**Believer**

$500  
*Packages Available: UNLIMITED*

You’re in our tribe but have limited resources. We’ll let everyone know you support the cause on the event website and on social media leading up to the event.

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**Change Agent**

$1,000  
*Packages Available: UNLIMITED*

You fuel the Revolution. Change Agents get all of the above and:

- Visibility on all the socials before and after Catalyst - including a dedicated shout out
- A nod in our email outreach leading up to the event
- Logo placement on the event materials and Eventbrite

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**Collaborator**

$5,000  
*Packages Available: 6*

This package includes all of the Believer and Change Agent Perks plus:

- Recognition during your chosen session
- Your logo on the Session Worksheet - this will be used by everyone during the session, and will be integrated as part of the video resource available following Catalyst.
- Contact lists

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**Digital Storyteller**

$8,000  
*Packages Available: 6*

Sponsor a LAB and cement your contribution with enduring visibility on the final video productions.

- Assessment LAB
- Branding LAB
- Content LAB
- Strategy LAB
- Tribal Collaboration
- Storytelling

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**Ultimate Storyteller: Catalyst Champion**

$25,000  
*Packages Available: 1*

Want to be the Ultimate Storyteller with exclusive logo presence on the video productions?

Ultimates Storytellers get exclusive branding in all 6 final full-length Virtual Catalyst videos and a full screen “Thanks to the generous support of…”

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Interested in making this official and joining Rogue Water Lab on a long-term basis? Become our NATIONAL CO-CONSPIRATOR and let the good times fly.
CONTACT US

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@roguewaterlab