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**SPONSORSHIP
PROSPECTUS**



THE **CATALYST**
ACCELERATOR
OGDEN

OVERVIEW

Our Mission

The Catalyst Accelerator empowers nontraditional technology companies to accelerate their involvement in the national defense ecosystem by providing connections, mentorship, and business development in a collaborative setting for a lasting national impact.

Description

The Catalyst Accelerator is designed to increase the Department of Defense's (DoD) awareness of commercial technology that supports national defense mission sets. It is a semi-residential, three-month program for small businesses that provide business development training, connections with users and DoD liaisons, and fosters mentorship with industry and DoD subject matter experts. The Catalyst Accelerator does not assume an equity stake in the Accelerator cohort companies, and instead relies upon sponsorship funds to support the companies' travel costs and to enhance the Accelerator program.

The Catalyst Accelerator in Ogden is powered by the United States Air Force and its Digital Transformation Office (DTO). It is based on the proven model of the Catalyst Accelerator in Colorado Springs and had its debut in the Spring of 2022. The Catalyst Accelerator program has launched eleven successful Accelerators to date with 86 participating companies. By the end of 2021, the Catalyst Accelerator had launched eight cohorts with 62 participating companies, 284 contracts won, over \$290M in contract follow-on funding, 933 jobs created, and over \$650k in sponsorship funds. The economic impact associated with the three Accelerator cohorts hosted in 2022—including the inaugural Catalyst Accelerator in Ogden—will be available in 2023..

2023

The theme for the Spring 2023 Catalyst Accelerator Ogden is digital models.

2023 Accelerator Timeline

The Accelerator is currently scheduled to begin in February 2023 and run through May 2023.

PROGRAM HIGHLIGHTS

Ogden's Accelerator program had its debut in the Spring of 2022 with eight cohort companies. Throughout the program, companies were able to meet and network with industry leaders, advisors, and specialists. While the Accelerator's impact will become available in 2023, some of the resultant revenue-producing accomplishments and ecosystem impacts are highlighted below.

19 DISCOVERY MEETINGS

DoD customers, stakeholders, decision makers, and users share how our companies' technologies can fill technology gaps.

Our experts bring valuable knowledge and insight to help our companies thrive

41 SUBJECT MATTER EXPERTS

134+ DEMO DAY ATTENDEES

Our community consists of DoD stakeholders and industry leaders interested in rapid acquisition of mission-ready technology

The ecosystem includes venture capitalist connections, and one company acquired private investments

\$2M INVESTMENTS

4 LETTERS OF SUPPORT

Cohort companies received LoS from Digital Transformation Office

Cohort companies received MOUs from Digital Transformation Office, AFNWC/NXX, 309 Software Engineering Group, and Space Systems Command

5 MOUS

1 CONTRACT

One cohort company won a Phase 1 SATTR from SpaceWERX Orbital Prime

The cohort companies applied to opportunities including SBIRs, STTRs, and an OTA.

16 OPPORTUNITIES

2023 Accelerator Timeline

Ogden's Accelerator featured over 41 DoD and industry subject matter experts and 19 DoD customer discovery meetings that brought insight to the companies on how their technologies can fill gaps within the ecosystem. Below are some featured speakers.



Honorable
Sue Payton



Mayor
Mike Caldwell



Rob
Patterson



Kim Crider

THE HOW:

SBIR and STTR Programs

Industry-driven and government-funded Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) aim to fill the critical gap of discovery, development, and integration of affordable warfighting technologies for our air, space, and cyberspace force. The SBIR and STTR programs fund a diverse portfolio of startups and small businesses across technology areas and markets to stimulate technological innovation, meet federal research and development (R&D) needs, and increase commercialization. The 2023 Catalyst Accelerator Ogden's schedule aligns with the application windows for SBIRs and STTRs to streamline the DoD's ability to secure a cohort company's technology solution to a stated DoD need.

IMPACT:

Utah Aerospace and Defense Cluster

Catalyst Campus is partnered with the City of Ogden to lower the barrier of entry for technology adoption into the DoD and drive modern capabilities to the warfighter. Ogden is focused on growing a robust and regenerative ecosystem that produces the innovation, workforce training, talent growth, and economic opportunities that the Utah aerospace and defense industry needs to thrive. This collaborative ecosystem enables industry, small businesses, entrepreneurs, startups, and venture capitalists to intersect with the aerospace and defense industry to create a community cluster, spark innovation and stimulate business growth.

Within the Utah Aerospace and Defense Cluster, Hill Air Force Base (AFB) has an impressive local economic impact as the largest single-site employer in Utah with a total annual economic impact of over \$7.1 billion. Hill AFB creates over \$3.8 billion in indirect jobs and created over 56,600 job opportunities. There are nearly 22,000 employees working within Hill AFB. Over 5,000 of those employees are military, over 14,000 are civilians, and the remainder are contractors. Hill AFB has an annual federal payroll of nearly \$1.6 billion and annual expenditures of nearly \$1.7 billion.

WHO WE SUPPORT

WHO:

Air Force Material Command's Digital Transformation Office

The DTO is responsible for digital transformation initiatives across the Air and Space Force. It is focused on leveraging modern digital technologies and facilitates collaboration across Department innovators, AFWERX, and DAF Software Factories. The DTO is the Government sponsor for the Catalyst Accelerator Ogden. As the Government sponsor, the DTO shapes the problem statement addressed by each cohort and provides use cases that help the companies identify how their technologies fit within the DoD.

Air Force Research Laboratory (AFRL)

The U.S. Air Force awarded Northrop Grumman a \$13.3 billion contract to modernize a crumbling Minuteman III infrastructure by developing a next-generation Intercontinental Ballistic Missile (ICBM). The replacement of the 400 aging missiles will cost 83 billion dollars and take until the mid-2030s. Hill Air Force Base is slated to host a new Mission Integration Facility that will serve as a headquarters for these new modern initiatives. This initiative is the US Air Force's first major program to earn the e-Programs designator, meaning it leverages digital engineering, agile software development, and open systems architecture. The Catalyst Accelerator Ogden focuses on U.S. Air Force-enterprise digital solutions that can support modern, fully integrated digital systems, commercial tech transfer, innovation, and workforce development programs.

Software Engineering Group

The 309th Software Engineering Group, (SWEG), is comprised of 2,100 engineers, technicians, computer scientists, cyber security specialists, information technologists, configuration managers, and expert support personnel. SWEG's primary customers are the System Program Offices for fighter aircraft and for missile and space systems. This grants it a diverse workload ranging from developing Software Integration Laboratory environments, command and control and space systems for Sentinel, and aircraft programming. The Catalyst Accelerator Ogden has a digital focus that supports use cases within SWEG and supports rapid modernizations of warfighter capabilities.

CORPORATE SPONSORSHIPS

Overview

As a Corporate Sponsor for the Catalyst Accelerator Ogden, you are championing solutions to stated national defense problems and investing in the Utah aerospace and defense ecosystem. Corporate Sponsors donate \$125K to the Accelerator program. Funds are presented to the top eight companies selected for the Accelerator cohort and used to fund their participation in the program. Participants in the past have identified travel and salary expenses as their main use of these funds.

The sponsorship funds incentivize companies to apply to the program, so the Corporate Sponsor has a crucial impact in ensuring the warfighter receives the most innovative technology solutions to its problem statement.

Sponsorship Benefits

Enjoy all the benefits of the Premium Sponsorship in addition to what is below.

1. Sponsor one 13-week cohort.
2. Help shape the current Accelerator by participating in planning and feedback sessions.
3. Participate in the selection process. (usually at least 25 applications, 15-20 live pitches)
4. Present the Corporate Sponsor's company with its mission/vision to the cohort.
6. Offer a 2-minute presentation during Demo Day (Previous Demo Day had over 130 attendees.)
7. Keynote speaking opportunity
8. 1 booth in a premier location at Demo Day
9. 8 tickets to the VIP reception
10. Sponsor recognition during opening and closing remarks at Demo Day
11. Marketing materials:
 - On-site signage
 - Sponsor logo on all Accelerator promotional materials
 - Sponsor video played prior to the general session

CORPORATE SPONSORSHIPS

Your Sponsorship Will Provide

- Support for companies to participate in the Accelerator
- Assistance to small businesses and their innovative technologies
- Dynamic networking events
- Cohort company awards and gifts
- Contracting with high-caliber consultants
- Procurement of virtual platforms

Your Company Will Be Visible To

- Department of Defense and other US government entities
- Start-ups and small businesses
- Defense contractors and industry leaders
- Investors
- Academia
- Additional non-profits

Your Added Value

Through past sponsorships, the Catalyst Accelerator has had the opportunity to enrich the Utah aerospace and defense ecosystem with innovative technologies, support the immediate needs of the US warfighter, and strengthen the nation's economy by investing in small businesses.

SPONSORSHIPS AT A GLANCE

Your organization will receive several forms of public recognition and marketing opportunities by sponsoring the Catalyst Accelerator program in Ogden. As a community-run program, we want to recognize everyone from our community who can donate any amount towards the success of our Accelerator. Every contribution helps tremendously! Please contact Amanda McCrea at Amanda.McCrea@CatalystCampus.org to discuss possibilities.

Sponsorship	PLATINUM	GOLD	SILVER	BRONZE
Price	\$20,000	\$15,000	\$10,000	\$5,000
Logo placement and link on Accelerator website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Printed logo on program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ad in Demo Day event program	Full Page	1/2 Page	1/4 Page	
Dedicated Social media post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement in event video	6 Seconds	4 Seconds	2 Seconds	2 Seconds
Demo Day speaking opportunity	<input checked="" type="checkbox"/>			
Custom QR code displayed at events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1 on 1 with each cohort company	<input checked="" type="checkbox"/>			
Demo & Community Day				
Company booth	<input checked="" type="checkbox"/>			
Printed logo on banner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Verbal recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2 min speaking opportunity	<input checked="" type="checkbox"/>			
Reserved seating	4	2		

Happy Hour \$3000

Host a Happy Hour to drive networking, collaboration, and fun. In this out-of-office atmosphere, your company steers the conversation with the Accelerator cohort and select aerospace and defense senior leaders. Share your company's impact and opportunities within the Aerospace and Defense ecosystem. Connect with program offices and programs at Hill AFB.

Included with this package:

- Your logo on our website and Demo Day program.
- A unique QR code with the redirection of your choosing to be displayed during the event.
- Promotional table during happy hour.
- Dedicated Social Media posts.
- A 5-minute speaking opportunity.

Sponsored Activity \$2000

This is a great way to spend 1-on-1 time with each cohort company. During the activity outing, you will have the opportunity to engage with each company in a smaller and more intimate setting.

Included with this package:

- Your logo on our website and Demo Day program.
- Dedicated Social Media posts.
- A 1-on-1 speaking opportunity with each of the 8 cohorts.

Lunch Hour \$1500

Sponsor a lunch hour during one of the Accelerator training days. This special opportunity allows you to connect and network with all the cohort companies at once including any subject matter experts present for that day.

Included with this package:

- Your logo displayed on our website and Demo Day program
- Your logo displayed at the serving table.
- Promotional table.
- A speaking and networking opportunity with the cohort and subject matter experts presenting that day

Breakfast Hour \$1000

Sponsor a breakfast hour during one of the Accelerator training days. Get your company noticed by all the cohort companies and that morning's subject matter experts as they arrive.

Included with this package:

- Your logo displayed on our website and Demo Day program
- Your logo displayed at the serving table
- A speaking and networking opportunity with the cohort and subject matter experts presenting that day

Demo Day \$8,000

Demo Day is the highly advertised and anticipated culmination of the Accelerator program. The Defense community—consisting of DoD stakeholders and industry leaders—attends Demo Day to network and learn about the cohort companies' technology solutions.

Included with this package:

- Bronze Package Sponsorship offerings
- Full-page ad in the Demo Day event program
- Your company logo on Demo Day promotional materials
- Company booth at Demo Day
- One reserved table at Demo Day

Community Day \$17,000

Community Day is a city-wide event designed to offer the Utah Aerospace and Defense community an opportunity to hear from leaders in the DoD and Commercial defense industry, participate in interactive workshops designed for the defense professional and entrepreneur, and network with leaders of like minds.

Included with this package:

- Gold Package Sponsorship offerings
- Your company logo on Community Day promotional materials
- Company booth at Community Day
- Your company logo on the Community Day program

Additional Opportunities

Do you have ideas not listed in this packet for how your company can support the Catalyst Accelerator program? As a community-run program, we want to recognize everyone from our community who can donate any amount towards the success of our Accelerator. Every contribution helps tremendously! Please contact Amanda McCrea at Amanda.McCrea@CatalystCampus.org to discuss possibilities.