

The BIG Conference SPONSORSHIP PROPOSAL

The BIG Conference is a one-day information-packed experience for small business owners, c-Suite executives, marketing professionals, and others. Our goal is to connect the business community with leading advisors, practitioners and consultants in the new Social Media Marketing space and talk **real-world** about today's new marketing and communications landscape that continues to change, seemingly, daily.

Lynnelle Wilson, Director and President of Bold Vision Consulting, is the host of The BIG Conference. Lynnelle and her team help organizations do better business more profitably by integrating *engagement* strategies into marketing and customer service models. Bold Vision Consulting provides Social Media Consulting, Advice and Outsourcing and is based in South Portland, Maine.

The BIG Speakers: to date



Tim Hayden, Game Plan Experience
Laurie Brooks, L.L. Bean
Fred Abaroa, Costa Vida Fresh
 Mexican Grill

David Alston, Radian6
Lynnelle Wilson, Bold Vision
 Consulting
Chris Brogan, New Marketing Labs

Who Should Attend The BIG Conference?

Industries: Healthcare, pharmaceutical, communications, real estate, communications, software applications companies, franchise organizations, entertainment, music and gaming, financial services, non-profit organizations, advertising and PR, packaged goods, manufacturing, professional services and more

Decision Makers: Senior VP, CEO, President, Physician, Recording Artist, Publisher, VP Business Development, VP Marketing, Director of Client Services, Director Events and Promo, Business Manager, Senior Partner, Director of Membership Development, Managing Director, Director Content Management, SEO Specialist Social Media Directors and more

Most social media events focus on the application, the tool. The BIG Conference is taking it up a notch and focusing on a more strategic level of education by presenting actionable knowledge that will give attendees the ability to take action that will impact their business and marketing objectives.



BIG Sponsorship Opportunities

By sponsoring The BIG Conference your organization will secure on-going exposure before, during and following the conference. Your day-of-conference exposure is not limited to the in-person conference attendees, either. The BIG Conference will be streamed live over the Internet and available for view on www.BoldBusiness.tv. In addition; a video is being made of the conference sessions and will be available for download. We offer category exclusivity and thus you will have no competing sponsors. Please review the sponsor levels and benefits below.

BIG SPONSOR \$1000

Pre-conference

- Logo recognition on marketing materials including conference signage, handout materials and program.
- Logo w/hyperlink to your website / landing page from the conference website: <http://www.TheBIGConference.com>
- MaineBiz Print & Online media sponsor: print ads, skyscraper ads on site & in email blasts

On-Site, Day of Conference

- Opportunity to display sponsor sign or/ banner displayed at conference (provided by sponsor and in receipt by October 2, 2009)
- Print program to include agenda, speaker bio / info & sponsor logo-biz description
- Promotion from the stage at introduction / breaks & reception
- Opportunity to distribute marketing materials by including items in conference gift bags (need 125 items and in receipt by October 2, 2009)
- Complimentary ticket to conference

Post-conference

- Website maintained and updated in anticipation of The Big Conference 2010

REALLY BIG SPONSOR \$3000 ...all the BIG Sponsor benefits above plus:

Pre-Conference:

- Blogging posts: <http://www.BoldVisionBlog.com> & www.TheBigConference.com
- Active Twitter, Facebook and LinkedIn promotion
- Invitation to sponsor dinner the night before

On-Site, Day of Conference

- Opportunity to exhibit your business (6' conference table)
- Live streaming of conference on internet
- Twitter stream monitored throughout conference for comments & questions (#tbc09)
- 2 complimentary tickets to conference
- FREE parking for 1 vehicle at nearby garage on day of event

Post-conference

- Continued follow up promotion on Twitter, Facebook & LinkedIn
- Follow-up Blog posts

REALLY, REALLY BIG SPONSOR \$5000 ...all the BIG Sponsor and REALLY BIG Sponsor benefits above plus:

Pre-Conference:

- Interview with sponsor: Published on You Tube/iTunes; embedded on www.TheBigConference.com
- Active monitoring & commenting on speakers' blogs re: conference & sponsors

On-Site, Day of Conference

- MaineBiz Sunday's host Alan Hinsey attending The BIG Conference – filming show segment from conference
- Noted as sponsor on 'stream' site - Live streaming of conference
- Twitter stream monitored throughout conference for comments & questions (#tbc09)
- 4 complimentary tickets to conference
- FREE parking for 2 vehicles at nearby garage on day of event

Post-conference

- Noted as sponsor on conference recording (to be available as download)
- Follow-up Blog posts
- Website maintained and updated in anticipation of The Big Conference 2010



The BIG Conference Sponsor Form

Business Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Daytime Phone: _____

E-mail: _____ Twitter: _____

Website: _____

Sponsor Levels

____ Big Sponsor

\$1000

____ *Really, Big*
Sponsor

\$3000

____ *Really,*
REALLY BIG
Sponsor

\$5000

Reminder:

- **Marketing materials for gift bags and banners are requested in hand by Friday, October 2, 2009.**
- **Logos should be submitted in .jpg format & resolution of 225+ dpi**

Please make checks payable to: _____ or pay thru PayPal

Return this form to: The BIG Conference
Bold Vision Consulting
PO Box 2196
South Portland, ME 04106

If you have questions, require further information or would like to arrange a meeting please contact:

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