



# PodCamp Toronto

2014 Sponsorship Guide

## **New for 2014!**

- ▶ More opportunities to customize attendee engagement.
- ▶ New Platinum Level.

Revised Aug. 25 2013

# PodCamp Toronto is Canada's Premier Digital Media UnConference.



**Feb. 22<sup>nd</sup> - 23<sup>rd</sup> 2014**

Dates to be confirmed



**Ryerson University**

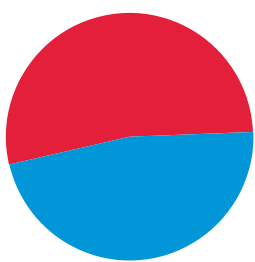
Rogers Communications Center

PodCamp Toronto is a free, two-day community driven event that attracts more than 1,000 professional and amateur new media content creators, communicators, marketers, creatives, podcasters and thought leaders. Known as an “unconference,” attendees come to share information and ideas, and learn from one another, and are encouraged to get involved through volunteering, presenting an insightful session, or inspiring and leading community learning through active discussion and networking.

# Why Sponsor PodCamp Toronto 2014?

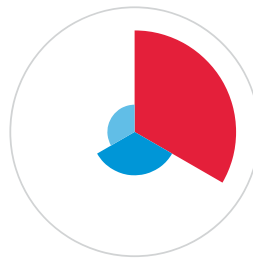
- ▶ Opportunity to connect with our unique and diverse community of influencers; representing Toronto's new media, creative, technology thought leaders and digital decision-makers, hungry to connect with the latest opportunities and trends.
- ▶ Build brand awareness and goodwill with our community within an established event, supported by an extensive marketing and PR campaign and recognition on event materials, on-site signage, advertisements and email blasts.
- ▶ Our brand reaches over 2 million people every year and generated more than 20 million unique impressions via social media during our 2013 event.
- ▶ 94% of attendees said that PodCamp Toronto met or exceeded their expectations and plan on returning for 2014.
- ▶ The PodCamp brand has a respected reputation within this community and globally as an event held in hundreds of cities since its inception in 2006.

## Community Profile



Gender

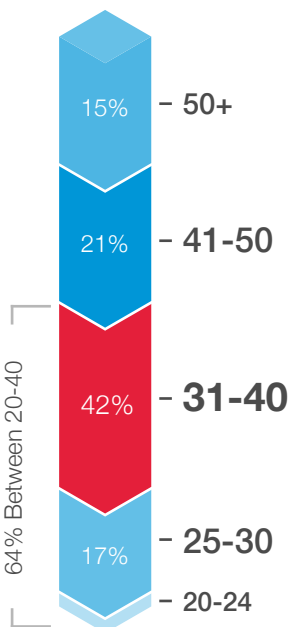
**53% Female**  
47% Male



Location

**82% Live within the GTA**  
15% Live in the rest of Canada  
2% Are International Visitors

Age



Top Occupations



Business Dev & Sales



Creative & Design



Journalism & Media



Marketing & Public Relations



Technology & Software



7,000 users generated 13,000 tweets about PodCamp Toronto in 2013 reaching 2 million users.



Our website amassed 15,000 visits and 58,000 page views from 8,000 uniques.



Content was viewed by over 7,000 people, 40% of them exposed to the PodCamp brand for the first time.



Sent out over 3,000 emails to attendees and presenters with a 49% open rate and 20% click through.

	Presenting	Platinum	Gold	Silver	Bronze
Opportunities Available	1	2	10	10	10
Recognition in the Opening Ceremonies	✓	✓	✓	✓	✓
Recognition on social media channels	Twice a Week	Announcement of sponsorship	Announcement of sponsorship	Announcement of sponsorship	Announcement of sponsorship
Logo and link on 2014 event website	Co-Branded	Home Page	Home Page	Sponsor Section	Sponsor Section
Logo on conference signage	Co-Branded	Large	Medium	Small	
Recognition during the Closing Ceremonies	✓	✓	✓	✓	
Write-up on 2014 event website	✓	✓	✓	✓	
Include items or materials in gift bags	✓	✓	✓	✓	
Recognition in PR Material/ News Releases	✓	✓	✓		
Corp. banners on display	3	2	1		
Branding of a session room	Largest	Medium			
Create an experience for attendees	✓				
Co-branding throughout event materials	✓				
Appoint speaker for opening and closing (5 minutes maximum)	✓				
First option to renew in 2015	✓	✓	✓	✓	
Cost	\$10,000	\$5,000	\$2,500	\$1,000	\$500

4 Combinations of cash and in-kind sponsorship are also welcome. All sponsorship is subject to the discretion of the organizing team.

## Event Highlights

- ▶ Dynamic speakers, presentations and workshops.
- ▶ Saturday night party; encouraging conversation and networking in a fun, relaxed setting.
- ▶ UnConference model, where attendees drive the event's content, and impromptu presentations are encouraged.
- ▶ Hosted by Ryerson University's School of Media and supported by the faculty of communication and design.
- ▶ It's free! Thanks to sponsors and donations from the community, PodCamp Toronto is 100% free to all attendees.

## Advertising, PR and Marketing

- ▶ 4,000+ emails and social media posts reaching over 8,000 people.
- ▶ Community generated buzz reached 2 million people and became a trending topic Canada wide during our 2013 event.
- ▶ Proactive media relations program targeting major dailies, community publications, local TV and blogs.

## Previous Sponsors Include



**For more information on our sponsorship packages, or to discuss creating a custom package for your budget and business objectives, please contact:**

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