



A Free, 2-Day,
 Social Media
 UnConference Event
 October 24-25, 2008
 Hawaii Convention Center

Sponsorship Opportunities

There are many ways to help your company connect with our attendees, as well as the wider audience around the world to whom we will be promoting our event. The organizers are local “thought leaders” in the fields of technology, marketing, and business, several of whom are also well-known throughout the world. The goal of our event is to educate and network with others (including you) about “new media.”

We are looking for podcast and internet companies who want to reach engaged and targeting audience here in Hawai'i as well as local Hawai'i companies who want to reach targeted professionals and business owners who are the leaders in their fields.

Who's Attending?

- Advertising and communications professionals
- Members of the tourism industry
- Small businesses and their advisors
- Local government and education
- Hawaiian music and cultural practitioners
- Mainstream media
- The technology crowd, aka geeks.

We expect significant attendance from the Hawaiian Islands and we have very strong interest from speakers and attendees traveling from the mainland US, and abroad.

Here is an overview of our Sponsorship Packages:

| Premium Sponsors | Fee |
|-------------------------|-----------|
| Venue Sponsor | \$5,000 + |
| Music Sponsor | \$5,000 + |
| WiFi Sponsor | \$7,500 + |
| Lunch Sponsor (per day) | \$3,500 |
| Coffee Sponsor (2-day) | \$3,000 |
| Friday Entertainment | TBD |
| Saturday Luau | TBD |

| Regular Sponsors | Fee |
|------------------------|-------------------|
| Ali'i Sponsor | \$2,500 - \$4,999 |
| Kama'aina Sponsor | \$1,000 - \$2,499 |
| 'Ohana Sponsor | \$250-\$999 |
| Calabash Sponsor | \$25 - \$249 |
| Your Idea? Let's talk! | TBD |

Why Become a Podcamp Hawaii Sponsor?

- The Hawaii Convention Center has earned rave reviews as one of the world's leading convention centers. We can showcase your company to Hawaii's leaders in marketing, technology, tourism, and small business, building on the prestige offered by HCC.
- **We are media makers.** We tell stories, show our environment, and with the focus of our conference being about podcasting and social media in Hawai'i, it immediately becomes a powerful tourism resource.
- You will be receiving months of almost daily PR, including Twitter messages, Flickr photos, blog posts, and audio and video podcasts across numerous web sites.
- During the conference, we expect to be live video streaming to potentially thousands around the world, so the actual *attendance and impressions* will be far more than the 200-300 we are estimating on-site. This live video is recorded and available for repeat play on numerous web sites after the event.
- The sooner you sign up, the more return on your investment — due to the extensive marketing we will be doing. Please see the Appendix for some of the "social media" tools we are using.
- We will be hosting a special reception for our Sponsors the night before the conference to connect you with each other and with our guest speakers and high-profile attendees. We want to help you do business.
- This is not a charity but a unique marketing opportunity to get your company in front of the people who matter, to get exposure worth 2-3 times what you will pay, and to have an opportunity to engage your company in the social web.

Sponsorship Levels

We happily accept any coupons, samples, etc. you may wish to distribute to the attendees. We will be using Twitter and blogging and podcasting to be broadcasting your company and web site from now through the event. And we can custom-fit a package for you too!

All Premium Sponsors receive the following:

- You will receive numerous on-air mentions, going to audiences in the tens of thousands as well as introduction both days at the event.
- You may send up to five staff as part of our "Premium Attendee Package"*
- You will be featured prominently in all signage, emails, and conference programs.
- We will post a full page ad for you on our web site, good for one year.
- We will create a 2-minute video advertorial about your company, aired on our site and at the event. You will be able to place it on your web site as well.
- Naturally, with all of this media being posted across so many sites (some of which are high traffic/page rank sites) you will also be gaining excellent search benefits as well.
- You will also receive our Ali'i Benefits.

** Premium Attendee price is \$50 per person and includes a free eBook at Registration and a CD of the recorded sessions, plus a Docent assigned to your company to answer questions and introduce your employees to relevant speakers and attendees. All regular attendees come for free.*

Conference WiFi Sponsor: \$5,000 - \$7,500

- We will create a branded player with your logo as a watermark on all official videos.

Conference Venue Sponsor: \$5000 +

- Your logo will be the featured imprint on our programs.

Conference Music Sponsor: \$5,000 +

Podcasters love music! They are continually looking for theme music to use in their episodes, and for new bands to promote on their shows. We envision the following possible ideas:

- You can book up to 8 bands to play in the courtyard throughout the 2-day event. These artists will be able to play their music, meet the media makers, be interviewed, and get extensive coverage in user-generated content.
- We recommend that you create a compilation CD to be handed out to all attendees, and/or digital downloads to be distributed free of charge. By making selected catalog items "pod-safe" (giving them rights-free usage in exchange for a link to your site), you will be getting the best word-of-mouth buzz possible.
- Your bands can attend for free as well and can learn how to make their own blogs and podcasts from the masters.
- Hawaii is all about the mele, and we hope to incorporate as much traditional and contemporary Hawaiian music as possible. We look forward to hearing your ideas too.

Friday Evening Entertainment Sponsor: Fee to be determined

Bloggers and podcasters tend to be highly energetic and always looking for a new story and some fun. Unlike at many other conferences, they want to continue their networking well into the night! Of course they will be live-blogging, Twittering, and live-streaming from your party. You can get the most out of this sponsorship by having your staff available for interviews and by handing out some type of swag with the name of your business and your web site address. We want to make it super simple for people to talk about you!

Saturday Evening Luau at Ala Moana Beach Park: Fee to be determined

What is a trip to Hawaii without some 'ono local food and entertainment? Help us plan a one-of-a-kind event that will get considerable new and traditional media coverage. And remember the online media coverage can play on many times, "forever."

Friday & Saturday Lunch Sponsor: \$3,500 per day

- Your company logo and web site to be printed on meal tickets for each attendee

Friday & Saturday Coffee Sponsor: \$3,000 covering both days

- Prominent signage on the serving table plus other Premium benefits

Ali'i Sponsors: \$2,500 - \$4,999

Ali'i is the Hawaiian word for royalty. Here is how we plan to honor you for your gracious support:

- Advertorial blog post on our web site
- Plus all other benefits below

Kama'aina Sponsors: \$1000 - \$2499

Kama'aina is the Hawaiian word for "local" – kama is a person and 'aina is the land. Be a local and lend your support local style; we can offer you the following appreciation:

- One 6' table for the two-day event (very basic set-up; it's an unconference!)
- Featured page on our web site
- Your name and text link in all emailings after you have signed up

'Ohana Sponsors: \$250 - \$999

'Ohana is the Hawaiian word for family. Here family takes in a wide circle! All of the aunties and uncles and hanai kids are included. If you don't have the big bucks. no problem!

- Logo on all printed and digital materials we create for conference distribution
- A link on our site to yours

Calabash Cousins: \$25 – \$249

Calabash cousins are extended family members who have grown up eating at the same dinner table.

- Name on final printed program
- A link on our site to yours

Remember, we will be actively promoting all of our sponsors from now until the event. The sooner you sign up, the more return on your investment! We want people to be standing in line to give you hugs by the time Podcamp Hawaii starts!

Do you want to be part of this event?

We have sponsorship opportunities ranging from \$25 to \$5,000.

Please contact us to see how you can benefit from PodCamp Hawaii.

podcamphawaii@gmail.com or Roxanne Darling 808-384-5554

Payment Instructions:

Payable to: Hawaii Unconference Hui LLC

P O Box 596 • Kailua, HI 96734

APPENDIX: Social Media Marketing Tools

Twitter:

Twitter is a micro-blogging service that allows users to send 140-character messages via the web, desktop applications, and cell phones. The core team of PodCamp Hawaii has a combined following of over 10,000 people, predominantly U.S.-based but also with good coverage in Europe and Asia. This comment stream is then aggregated and re-posted in other online services. We have the ability to post dozens of messages a day.

Blogging:

Our website is a blog, and we are posting several new pages a week. Each sponsor will have a featured page on our site (created by us), and we encourage you to think about what you want to offer as well as what you want to learn from this diverse community of people. It will include your logo of course, and a link to your web site. We will set up a phone interview to discover just what you want to communicate to the Podcamp Hawaii audience.

Video:

For our premium sponsors, we will create a short video "advertorial" that will be played on our web site and aired at the event. You may want to dive into the Podcamp spirit though and provide some digital art (stills, video clips, and/or audio tracks) to encourage our attendees to create videos using your assets, also known as "mashups" and user-generated content. We can host these on our web site.

Live Stream:

We plan to live stream several of the sessions and hallway conversations. That means thousands of people will be able to watch the sessions on their computers and learn about your company, even if they cannot make it to Hawaii in person.

Flickr:

Flickr is a photo sharing web site. Users upload their photos and assign any number of different copyrights. Each photo can have a title, description, and tags (descriptive keywords). Users can leave comments on the photos, and both users and individual photographs can belong to groups organized around topics. We have already created a "PodCamp Hawaii Group." One of the first things we did was search for photos of the Hawaii Convention Center, and invited those photographers to be part of our photo pool. In exchange for the added exposure we are giving these photographers, we have gained instant access to some beautiful photography. We hope there will be plenty of pictures of you and your staff participating in Podcamp Hawaii!

Upcoming.org:

This is a web site that tracks events. Users can mark events they are "attending" or "interested in." Users also have friends and can belong to groups organized by topic. This allows the "network effect" of friends and colleagues to learn about events from each other. Each event is "tagged" with certain keywords that make it even easier to find events.

Email List:

We are building our own email list, expected to be in the range of several hundred. We also have access to the main PodCamp list of 100,000 self-identified podcast enthusiasts. Through our PR partners, we have additional new media and old media contacts across the U.S.A.