

Sponsorship Information

Thinking about sponsoring the 3rd annual PodCamp Ohio and 2nd annual WordCamp Columbus? That's great! We have a variety of ways you can sponsor the event. Please review the Sponsorship Levels to decide which type of sponsorship is best for you.

What is PodCamp Ohio / WordCamp Columbus?

PodCamp Ohio (www.podcampohio.com) WordCamp Columbus (www.wordcampcolumbus.com) is a FREE new media un-conference dedicated to podcasting, WordPress, blogging, Twitter, audio and video production, photography, web design and other new/social media technologies that reach an interactive, engaged online audience. The event will give attendees the opportunity to learn from and network with fellow podcasters and bloggers in the space. The focus is on learning and networking, with experts from around the world speaking side-by-side with local bloggers and podcasters, together making Columbus and Ohio a center for tourism and technology.

The event will be held from 9 AM - 5 PM at The Ohio State University (Mendenhall Laboratory, 125 South Oval Drive, Columbus, OH 43210) on Saturday, June 19, 2010.

Who Attends PodCamps and WordCamps?

- Advertising and communications professionals
- Members of the tourism industry
- Small businesses and their advisors
- Local government and education
- Mainstream media
- The technology crowd, aka tech savvy folks

Benefits of Sponsoring PodCamp Ohio / WordCamp Columbus

- PodCamp/WordCamp is a **unique marketing opportunity** to get your product or service 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 brand in the social web sphere.
- PodCamp/WordCamp attendees are media makers. We tell stories, share knowledge, and with the focus of our conference being about blogging, podcasting and social media, it immediately becomes a **powerful tourism resource**.
- **You will be receiving weeks of almost daily incidental brand exposure**, including Twitter messages, Flickr photos, blog posts, audio and video podcasts across a variety of web sites.
- During the conference, we plan to record and, where available, **live stream to potentially thousands around the world**, so the actual attendance and impressions will be far more than the 250-300 we are estimating on-site. This recorded audio and/or video will be available for repeat play on numerous web sites after the event.

Sponsorship levels

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

Exclusive Platinum Sponsors:

Includes all the benefits below plus exclusive branding and recognition for fully sponsoring one or more of the following items.

- Venue (Sponsored by [The OSU Center for the Study and Teaching of Writing](#))
- Lunch (approximately \$2,000)
- T-shirts (approximately \$1,800)

Platinum Sponsors (\$1,000+):

- Your name referenced as a sponsor in PodCamp Ohio podcasts and WordCamp Columbus Blog Posts
- Your provided banner displayed at the sign in table
- Recognition during opening and closing keynotes (announce a new product or service!)
- You will be featured on event signage and newsletters
- Your logo (270px wide by 125px high max) added to sidebar of podcampohio.com
- Plus all other benefits below

Gold Sponsors (\$500+):

- Your logo (125px wide by 125px high max) added to sidebar of podcampohio.com and wordcampcolumbus.com
- Space (approximately 10') at the event
- Contribute promotional items for inclusion in the event bag
- Your logo inside the PodCamp Ohio program guide
- Plus all other benefits below

Silver Sponsors (\$250+):

- Your logo with web link added to sponsors page of podcampohio.com and wordcampcolumbus.com
- Your title, web address and description added to the program guide
- Plus all other benefits below

Friends of PodCamp / WordCamp (\$25-249):

- Your name with web link added to friends of PodCamp / WordCamp in sidebar on both sites
- Public thanks on the PodCamp Ohio WordCamp Columbus blog

How To Sponsor

Sponsorships may be made [in-kind](#), via PayPal (wylie@mac.com), or by check payable to: Jason Blanton, 19 Wrens Nest Ct, Pataskala, OH 43062.