

# **Sponsorship Package for the Virtual Community Summit**

## **Introduction**

For the past two years, the Virtual Community Summit has gathered the world's top community professionals into one room to advance the profession of building thriving online communities.

These events haven been extremely popular and today attract the world's most experienced community professionals to discuss ideas for building bigger, better, and more valuable communities.

## **In 2014, things are changing**

For 2014, we're making a few changes.

First, we're moving the theme on from the traditional how to make members happy to something more concrete. The theme for this year will be social science, data, and platforms. How can we use principles from social sciences to build bigger, better, and more active communities? What and how do we track items? What platform features lead to which results

Second, we're revamping the format. We're moving away from panel discussions to shorter, sharper, talks. Dozens of the top experts will have 15 to 20 minutes to teach the audience to do something specific that will improve their communities. Every single session is going to help someone do something better. We're going to dramatically increase the value for attendees

Third, we're introducing a fluid format of breakout sessions, problem and answer sessions, and post-event workshops. If you have a problem you would like help with, you can get help from this event.

Fourth, we're revamping sponsorship too. Previously sponsors have been given a booth, a logo, and access to a goodie bag. This is great, but we think sponsors deserve more. This time we're introducing a few different things. Every sponsor will have a matter of minutes to pitch a captive audience about what they do.

In addition, we're hosting a trophy, creating further free inventory in a pre/post event programme, and offering the headline sponsors access to send a message containing relevant links to the e-mail list.

## **Headline Sponsor - £10k**

- 10 VIP tickets to the event
- 4 pages in the event programme

- 2 pages in the wrap-up report eBook
- Supported by {in event name}
- 10 minute pitch to the entire captive audience (immediately after the opening keynote talk)
- Largest exhibit within the venue
- Brochure/educational material in the giveaway bags
- Community scientist award {name after sponsor}
- Banner presentation in our accompanying book and eBook
- E-mail contacts of all event attendees
- Logo placement on the event website
- Logo placement in event publication materials

### **Gold Sponsor - £5k**

- 3 VIP tickets to the event
- 1 page in the event programme
- 1 page in the wrap-up report eBook to all members
- 5 tickets for members of staff
- 5 minute pitch to the audience
- Exhibition space within the venue
- Brochure/education material in giveaway bags
- Logo placement on the event website
- Logo placement in event publication materials

### **Silver Sponsor - £2.5k**

- 1 VIP ticket to the event
- Half a page in the event programme
- 3 tickets for staff members
- 2.5 minute pitch to the audience
- Exhibition space within the venue
- Brochure/education material in giveaway bags
- Logo placement on the event website
- Logo placement in event publication materials

### **Bronze sponsor - £1k**

- Logo placement on the event website
- Logo placement in event publication materials
- Mentions in talks and elsewhere
- 90 second pitch to the audience
- Brochure/educational material in giveaway bags.