



2013
BUILDING
BRIDGES
STATE OF CREATIVITY
FORUM NOVEMBER 18-19

SPONSORSHIP
OPPORTUNITIES

PRESENTED BY

OKCREA
LAHTIVI
OMATY

CREATIVE OKLAHOMA

WHY CREATIVITY?

Innovation comes from creativity. America's leaders know the future is all about creativity and innovation. Creative Oklahoma empowers the State of Creativity movement to foster a more innovative, entrepreneurial and vibrant economy and quality of life.

Our 21st century interconnected global economy is an economy built on ideas. The next new ideas will drive corporate profitability, entrepreneurial growth and solutions to some of the most serious health, environmental and social issues facing the human race. Yet, there is a disconnect between how educational systems are preparing young people for this fast-paced change and the needs of the workforce and society for creative thinkers, inventors and entrepreneurs.

Every human is born with unique talents, passion, imaginations and the capacity to create. Our challenge in life is to recognize where our passions reside, what our talents are, and how to keep those alive as we move through life in our homes, schools, workplaces and community organizations. Too often we are told that an idea can't be done because it's been tried

before and failed; not to pursue our passions because we'll never be able to make a living; and that test scores are more important than curiosity and deep learning.

Creative Oklahoma, as part of the global creativity movement, is encouraging individuals to recognize their innate talents and creativity, bringing those gifts passionately into boardrooms, parish halls and city halls. Creative ideas will drive the economic and social change so critical to our survival.

80%

OF PEOPLE FEEL THAT
UNLOCKING **CREATIVITY**
IS **CRITICAL** TO
ECONOMIC **GROWTH**



WHEN NOVEMBER 18-19
2013

WHERE CIVIC CENTER MUSIC HALL
OKLAHOMA CITY, OK

WHAT?

The State of Creativity Forum is one of the largest creativity and innovation conferences in the United States. Held in Oklahoma City, one of the fastest-growing entrepreneurial centers in the U.S., the Forum draws a cross-sector audience in education, business and culture from across the state, nation and globe.

The Forum features inspirational talks by some of the globe's most important creative minds and provides a platform for networking and idea generation. The festive environment includes innovative business exhibitors, visual and performing artists, and interactive conversation groups. Pre- and post-forum creativity professional development is offered through Creative Oklahoma's cSchool.

The 2013 theme, "Building Bridges," encourages attendees to join with one another in building imaginative and creative environments in our schools, workplaces and communities that lead to a more innovative economy and better quality of life.



WHO ATTENDS?

Join over 1,500 creativity and innovation enthusiasts from across the state, nation and globe including entrepreneurs, business leaders, educators, students, community and cultural leaders, technology experts and more for a creativity immersion experience.



NANCY KANter

EXECUTIVE VICE PRESIDENT OF
DISNEY JUNIOR WORLDWIDE

2013 KEYNOTE SPEAKER





BRAD MOORE

PRESIDENT OF HALLMARK
HALL OF FAME PRODUCTIONS

2013 KEYNOTE SPEAKER

PETER SIMS

AWARD WINNING AUTHOR
AND ENTREPRENEUR

COFOUNDER/DIRECTOR OF FUSE CORPS

AUTHOR OF *LITTLE BETS*

2013 KEYNOTE SPEAKER



cSCHOOL

“Mobilizing Creative Communities”

A Pre-Forum Offering

November 18, 2013

cSchool is a cadre of Oklahoma based academicians and practitioners in creativity and innovation offering research-based training to Oklahoma businesses, educational institutions and communities.

cSchool’s Foundation Series consists of three 4-hour sessions. These workshops focus on personal and organizational creativity and innovation. Each workshop is team-taught by two facilitators drawn from a pool of academicians and practitioners of creativity and innovation.

This year’s Pre-Forum offering consists of two half-day workshops focused on mobilizing “Creativity in Communities.” Attendees will have the option of taking both half-day sessions with lunch or each half-day session individually.

“Mobilizing Creative Communities” is the focus of the morning session facilitated by our cSchool experts. The afternoon session will be led by James Navé, poet, speaker, creativity facilitator & cSchool faculty member, on his use of the Imaginative Storm methodology in community development.

CREATIVITY AMBASSADORS GALA

**Pre-Forum Evening Event
November 18, 2013**

In 2008, in collaboration with the Governor of Oklahoma, Creative Oklahoma began honoring Oklahomans achieving national or international recognition for their creative accomplishments. The 2013 Oklahoma Creativity Ambassadors will be honored at a dinner and awards presentation at the Civic Center's Meinders Hall of Mirrors in downtown Oklahoma City. Proceeds of the gala support the programs of Creative Oklahoma.





CORPORATE PARTNERSHIP OPPORTUNITIES

The 2013 State of Creativity Forum is a great opportunity to align your company with the insights and passions associated with the State of Creativity. You won't want to miss being involved and supporting the advancement of innovation in the state of Oklahoma!

PRESENTING PARTNER

The Presenting Partner will receive exclusive recognition as the primary partner of the 2013 State of Creativity Forum. This partnership provides a high-visibility opportunity to present your company as a corporate leader in the global creative movement.

Acknowledgment as the Presenting Partner includes:

- Remarks from the stage during a keynote session
- Partner logo included in print, online and mobile marketing materials
- Partner logo included on Forum bags and lanyards (or equivalent)
- Partner logo included in rolling video before and after keynote sessions
- Partner logo featured on State of Creativity website
- Partner logo included in print, online and mobile program
- Partner logo included in on-site signage
- Include literature (or equivalent) in Forum bags

This partnership level also includes one reserved table (10 registrations) at the 2013 Oklahoma Creativity Ambassadors Gala the evening of November 18, 2013 at the Meinders Hall of Mirrors, Civic Center Music Hall.

Also includes:

- Complimentary exhibit space
- One reserved luncheon keynote session table of 10
- Ten full Forum registrations

\$100,000

PLATINUM PARTNER

The Platinum Partner will receive exclusive recognition throughout the 2103 State of Creativity Forum, and be acknowledged as the pre-forum sponsor of cSchool on November 18. This is an opportunity for quality exposure for your company to partner with catalysts in the creativity movement.

Acknowledgement as a Platinum Partner includes:

- Partner logo included on Forum notebook
- Partner logo included exclusively on cSchool collateral material
- Reserved section (five registrations) at the 2013 Oklahoma Creativity Ambassadors Gala
- Partner logo included in rolling video before and after keynote sessions
- Partner logo featured on State of Creativity website
- Partner logo included in print, online and mobile program
- Partner logo included in on-site signage
- Include literature (or equivalent) in Forum bags

This sponsorship level also includes a reserved section (five registrations) at the 2013 Oklahoma Creativity Ambassadors Gala the evening of November 18, 2013 at the Meinders Hall of Mirrors, Civic Center Music Hall.

Also includes:

- Complimentary exhibit space
- Five reserved seats at the luncheon keynote
- Five full Forum registrations

\$50,000

GOLD PARTNER

The general opening, luncheon and closing keynote sessions of the Forum on November 19 will include highlights of the forum and constitute a high-visibility opportunity for your company.

Acknowledgement as a Gold Partner includes:

- Partner logo featured on screen at sponsored session
- Partner logo included in rolling video before and after keynote sessions
- Partner logo featured on State of Creativity website
- Partner logo included in print, online and mobile program
- Partner logo included in on-site signage
- Include literature (or equivalent) in Forum bags

Three partnerships are available for Gold Partners:

- Morning Keynote Session
- Luncheon Keynote Session
- Afternoon Keynote Session

Also includes:

- Complimentary exhibit space
- Five reserved seats at the luncheon keynote
- Five full Forum registrations

\$25,000

SILVER PARTNER

Acknowledgement as a Silver Partner includes:

- Partner logo included in rolling video before and after keynote sessions
- Partner logo featured on State of Creativity website
- Partner logo included in print, online and mobile program
- Partner logo included in on-site signage
- Include literature (or equivalent) in Forum bags

Also includes:

- Complimentary exhibit space
- Three full Forum registrations

\$10,000

BRONZE PARTNER

Acknowledgement as a Bronze Partner includes:

- Partner logo included in rolling video before and after keynote sessions
- Partner logo featured on State of Creativity website
- Partner logo included in print, online and mobile program
- Partner logo included in on-site signage
- Include literature (or equivalent) in Forum bags

Also includes:

- Two full Forum registrations

\$5,000

Founded in 2006, the mission of Creative Oklahoma is to establish Oklahoma as a world-renowned center of creativity and innovation in education, commerce and culture. The organization develops projects and collaborative ventures that promote a more entrepreneurial and vibrant economy and an improved quality of life for its citizens.

STATEOFCREATIVITY.COM



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