The Annual Youth Digital Media and Technology Challenge was developed through a unique grassroots collaboration amongst a small number of New York City youth-serving organizations with support from the Hive NYC Learning Network. This yearly event addresses the need for a space where youth from tech- and media-oriented organizations across NYC can collaborate and get much-needed face-to-face time, connect through their common identity as youth media producers and technologists and receive recognition for the incredible work they do throughout the year!

To ensure the sustainability of Emoti-Con! the organizers and partners are requesting sponsorships to help support this growing and engaging event. Emoti-Con! offers sponsors the opportunity to invest in both a growing and highly visible event as well as support organizations focused on engaging this city’s most promising youth. Support can also be in the form of donated space, printing, prizes, catering, swag or other items that will help to offset costs.

Emoti-Con! showcases teens’ use of digital media and technology as a means of exploring and expressing their opinions about pressing issues in their global, local, and learning environments.
Level - “Game-Changer”
Amount: $15,000+
- Speaking opportunity and award presentation
- Opportunity to have award named after organization
- Press Release
- Recognition on www.emoti-con.org, external documents and all social media outlets including Flickr, Twitter, Facebook and YouTube related to event and participating organizations
- Signage throughout the event space - Large logo (alone)
- Meal sponsorship (if requested)
- Exhibit table 6’ (if requested)
- Materials on each table/”swag bag” (if requested)
- Listing in event brochure with logo/name featured prominently
- Opportunity to include organization as a competition judge

Level - “Inventor”
Amount: $10,000+
- Recognition on www.emoti-con.org, external documents and all social media outlets including Flickr, Twitter, Facebook and YouTube related to event and participating organizations
- Listing and logo in event brochure
- Signage throughout the event space - Medium logo (alone)
- Materials on each table/”swag bag” (if requested)

Level - “Start-Up”
Amount: $2,500+
- Recognition on website, external documents and all social media outlets related to event and participating organizations
- Listing in event brochure

Previous Emoti-Con! Sponsors Include:

![Best Buy](image1)
![Google](image2)
![HSBC](image3)
![The New York City Council](image4)
![The Pinkerton Foundation](image5)
![UBS](image6)
The Emoti-Con! steering committee hired **Action Evaluation Collaborative** to assess the 2013 conference and evaluate the effectiveness of the program in developing teens’ technology and presentation skills. Below is a sampling of some of the data collected from the student evaluation forms.

**CHART ONE: Emoti-Con! Teen Outcomes**

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve teens’ work and organizational skills.</td>
<td>51%</td>
</tr>
<tr>
<td>Make teens feel like they were a part of something special; a unique teen-centered community.</td>
<td>60%</td>
</tr>
<tr>
<td>Improve teens’ digital media and technology skills.</td>
<td>61%</td>
</tr>
<tr>
<td>Improve how teens feel about themselves.</td>
<td>63%</td>
</tr>
<tr>
<td>Motivate teens to be innovative authors and creators of digital media and technology projects.</td>
<td>64%</td>
</tr>
<tr>
<td>Broaden teens opportunities to network with, learn from, and be inspired by teens from different programs.</td>
<td>68%</td>
</tr>
<tr>
<td>Increase teens’ exposure to new ideas/projects in digital media and technology designed and developed by teens.</td>
<td>69%</td>
</tr>
<tr>
<td>Increase teen’s exposure to networking opportunities with technology professionals.</td>
<td>72%</td>
</tr>
</tbody>
</table>

Were these outcomes achieved for you? YES, A LOT!

The presentations made by industry professionals were greatly appreciated by teens and identified as one of the most valuable aspects of the event. Speakers like Limor “Ladyada” Fried captivated teens and was one of the most powerful performances of the event. Teens found the ideas presented to be motivational (85% said “a lot”; making teens think of pursuing new opportunities in digital media and technology), to be inspirational (72% said “a lot”; making teens think differently about the role/impact of digital media and technology in their life and the lives of others), and to be useful (64% said “a lot”; useful to teens as media producers and technologists).

Previous Emoti-Con! Guest speakers and judges include Limor “Ladyada” Fried, Chloe Varelidi, Naveen Selvadurai, Ayah Bdeir, Mike Edwards, Jeffrey Yohalem, Theresa Lynn, Brian Alspach, David Carroll, Champika Fernando, Leah Gilliam, James Murdoch, Omar Rodriguez, Richard Tyson and Julia Vallera.
Emoti-Con! would like to thank past event sponsors including The New York Community Trust through the Hive NYC Learning Network. Our goal is to build the long-term viability of this event through the engagement of the funding community, specifically corporate partners. Over the past five years Emoti-Con! has grown significantly with the 2013 event drawing 250 youth from all five boroughs and included business leaders from the tech and education community. The success of the event is clear, in both our evaluation and feedback from participants. A few youth statements are included below. For a more detailed version of the assessment report please contact us at emoti-con.org.

“[Emoti-Con!] reaffirmed my belief that age isn’t significant when it comes to creativity and inventiveness, after seeing such amazing projects done by teens.”
- Emoti-Con! Youth Participant

“The most important outcome to me was that I felt that my creativity was being raised by all the inventions that the teens at the fair had.”
- Emoti-Con! Youth Participant

Check us out:
www.twitter.com/EmotiCon_NYC
www.facebook.com/EmotiConNYC
www.youtube.com/EmotiConNYC

“Emoti-Con! helped me open my eyes to a variety of career paths that I always deemed to be “boring” or “inaccessible”. For instance, I had never thought about majoring in engineering, because all my friends that are studying engineering often complain about the lack of creativity in their well established adults of the engineering world showed me that engineering, just technologically innovative.”
- Emoti-Con! Youth Participant

“My generation gave me hope for the future and made me realize that [there is] so much I can do with technology as long as I apply myself and work my butt off.”
- Emoti-Con! Youth Participant