



Sponsorship ★ Information



On Sunday, January 22, 2012 Halifax, Nova Scotia will be the internet's "place to be" as we open the doors to the fourth annual tech "un-conference", Podcamp Halifax 2012.

At 8:00 AM the Alderney Gate Library will host a wide array of mobile mavens, social media experts, tech innovators and web neophytes all mixing together to feature blogging, apps, Facebook strategies, Twitter tweaking, web design throwdowns and online video workshops.

Podcamp Halifax's previous years have featured impressive keynote speakers like Andrew Baron, founder of one of the web's top video properties, Rocketboom.com and Maclean Greaves of Zoomermedia who (during his talk) gave a preview of the first generation of Apple's now gamechanger device, the iPad, only days before its international debut.

Podcamps are a highly unique, organic and leading edge conferences. They are an open, participatory, user-generated series of workshops and lectures dealing with all things related to the Internet. The people who attend are also the presenters. In typical "Unconference" style, audience members are encouraged to make the most of the experience by following their interests and allowing the conversation to flow both in and outside of the presentations. Many offline and off-program conversations sprout up and it becomes a vital networking outlet different than any other gathering in the region.

How you will benefit

- Exposure to a key demographic of leading edge innovators.
- Cross-platform media visibility in Twitters feeds, LinkedIn posts, Facebook wall updates, blogs, podcasts, websites, and mainstream press representing thousands of dollars worth of publicity for your brand.
- Homepage logo placement on the website with over 5000 visits annually, most in the two months preceding the event and on the event day itself.



- ▶ Search engine seeding to increase your brand's search rank due to related attendee blogs, cross-posted links, keywords, tags and mentions of your brand including the main Podcamp Halifax online presence linking to your website.
- ▶ The earned goodwill and direct exposure to regional (and further) new media leaders and influencers in attendance, including bloggers and podcasters.
- ▶ Networking opportunities with new media entrepreneurs and leaders in low-pressure, casual environments.
- ▶ Being identified as a key supporter of leading edge development and engagement of the new media scene.

Podcamp Halifax 2011 Unique Offerings

- ▶ The only PodCamp ever to be hosted on the East coast of Canada in the business hub of the region.
- ▶ An anticipated draw of over 300 new media leaders and attendees participating in this inaugural throughout the day.
- ▶ An open forum of wide ranging topics related to the mobile tech, Internet, social media, technology and design.
- ▶ A mix of new media leaders, first-timers (newbies), business and everyday users engaged in open discussion and debate regarding this area of technology.
- ▶ The potential for many ground level networking connections and exposure to innovators for your brand.

Please review the following pages for pre-set sponsorship levels and offerings. If you would like to offer sponsorship above and beyond these tiers, feel free to contact me to discuss how we can benefit your brand.

Sponsorship inquiries can be directed to

★ **Craig Moore (Spider Video)**

221-2122
info@spidervideo.tv

★ **Joanne Macrae (The Hub Halifax)**

482-4729
joanne.macrae@the-hub.net

Thank you
Craig Moore
Podcamp Halifax Organizing Team

Sponsorship Levels

For Podcamp Halifax 2012 we have four levels of sponsorship:

1. Title
2. Presenting
3. Supporting
4. Friend

Title Sponsor (\$3500) - one available

- ▶ Your brand identified on ALL official promotional material and Podcamp Halifax printed swag (t-shirts, banners, brochures, etc.).
- ▶ Identification as a "Title Sponsor" to Podcamp Halifax.
- ▶ Next largest and distinct listing as a "Title Sponsor" on our sponsor sign at the event registration desk and sponsor webpage.
- ▶ Branding on keynote speaker room signage.
- ▶ Display of a full colour sign (as provided by the sponsor) at the registration desk.
- ▶ Brand name and logo on the PodCamp Halifax 2011 online destinations (main website, Facebook group, LinkedIn group, etc.) with a clickable link to the destination of your choice.
- ▶ Announce your sponsorship through the PodCamp Halifax 2011 account (twitter name: PodcampHalifax) and PodCamp Halifax 2011 blog (<http://podcamphalifax.ca>).
- ▶ Add your URL to future blog posts and sponsorship pages to drive traffic back to your site well past the event date.
- ▶ Distinct mention as a Title sponsor of Podcamp Halifax and thank you at least twice throughout the event including opening address to all attendees.
- ▶ Exclusionary rights/first right of refusal on competitive sponsors.

Presenting Sponsor (\$1500) - two available

- ▶ Your brand tied to the keynote/speaker/invited guest of Podcamp (mentioned with any press related to that speaker, signage relating to that person on the day, introductory remarks and thank you mention, supplied brand signage visible during the presentation, brand placement in official podcasts of the speaker).
- ▶ Third largest listing on our sponsor sign at the event registration desk and sponsor webpage.
- ▶ Brand name and logo on the PodCamp Halifax 2011 online destinations (main website, Facebook group, LinkedIn group, etc.) with a clickable link to the destination of your choice.
- ▶ Announce your sponsorship through the PodCamp Halifax 2011 account (twitter name: PodcampHalifax) and PodCamp Halifax 2011 blog (<http://podcamphalifax.ca>).
- ▶ Add your URL to future blog posts and sponsorship pages to drive traffic back to your site well past the event date.
- ▶ Mention and thank you at least twice throughout the event including opening address.

Supporting Sponsor (\$750) - four available

- ▶ Listing on our sponsor sign at the event registration desk and sponsor webpage.
- ▶ Display of a full colour sign (if provided by the sponsor) at the registration desk. Your logo featured on one selected room's/designated area's identified signage (excluding keynote and non-exclusive).
- ▶ Brand name and logo on the PodCamp Halifax 2011 online destinations (main website, Facebook group, LinkedIn group, etc.) with a clickable link to the destination of your choice.
- ▶ Announce your sponsorship through the PodCamp Halifax 2011 account (twitter name: PodcampHalifax) and PodCamp Halifax 2011 blog (<http://podcamphalifax.ca>).
- ▶ Add your URL to future blog posts and sponsorship pages to drive traffic back to your site well past the event date.
- ▶ Mentions and thank you's at least twice throughout the event including opening address.

Friend of Podcamp Sponsor (\$250) - many available

- ▶ Logo branding on supplied nametags during the day.
- ▶ Smallest listing on our sponsor webpage.
- ▶ Brand name and logo on the PodCamp Halifax 2011 online destinations (main website, Facebook group, LinkedIn group, etc.) with a clickable link to the destination of your choice.
- ▶ Announce your sponsorship through the PodCamp Halifax 2011 account (twitter name: PodcampHalifax) and PodCamp Halifax 2011 blog (<http://podcamphalifax.ca>).
- ▶ Add your URL to future blog posts and sponsorship pages to drive traffic back to your site well past the event date.
- ▶ Mention and thank you throughout the event including opening address.