



PodCamp Toronto

2015 Sponsorship Guide

PodCamp Toronto is Canada's Premier Digital Media UnConference.



Feb. 21st - 22nd 2015



Ryerson University

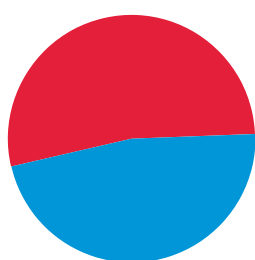
Rogers Communications Centre

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 2015?

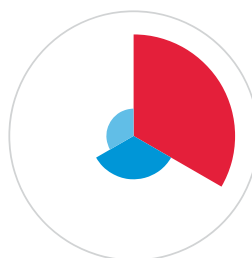
- ▶ Opportunity to connect with our unique and diverse community of influencers; representing Toronto's new media, creative, technology thought leaders and digital decision-makers, hungry to connect with the latest opportunities and trends.
- ▶ Build brand awareness and goodwill with our community within 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 2014 event.
- ▶ 94% of attendees said that PodCamp Toronto met or exceeded their expectations and plan on returning.
- ▶ 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

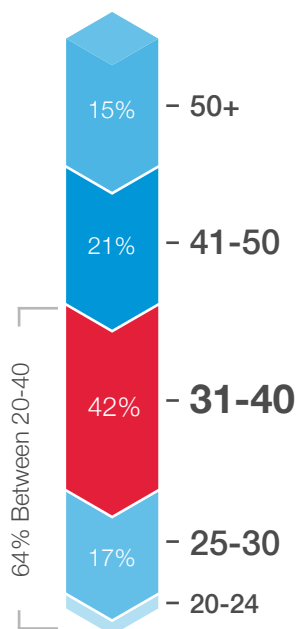
53% Female
47% Male



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 14,000 visits and 47,000 page views from 6,000 uniques.



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



Emails to attendees and presenters achieved a 49% open rate and 20% click through.

	Presenting	Platinum	Gold	Silver	Bronze
Appoint speaker for opening and closing (5 minutes maximum)	✓				
Co-branding throughout event materials	✓				
Create an experience for attendees	✓	✓			
Branding of a session room	Largest	Medium			
Recognition in PR Material/ News Releases	✓	✓	✓		
Corp. banners on display	3	2	1		
Logo on conference signage	Co-Branded	Large	Medium	Small	
Include items or materials in gift bags	✓	✓	✓	✓	
Recognition during the Closing Ceremonies	✓	✓	✓	✓	
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 2015 event website	Co-Branded	Home Page	Home Page	Sponsor Section	Sponsor Section
Opportunities Available	1	2	10	10	10
First option to renew in 2016	✓	✓	✓	✓	
Cost	\$10,000	\$5,000	\$2,500	\$1,000	\$500

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 like you and donations from the community, PodCamp Toronto is 100% free to all attendees.

Advertising, PR and Marketing

- ▶ E-mail communications reach 4,000+ opted-in users.
- ▶ Community generated buzz reached 2 million people and became a trending topic Canada wide during our 2014 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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