

2010 SPONSORSHIP BROCHURE



BLOGGING
WHILE BROWN



ABOUT BLOGGING WHILE BROWN

Purpose

The Blogging While Brown Conference gives Bloggers of Color an opportunity to meet, network and learn about the latest technology to assist them with creating and distributing their content.

2010 Conference

Following the successes of the prior conferences held in Atlanta, Georgia and Chicago, Illinois, the 2010 Blogging While Brown Conference will be held in Washington D.C. on June 18-19 at the Walter E Washington Convention Center.

During tremendous economic uncertainty and evolving technology, maintaining cutting-edge skills and strengthening relationships are more important than ever. As digital media content creators and distributors, bloggers rest at the intersection at some of the most challenging policy issues of our time, including broadband internet access, net neutrality and an evolving business environment for content providers.





2010 Conference Schedule

The 2010 Blogging While Brown Conference kicks off on Friday with our first annual “Blogging Day of Service.” Blogging While Brown will be offering a free workshop, the Beginning Bloggers Boot Camp, to be held at the Martin Luther King, Jr. Memorial Library. The boot camp will be an intensive session designed to teach new bloggers the technical requirements of blogging prior to the start of the conference.

Friday's activities conclude with an evening panel and a welcome reception. Conference activities will continue on Saturday with a full day of panels, workshops, case studies, and a town hall meeting.

Previous sessions at the 2008 and 2009 conferences included:

- Beginning Bloggers Boot Camp
- The Ultimate Blog Experience
- Secrets from Media Insiders
- Podcasting 101
- Bloggers' Rights
- Can New Media Work With Old Media?
- The Competent Blogger
- Using the Latest Tech Tools to Grow Your Blog
- Netroots in Action
- Building a Strong Personal Brand Online
- What's Next For Traditional Media?
- Bloggerpreneurs

Friday, June 18

The Beginning Blogger's Boot Camp

Registration

Opening Panel

Welcome Reception

Saturday, June 19

Registration (8 a.m.–8:30 a.m.)

Keynote/General Forum

Session 1

Session 2

Lunch Break (12 noon–1:30 p.m.)

Session 3

Session 4

Town Hall

General Session/Wrap Up



SPONSORSHIP BENEFITS

Becoming a Conference Sponsor

Whether you host a conference session, luncheon or promote your organization through conference item branding, Blogging While Brown will help you design a sponsorship package to meet your unique needs.

For additional information, contact Shalon E. Evans at shalone@bloggingwhilebrown.com.

Previous Sponsors

- AT&T
- BlackPR.com
- Blogher
- Common Sense Media
- DailyKos
- Free Press
- Glam Media
- NextGenWeb
- NOI (New Organizing Institute)
- The Root
- SEIU (Service Employees International Union)



Sponsorship Opportunities

Thank you for your interest in sponsoring Blogging While Brown 2010. Unfortunately, many sponsorship opportunities are no longer available.

If you are interested in sponsoring the 2010 Blogging While Brown Conference, payment must be received via PayPal or check by June 4, 2010.

Make Checks Payable to:
Blogging While Brown LLC
6001 W. Parmer Ln.
Suite 370-122
Austin, TX 78727

If your company requires an invoice or a W-9. Indicate what specific information is required. Provide the description of your sponsorship that will go on the invoice to meet any of your internal accounting requirements.

Email all information and inquiries to ShalonE@bloggingwhilebrown.com

Sponsorships are confirmed when payment is received.

Remaining Sponsorships and Rates.

Registration Bag Inserts - \$2000 per item. You are responsible for mailing all items to the conference hotel. Logo will appear on conference website, but not on conference printed materials.

Off-premises social events - \$5,000. Logo will appear on conference website, but not on conference printed materials.

Exhibitor Space- \$4000. Logo will appear on conference website, but not on conference printed materials.

Conference Lounge- \$15,000. You will be able to completely wrap room 207B in you company's brand. The room will be set up for attendees to congregate away from the conference programming. This room is where other exhibitors are located. Logo will appear on conference website, but not on conference printed materials.

Give Aways Friday Night Reception- \$2500 per item. You must provide the item it will be given away on Friday evening. Logo will appear on conference website, but not on conference printed materials.

Give Aways Saturday From the Conference Podium - \$3000. You must provide the item it will be given away on Saturday. Logo will appear on conference website, but not on conference printed materials.

Customized Sponsorships- \$5,000 ++. If you would like to present a sponsorship item not listed here, you must make a detailed proposal in writing to the Executive Director.



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