



PodCamp Halifax 2009 Sponsorship Information

On Sunday, January 25 Halifax, NS will be showing its true colours as the interactive, wired city that it has quickly become. The inaugural Podcamp Halifax being held at Alderney Landing will feature blogs, wikis, podcasts and online video as its stars, bringing in experts and hobbyists alike to revel in social media's glory.

A podcamp is meant to have an open, participatory, user-generated series of workshops dealing with all things related to the Internet. The people who attend are 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.

How you will benefit:

- Cross-platform media visibility in blogs, podcasts, websites, and mainstream press representing thousands of dollars worth of publicity for your brand.
- Search engine seeding (Google, Yahoo, etc.) that increases your brand's search rank due to related attendee blogs and podcasts attributions, 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.



What is unique to Podcamp Halifax 2009:

- The very first PodCamp ever to be hosted on the East coast of Canada in the business hub of the region.
- The groundbreaking excitement of an anticipated 100 – 200 new media leaders and attendees participating in this inaugural throughout the day.
- An open forum of wide ranging topics related to the 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.

I can be reached at (902) 221-2122 or through email at info@spidervideo.tv for further questions and look forward to hearing from you.

Thank you

Craig Moore
Podcamp Halifax 2009 Organizing Team



PodCamp Halifax 2009 Sponsorship Levels:

For Podcamp Halifax 2009 we are offering four levels of sponsorships:

1. **Bronze**
2. **Silver**
3. **Gold**
4. **Partner**

1. *PodCamp Halifax Bronze Sponsor (\$250)*

- Logo branding on supplied nametags during the day.
- Listing on our sponsor webpage.
- Brand name and logo on the PodCamp Halifax 2009 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 2009 account (twitter name: PodcampHalifax) and PodCamp Halifax 2009 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.

2. *PodCamp Halifax Silver Sponsor (\$500)*

- Listing on our sponsor sign at the event registration desk and sponsor webpage.
- Display of a full colour sign (as provided by the sponsor) at the registration desk.
- Your logo on a selected room's/designated area's identified signage (excluding keynote and non-exclusive).
- Brand name and logo on the PodCamp Halifax 2009 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 2009 account (twitter name: PodcampHalifax) and PodCamp Halifax 2009 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.



3. PodCamp Halifax Gold Sponsor (\$850)

- Your brand tied to a 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).
- Larger listing on our sponsor sign at the event registration desk and sponsor webpage.
- Display of a full colour sign (as provided by the sponsor) at the registration desk.
- Brand name and logo on the PodCamp Halifax 2009 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 2009 account (twitter name: PodcampHalifax) and PodCamp Halifax 2009 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.

4. PodCamp Halifax Partner (\$1500 and above as in-kind or monetary)

- Your brand identified on all official promotional material and Podcamp Halifax printed swag.
- Identification as a “Founding Partner” to Podcamp Halifax.
- Largest and distinct listing as a “Founding Partner” 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 2009 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 2009 account (twitter name: PodcampHalifax) and PodCamp Halifax 2009 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 founding partner of the inaugural Podcamp Halifax and thank you at least twice throughout the event including opening address to all attendees.