



August 11, 2018 @ The Armory

Produced by:



Statement of Purpose



At Silicon Harlem, we believe that everyone deserves a connection and that everything will be connected. The paradox of our interconnected world is the loss of human connection to one another. As we spend more and more of our time online, our society is struggling to redefine our relationship to public spaces and what it means to interact with our friends, neighbors, and loved ones.

The Armory has occupied a central position, geographically, socially, and physically, for the people of Upper Manhattan for many years. Silicon Harlem would like to help the Armory continue to enrich that legacy for the next generation. By leaning in to emerging trends and technologies, we believe we have an opportunity to provide a unique, engaging event for our young people that could scale as well as redefine the arena as a place for young people to congregate, play and learn.

Event



When: August 11, 2018



Time: 10am - 4pm



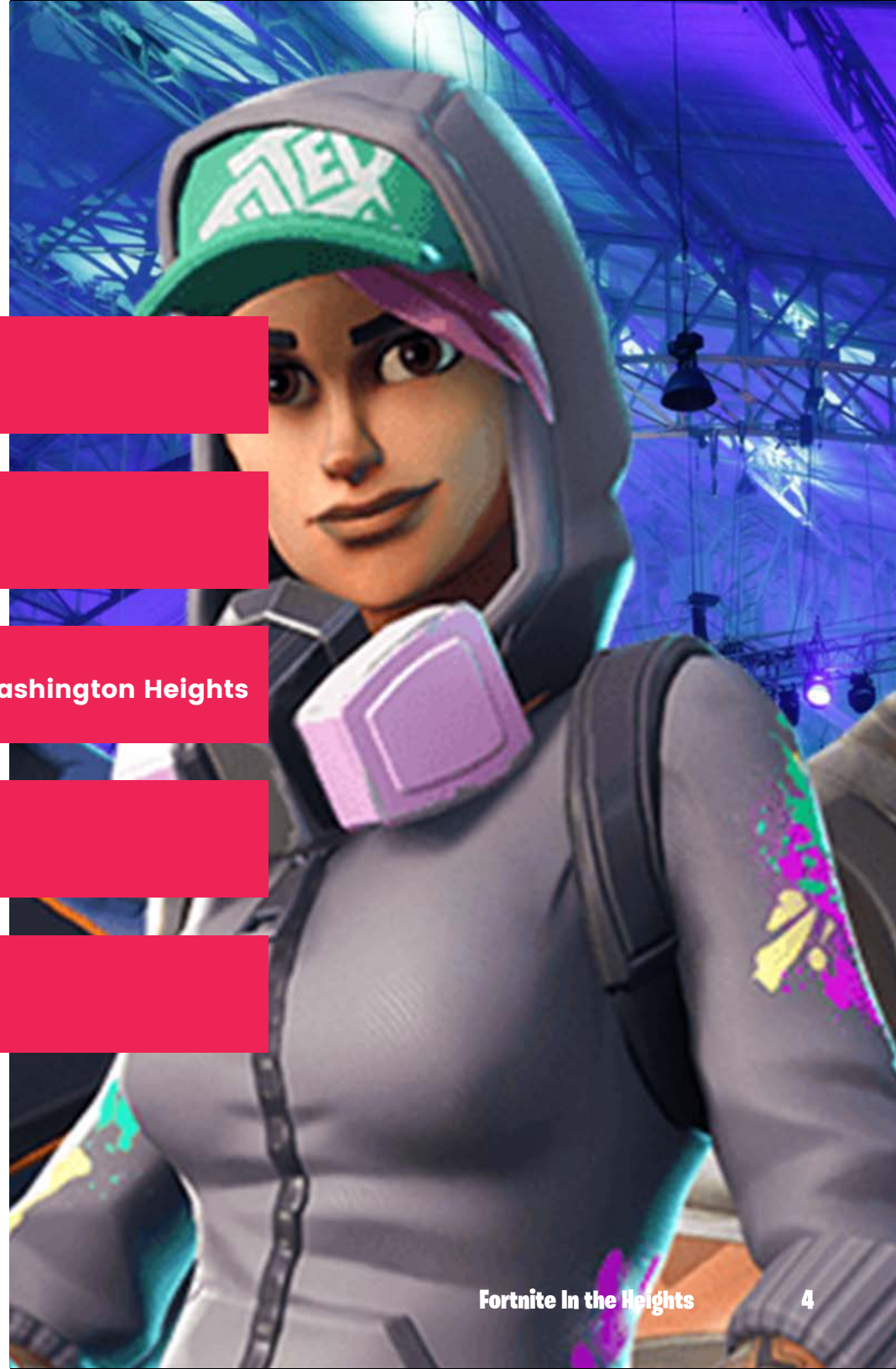
Where: Armory Track Arena: Washington Heights



Audience: 2,000



Prize Pool: \$10,000



The Arena and additional spaces in the venue

The Arena is a 65,000 square-foot setting designed with the most unique events in mind. With 69-foot ceilings, unobstructed views of the entire space and a 4-sided Jumbotron, we can host up to 5,000 guests

- ✓ Light and sound components with full broadcast capabilities
- ✓ Non-columned space
- ✓ Mondo surface
- ✓ Extraordinary acoustics
- ✓ State-of-the-art, fully equipped, media center



Our Request

We are inviting **you** to be a premiere partner supporting this ground-breaking “Fortnite in the Heights” event in Upper Manhattan. We bring together local community groups, our local electives, and stakeholders throughout the community for a unique engaging experience. .And our goal is to get the kids off the couch and bring them down to the Armory Arena for a social video gaming experience they’ll never forget.

- ✓ **Presenting Sponsor:** \$50,000
- ✓ **Supporting Partner:** \$25,000
- ✓ **Supporter:** \$10,000
- ✓ **In Kind Available**
- ✓ **Special Sponsorship:** Discuss custom sponsorship including combining the Silicon Harlem Conference
- ✓ **Custom Activations Available!**
- ✓ On-site Advertising Opportunities
- ✓ On-site Booth/Table space

Sponsorship includes:

- ✓ iHeartRadio opportunity on Z100 and power 105
- ✓ Ad during event on Jumbo-tron
- ✓ Special press release announcing your sponsorship of the connectivity
- ✓ Logo link on the event webpage
- ✓ Social Media posts
- ✓ Logo during webcast
- ✓ Logo on printed material
- ✓ On premise demonstrations/booth

Timeline

Deliverable	Due	Responsible
Agree to move forward	July 16, 2018 (or earlier)	Sponsor
Kickoff Meeting	July 16, 2018	Silicon Harlem
Production	June 15 – August 11, 2018	Silicon Harlem
Projected event date	August 11, 2018	The Armory/Silicon Harlem

Objective & Outcome

Silicon Harlem and The Armory Foundation co-host and co-produce a Fortnite event to drive a unique experience for families. An added bonus is how this event can reach and drive new visitors to the Armory.

Our collaboration presents an opportunity to have Upper Manhattan be a key location in New York to capitalize on this emerging trend of esports, and have a unique opportunity as a community stakeholder to provide local residents a new way to galvanize around gaming, track and technology.



Conclusion

This project would capitalize on the trends of online gaming, esports and livestreaming while providing our young people with a unique community space they can't wait to go to after school. In addition, we propose using the inaugural event to launch a Twitch-channel for the venue, allowing this event and future events to be live streamed across the neighborhood, the city, the nation, and the world.





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