



SPONSORSHIP INFORMATION

<http://www.PodCampPittsburgh.com>

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What is PodCamp Pittsburgh?

PodCamp Pittsburgh (PCPgh) is Pittsburgh's annual FREE two-day "un-conference" focused on social media, podcasting, audio and video production, and use of internet resources to reach an engaged, interactive audience. This year's event will be held on September 17 & 18, 2011 from 9AM – 5PM at Point Park University, Pittsburgh, Pennsylvania 15222.

Attendance at PodCamp Pittsburgh 1: 180 attendees (November 2006)

Attendance at PodCamp Pittsburgh 2: 250 attendees (August 2007)

Attendance at PodCamp Pittsburgh 3: 250 attendees (October 2008)

Attendance at PodCamp Pittsburgh 4: 360 attendees (October 2009)

Attendance at PodCamp Pittsburgh 5: 400 attendees (September 2010)

Estimated attendance for PodCamp Pittsburgh 6: 450 attendees

For press coverage and follow-up to the previous PodCamp Pittsburgh events, visit our website.

Who is PodCamp's target audience?

Social Media Creators

Podcasters, bloggers, and designers who are actively innovating online. These participants want to meet like-minded creators, exchange ideas, build relationships and forge new creative and business connections. Average Age: 18-50

Businesses and Organizations

Schools, governments, non-profit organizations and companies who want to use web tools to reach new and expanded audiences. They seek firsthand information, creators and consultants which can help them integrate these services into their existing operations. Average Age: 25-55

Social Media Consumers

Blog readers, video viewers and users of social media sites such as Facebook, etc. who love interactive media and want to learn more about how it is made and how they can use it, as well as to meet the people who make it. Consumers are part of the audience these tools are designed to reach. Average Age: 18-35

How is the information at PodCamp presented?

The entry-level information at PodCamp Pittsburgh ("Intro to Blogging," "What is Social Media?" etc.) is pre-determined by the event planning committee. This ensures that participants with little experience in the subject matter can learn the basic information in a simple, participation-driven format.

Other presentations are organized by attendees where presenters can submit their own 45-minute session proposals to the planning committee for consideration to be included in the public schedule prior to the event. Speakers are encouraged to include session outlines and credentials so the audience can better understand who is presenting the session and what information they will be presenting.

What's in it for PodCamp participants?

- Meeting and networking with podcasters, bloggers and web innovators
- Q&A sessions, peer mentoring and "hallway conversations" that further knowledge
- Improved understanding of the emerging social media market and industry, including how it can help in both personal and business settings
- Aiding in potential business opportunities through consulting, contracting and exposure

What's in it for PodCamp sponsors?

- Demonstrating through leadership and branding among web-savvy media creators and explorers
- Using the opportunity to interact with active and passionate potential customers
- Gaining brand exposure via videos, photos and web content created and shared online
- Local, national and international exposure through online attendance for PodCamp Pittsburgh, as well as website visits and video views following the event – PCPgh 6 included online session viewers from various locations, including Germany!

Many attendees will be creating their own media at PCPgh 6. For example, PCPgh 2, PCPgh 3, PCPgh 4 and PCPgh 5 generated thousands of results in Google searches, including hundreds of photographs at Flickr.com and multiple videos at YouTube.com, many of which include incidental branding for past sponsors.

What levels of sponsorship are available?

We have a donation-level option available for individuals (PodCamp VIP), as well as four levels of official sponsorship for business donors.

\$25: PodCamp VIP (Individual)

- Name and URL listed on website
- Free PCPgh 6 T-Shirt
- Free "swag bag" from featured sponsors
- Personalized name badge (optional)

\$500-\$999 Silver (Business)

- Everything in Bronze level
- Logo printed on event signage
- Logo included in all ads and press materials
- Table in sponsor area
- Two complimentary VIP passes

\$250-\$499 Bronze (Business)

- Logo and URL listed on website
- Logo and URL listed in printed schedule
- Promotional materials included in registration packet
- One complimentary VIP pass

\$1,000-\$2,499 Gold (Business)

- Everything in Bronze and Silver levels
- Logo printed on PCPgh 6 T-Shirt
- Logo printed and displayed prominently throughout the event space
- Promotional messages included in up to three PCPgh 6 newsletters
- Three complimentary VIP passes

\$2,500 + Platinum (Business)

- Everything in Bronze, Silver and Gold levels
- Promotional messages included in up to four PCPgh 6 newsletters
- Four complimentary VIP passes

In addition to traditional tiers of blanket sponsorship, PodCamp Pittsburgh is open to in-kind donations as well. Our expected individual sponsorship opportunities are as follows:

- Attendee name badges - \$500
- Catering for Friday night meet-n-greet event - \$500
- Breakfast for Saturday - \$500
- Lunch for Saturday - \$1,000
- Dinner for Saturday - \$1,500
- Breakfast for Sunday - \$500
- Lunch for Saturday - \$1,000
- Travel expenses for select speakers - \$500-\$1,500
- Webcams for live session streaming - \$250

Companies and organizations seeking to sponsor one of the specified in-kind donations will be credited as the sole sponsor of that particular element of PCPgh 6. This credit will include acknowledgement of the sponsorship in accordance with the sponsorship levels indicated above which correlate to the monetary amount of the in-kind donation.

How will each sponsorship fulfillment be managed?

Each sponsor will receive a sponsorship packet in accordance with the sponsorship levels indicated above.

What is the deadline for submission of materials?

Sponsorship deadlines are open through the day of the event, although sponsorships provided following material submission deadlines may forfeit inclusion of logos and information in printed materials. As printed materials must be printed in advance, sponsors should submit their logos and materials no later than August 15, 2011 for inclusion in the printed materials. Submissions can be made via e-mail to Melissa Sorg at missysorg@gmail.com.

Questions/Proposals?

Please contact Melissa Sorg at missysorg@gmail.com or (412) 302-8390.