



# SPONSORSHIP INFORMATION

Website: <http://www.PodCampPittsburgh.com>

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## What is PodCamp Pittsburgh?

PodCamp Pittsburgh (PCPgh) is Pittsburgh's annual FREE two-day "un-conference" focused on social media, blogging, podcasting, audio and video production, and use of internet resources to reach an engaged, interactive audience. This year's event will be held on September 30 and October 1, 2017 from 9AM – 4 PM at Point Park University, 414 Wood Street, Pittsburgh, PA 15222.

### *Prior PodCamp Attendance*

PodCamp Pittsburgh 1: 180 attendees (November 2006)  
PodCamp Pittsburgh 3: 250 attendees (October 2008)  
PodCamp Pittsburgh 5: 400 attendees (September 2010)  
PodCamp Pittsburgh 7: 175 attendees (October 2012)  
PodCamp Pittsburgh 9: 120 attendees (November 2014)  
PodCamp Pittsburgh 2016: 150 attendees (August 2016)

PodCamp Pittsburgh 2: 250 attendees (August 2007)  
PodCamp Pittsburgh 4: 360 attendees (October 2009)  
PodCamp Pittsburgh 6: 450 attendees (September 2011)  
PodCamp Pittsburgh 8: 125 attendees (October 2013)  
PodCamp Pittsburgh X: 150 attendees (August 2015)

For press coverage and follow-up to the previous PodCamp Pittsburgh events, visit our website ([podcamp.pittsburgh.com](http://podcamp.pittsburgh.com)).

## Who is PodCamp's target audience?

### *Social Media Creators*

Podcasters, bloggers, and designers who are actively innovating online. These participants want to meet like-minded creators, exchange ideas, build relationships and forge new creative and business connections.  
Average Age: 18-50

### *Businesses and Organizations*

Schools, governments, non-profit organizations and companies who want to use web tools to reach new and expanded audiences. They seek firsthand information, creators and consultants which can help them integrate these services into their existing operations.  
Average Age: 25-55

### *Social Media Consumers*

Blog readers, video viewers and users of social media sites such as Facebook, etc. who love interactive media and want to learn more about how it is made and how they can use it, as well as to meet the people who make it. Consumers are part of the audience these tools are designed to reach.  
Average Age: 18-35

## How is the information at PodCamp presented?

The entry-level information at PodCamp Pittsburgh ("Intro to Blogging," "What is Social Media?" etc.) is pre-determined by the event planning committee. This ensures that participants with little experience in the subject matter can learn the basic information in a simple, participation-driven format.

Other presentations are organized by attendees where presenters can submit their own 45-minute session proposals to the planning committee for consideration to be included in the public schedule prior to the event. Speakers are encouraged to include session outlines and credentials so the audience can better understand who is presenting the session and what information they will be presenting.

## What's in it for PodCamp participants?

- Meeting and networking with podcasters, bloggers and web innovators
- Q&A sessions, peer mentoring and "hallway conversations" that further knowledge
- Improved understanding of the emerging social media market and industry, including how it can help in both personal and business settings
- Aiding in potential business opportunities through consulting, contracting and exposure

## What's in it for PodCamp sponsors?

- Demonstrating through leadership and branding among web-savvy media creators and explorers
- Using the opportunity to interact with active and passionate potential customers
- Gaining brand exposure via videos, photos and web content created and shared online
- Local, national and international exposure through online attendance for PodCamp Pittsburgh, as well as website visits and video views following the event – PCPgh 6, 7, 8, 9, X, and 2016 included online session viewers from various locations, including Germany!

Many attendees will be creating their own media at PCPgh 2017. For example, PCPgh 2, PCPgh 3, PCPgh 4, PCPgh 5, PCPgh 6, PCPgh 7, PCPgh 8, PCPgh 9, PCPgh X, and PCPgh 2016 generated thousands of results in Google searches, including hundreds of photographs at Flickr.com and multiple videos at YouTube.com, many of which include incidental branding for past sponsors.

## What levels of sponsorship are available?

### **\$30: PodCamp VIP (Individual)**

- Name and URL listed on website
- Free “swag bag” from featured sponsors

### **\$250-\$499 Bronze (Business)**

- One (1) complimentary VIP pass
- Blog post announcement of sponsorship
- Social media announcement of sponsorship
- Logo in attendee guide
- Logo and link on website
- Swag at self-serve swag table and in VIP bags

### **\$500-\$999 Silver (Business)**

- Acknowledgment in opening and closing remarks
- Two (2) complimentary VIP passes
- Blog post announcement of sponsorship
- Social media announcement of sponsorship
- Logo in attendee guide
- Logo and link on website
- Swag at self-serve swag table and in VIP bags

### **\$1,000-\$2,499 Gold (Business)**

- Small table in sponsor area
- Acknowledgment in opening and closing remarks
- Three (3) complimentary VIP passes
- Blog post announcement of sponsorship
- Social media announcement of sponsorship
- Logo in attendee guide
- Logo and link on website
- Swag at self-serve swag table and in VIP bags

### **\$2,500 + Platinum (Business)**

- Signage in sponsor area
- Table in sponsor area
- Acknowledgment in opening and closing remarks
- Four (4) complimentary VIP passes
- Blog post announcement of sponsorship
- Social media announcement of sponsorship
- Logo in attendee guide
- Logo and link on website
- Swag at self-serve swag table and in VIP bags

In addition to traditional tiers of sponsorship identified above, PodCamp Pittsburgh is open to in-kind donations as well. Our expected individual sponsorship opportunities are as follows:

- Attendee name badges - \$500
- Friday night meet-n-greet event - \$1,500
- Breakfast for Saturday - \$500
- Lunch for Saturday - \$1,000
- Saturday night after hours event - \$1,500
- Breakfast for Sunday - \$500
- Lunch for Sunday - \$1,000
- Webcams for live session streaming - \$250
- Coffee - \$300
- Water/Soda \$200
- T-Shirts - \$3,000

Companies and organizations seeking to sponsor one of the specified in-kind donations will be credited as the sole sponsor of that particular element of PCPgh 2017. This credit will include acknowledgment of the sponsorship in accordance with the sponsorship levels indicated above which correlate to the monetary amount of the in-kind donation.

## How will each sponsorship fulfillment be managed?

Each sponsor will receive a sponsorship packet in accordance with the sponsorship levels indicated above.

## What is the deadline for submission of materials?

Sponsorship deadlines are open through the day of the event, although sponsorships provided following material submission deadlines may forfeit inclusion of logos and information in printed materials. As printed materials must be printed in advance, sponsors should submit their logos and materials no later than September 15, 2017 for inclusion in the printed materials. Submissions can be made via e-mail to Melissa Sorg at [missy@sorgatronmedia.com](mailto:missy@sorgatronmedia.com).

## Questions/Proposals?

Please contact Melissa Sorg at [missy@sorgatronmedia.com](mailto:missy@sorgatronmedia.com) or (412) 302-8390.