



CONTENT CAMP + PODCAMP PHILLY

September 19, 2015 | Philadelphia, PA

Thank you for your interest in supporting Content Camp + PodCamp Philly being held September 19, 2015 at the University of the Sciences in Philadelphia.

We're confident that your sponsorship of this unique event will benefit your organization on a variety of levels. But first, let's talk basics:

What is Content Camp + PodCamp Philly?

Content Camp is the country's premier unconference about the Future of Content. PodCamp Philly is part of the global PodCamp organization and is the Mid-Atlantic area Unconference about anything and everything Digital and Social Media. This year they have joined forces to present the ultimate Unconference about the creation, curation and publishing of digital and non-digital content.

Why Sponsor Content Camp + PodCamp Philly?

Content Camp + PodCamp Philly will not only provide high quality content to a savvy, networked group of individuals, but also encourage the growth of this grass-roots community in our region. If that's not enough, a few other reasons to sponsor Content Camp + PodCamp Philly include:

- Access to leaders in the new and traditional media communities
- Provide an opportunity to develop thought leadership
- Exposure to new & experienced users from across the northeast United States
- Development of new professional and personal relationships
- Promote yourself and your business

About the Content Camp + PodCamp Philly Community

Content Camp and PodCamp Philly's communities are comprised of traditional media professionals, filmmakers, journalists, writers, graphic designers, web content creators, PR specialists, marketing leaders, educators, enthusiastic hobbyists, bloggers, audio and video podcasters, and more. Our demographics tend to point towards the mid-20's-50's age range (though 11 year olds and 81 year olds participate quite often, as well). The gender mix at the event is roughly 50/50. We tend to have discretionary income and a strong desire to understand products and services that might appeal to us and/or our audiences.

Who's Coming to Content Camp + PodCamp Philly?

Based on our unscientific count, the breakdown of attendees from past Content Camps and Podcamp Philly to date have included:

- People new to digital and online media - 20%
- Traditional Media Movers - 10%
- New Media Mavens - 10%

- Educators - 10%
- Established Bloggers / Podcasters - 25%
- Marketing Masters - 15%
- Corporate Masterminds - 10%

Content Camp + PodCamp Philly's Expected Attendance is 350 – 450.

What Levels of Sponsorship are Offered? (See the attached for further details)

PLATINUM SPONSOR - \$5,000

GOLD SPONSOR - \$2,500

SILVER SPONSOR - \$1,000

BRONZE SPONSOR - \$500

EVENT SPONSOR - \$250

FRIEND OF CONTENT CAMP + PODCAMP PHILLY - Any Amount

Anything Else?

Yes. While we always appreciate financial support, Content Camp + PodCamp Philly is about active participation. The quality of an unconference is dependent on the degree of engagement of its participants. And that means You. Regardless of your decision to sponsor Content Camp + PodCamp Philly financially, we encourage you to lead a session and promote attendance within your sphere of influence. After all, the spirit of Content Camp + PodCamp Philly is to share and learn.

Whew! that was a lot to cover...We're sure that you may have additional questions and we'd love the opportunity to speak with you further about how your organization can benefit from supporting Content Camp + PodCamp Philly.

Please contact our Sponsorship Coordinator Gloria Bell (267) 909-2308 or by email at gloriakbell@gmail.com.

Thank you for your time and attention.

Sincerely,
The Content Camp + PodCamp Philly Crew

Perks	Platinum	Gold	Silver	Bronze	Event Sponsor	Friend
	\$5,000	\$2,500	\$1,000	\$500	\$250	Any amount
Logo placement and link on the joint Content Camp + PodCamp Philly website (Exact placement will be based on the level of sponsorship)	Prominent	Prominent	X	X	X	Name or logo only
Tickets	5	4	3	2	1	
Tweets from the Content Camp (@content_camp) and PodCamp Philly (@PodCampPhilly) Twitter accounts about your company/business/organization (from the date of signing on as a sponsor, until the date of the event)	3 per week	1 per week	4 total	2 total		
On-site signage at the event	Prominent	X	X	X	X	
Thank You during Content Camp + PodCamp Philly's Opening and Closing Remarks	*Includes an opportunity to introduce the Sponsor's Company, Technology or Product.	X	X	X		
Table space in the main hall area	*Platinum sponsors receive their choice of location on a first come, first served basis.	X	X	X		
"About our Sponsor" promo in a pre-event Content Camp + PodCamp Philly email blast and an additional mention in the post event follow-up email	All emails	One pre-event, one post-event	One pre-event			
Option to be listed as Lanyard, Food/Beverage or Post-Party Sponsor (available on a first-come/first-served basis)	Single sponsor listing opportunity	Co-sponsor listing opportunity (if not taken by a Platinum sponsor)	Co-sponsor listing opportunity (if not taken by a Platinum sponsor)			
Mention of Sponsor's Support in Content Camp + PodCamp Philly Press Release	X	X				
"About our Sponsor" Blog Post on the Content Camp + Podcamp Philly website with appropriate links to the Sponsor Website/Information	One					