



ADVERTISING  
FEDERATION  
CENTRAL OREGON



## Sponsorship Opportunities

| Bend WebCAM Conference September 29-30, 2011 at the Tower Theatre & Oxford Hotel |  
Hosted by AdFed of Central Oregon and Pixelsilk



### What the Heck is Bend WebCAM?

Attracting some of the most dynamic speakers and innovative thinkers from across the country, Bend WebCAM invites attendees to explore mind-blowing topics on three different tracks. The **Left Brain (aka "Geek")** track dives into the technical, the logical and cutting edge methods of communication, such as social media, SEO, mobile marketing, etc. The **Right Brain (aka "Chic")** track focuses on the creative, the emotional, the imaginative messages of communication, including advertising, design, copywriting, brand development, etc. And finally, the **Hybrid – "Super Freak"** track merges the two ways of thinking into a synergistic gumbo, enriching anyone involved in the Web and Creative & Marketing industries, especially those who realize the inseparability of technology and creativity in a successful 21st century business plan. Set amidst the fresh air, stunning natural beauty and casually sophisticated atmosphere of Bend, Oregon: it all clicks.

***Become an official Bend WebCAM Sponsor. Your business and services will be exposed to hundreds of forward-thinking business leaders and professionals.***

### **\$6,000 Bend WebCAM Presenting Sponsor**

- Complimentary 2-Day WebCAM VIP passes with VIP seating for four people **Value \$1,916**
- 'Presented By' name and logo recognition on all promotional material **Value \$1,000**
- 6 foot table in Tower Theatre lobby area **Value \$750**
- Promote your business in a 1-2 minute welcome introduction to the conference attendees **Value \$1,000**
- Attendee list with contact information **Value \$1,000**
- Prominent signage at the event. Logo/business name on banner behind speakers and PowerPoint presentations (signage provided by Bend WebCAM). **Value \$1,000**
- Business name and/or logo on all conference collateral and advertising **Value \$2,000**
- Business name mention in all media advertising for the event (radio, print & social) **Value \$3,000**
- Banner ad and link from Bend WebCAM and AdFedco.org websites **Value \$2,000**
- Banner ad and link on all Bend WebCAM email blasts (over 1,500 subscribers and growing!) + special sponsor feature in at least one email blast **Value \$1,000**
- Opportunity to provide promotional items for conference attendee SWAG bags and on tables & seats **Value \$500**
- Verbal recognition at the conference **Value \$1,000**
- First right of refusal for presenting sponsorship for the 2012 Bend WebCAM Conference

**Total Value \$16,166**

---

### **\$4,000 Bend WebCAM Gold Sponsor**

- Complimentary 2-Day WebCAM VIP passes for two people **Value \$958**
- Prominent signage at the event. Logo/business name on banner behind speakers and PowerPoint presentations (signage provided by Bend WebCAM). **Value \$1,000**
- Business name and/or logo on conference collateral and advertising **Value \$2,000**
- Banner ad and link from Bend WebCAM and AdFedco.org websites **Value \$2,000**
- Banner ad and link on all Bend WebCAM email blasts (over 1,500 subscribers and growing!) + special sponsor feature in at least one email blast **Value \$1,000**
- Opportunity to provide promotional items for conference attendee SWAG bags and on tables & seats **Value \$500**
- Verbal recognition at the conference **Value \$1,000**
- First right of refusal for gold sponsorship for the 2012 Bend WebCAM Conference

**Total Value \$8,458**

---

### **\$2,000 Bend WebCAM Track Sponsors (2 left!)**

**The Left Brain (aka Geek) Track: SOLD to G5 Search Marketing [www. www.g5platform.com](http://www.g5platform.com)**

**The Right Brain (aka Chic) Track *STILL AVAILABLE***

**The Hybrid Brain (aka Super Freak) Track: SOLD to Decipher [www.decipherinc.com](http://www.decipherinc.com)**

- Complimentary 2-Day Bend WebCAM VIP pass for one person **Value \$479**
- A chance to promote your business during a 1- to 2-minute talk before the speaker introduction **Value \$1,000**
- Prominent signage at the event Logo/business name on banner behind speakers and PowerPoint presentations for your track session (signage provided by Bend WebCAM). **Value \$1,000**
- Logo and link on Track promotional email blasts (over 1,500 subscribers and growing!) **Value \$1,000**
- Logo and link from Bend WebCAM and AdFedco.org websites **Value \$1,000**
- Opportunity to provide promotional items for conference attendee SWAG bags & at your track sessions **Value \$500**
- First right of first refusal for track sponsorship for the 2012 Bend WebCAM Conference

**Total Value \$3,979**

---

### **\$1,000 Bend WebCAM Keynote Sponsor -1 Left!**

**Rand Fishkin keynote SOLD to The Social Business [www.thesocialbusiness.com](http://www.thesocialbusiness.com)**

- A chance to promote your business during a 1- to 2-minute talk before the speaker is introduced during your sponsored keynote. First one to sign on as this sponsor gets first dibs on the speaker! **Value \$1,000**
- Prominent signage at the event. Logo/business name on sign in front of speaker podium and PowerPoint presentations (signage provided by Bend WebCAM). **Value \$1,000**
- Logo and link on all Keynote promotional email blasts (over 1,500 subscribers and growing!) **Value \$1,000**
- Opportunity to provide promotional items for conference attendee SWAG bags **Value \$500**
- First right of refusal for Keynote sponsorship for the 2012 Bend WebCAM Conference

**Total Value \$3,500**

---

### **\$800 Bend WebCAM Workshop Sponsor (3 Available)**

- A chance to promote your business during a 1- to 2-minute talk before the workshop speaker is introduced. First one to sign on as this sponsor gets first dibs on the speaker! Workshop speakers include: Lynette Xanders (creative track); Andre Jensen (SEO 101; Panel of prestigious social media mavens (Social Media) **Value \$1,000**
- Prominent signage at the event. Logo/business name on sign in front of speaker podium (signage provided by Bend WebCAM). **Value \$1,000**
- Logo and link on all workshop promotional email blasts (over 1,500 subscribers and growing!) **Value \$1,000**
- Opportunity to provide promotional items for conference attendee SWAG bags & seats **Value \$500**

**Total Value \$3,500**

---

**\$800 Bend WebCAM Brew Ha Ha Party - SOLD to Audette Media [www.audette.com](http://www.audette.com), SOLD to Smart Solutions [www.smartz.com](http://www.smartz.com), SOLD to SEMpdx [www.sempdx.org](http://www.sempdx.org), SOLD to Raven Tools [www.raventools.com](http://www.raventools.com),**

- 1 to 2-minute welcome and promotion of your business at the Brew Ha Ha Party Thursday evening **Value \$1,000**
- Logo and link on After Parties promotional email blast (over 1,500 subscribers and growing!) **Value \$1,000**
- Business name and logo on 5 ½ x 8 ½ flier distributed to all conference attendees **Value \$500**
- Opportunity to provide promotional items for Brew Ha Ha attendees, fliers and/or signage on cocktail tables & bar and giveaways for the event (sponsor must provide) **Value \$500**
- First right of first refusal for Brew Ha Ha Party sponsorship for the 2012 Bend WebCAM Conference

**Total Value \$3,000**

---

**\$500 Lanyard/Conference Badge Sponsor SOLD to Buzztag [www.buzztag.com](http://www.buzztag.com)**

- You provide the badges with your logo and name plastered all over it. We'll print the name badge inserts. We have some creative ideas for people to interact with your brand

**Total Value \$1,000**

---

**\$500 SWAG Bag Sponsor SOLD to Buzztag [www.buzztag.com](http://www.buzztag.com)**

- You provide the bags with your name on the bag, others provide goodies to go inside of them. Includes anything you want in the bag, too! We have some creative ideas for people to interact with your brand.

**Total Value \$1,000**

---

**\$250 SWAG Bag Insert Sponsor – More Available!**

- You can provide promotional items, t-shirts, buttons, stickers, fliers —basically anything you want—for conference attendee bags

**Total Value \$500**

---

### **CUSTOMIZE ME**

- Have an idea of how you'd like your business to be promoted at Bend WebCAM? We're a creative bunch and all ears. Let us customize a sponsorship package for you.

**Total Value \$ Priceless**

---

**Sign me up for the following Bend WebCAM sponsorship(s):**

|                         |  |
|-------------------------|--|
| Title \$6,000           | Brew Ha Ha Party Sponsor \$800         |
| Gold \$4,000            | <del>SWAG Bag Sponsor \$500</del>      |
| Track Sponsor \$2,000   | SWAG Bag Insert Sponsor \$250          |
| Keynote Sponsor \$1,000 | <del>Badge/Lanyard Sponsor \$500</del> |
| Workshop Sponsor \$800  | Customize Me \$ _____                  |

Sponsorship payment is due at contract signing. Please make checks payable to the Advertising Federation of Central Oregon and mail payment and contract to AdFed of Central Oregon Po Box 6266 Bend, OR 97708. You may also pay by credit card by contacting Lynnette Brailard at 541-382-8048.

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I, \_\_\_\_\_, of \_\_\_\_\_  
agree to the above terms and conditions.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Bend WebCAM Sponsor

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Bend WebCAM Representative