



ADVERTISING
FEDERATION
CENTRAL OREGON

AdFed of Central Oregon Sponsorship Opportunities | Bend WebCAM Conference September 30 - October 1, 2010 at the Tower Theatre |



What the Heck is Bend WebCAM?

Attracting some of the most dynamic speakers and innovative thinkers from the West Coast and across the country, the 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.

Who is AdFed?

The Advertising Federation of Central Oregon (AdFed) is a non-profit organization of advertising, marketing and public relations professionals dedicated to upholding high standards for communications in the region by supporting educational opportunities that promote the value and functions of advertising, and by assisting in the promotion of socially responsible community service projects.

AdFed's membership base is currently 150 and growing. Members pay dues to belong to the organization, which in turn funds the activities and programs, presented by AdFed for the enjoyment, education and public service of its members and the general public. AdFed is an affiliate of the American Advertising Federation (AAF), which represents a national network of over 50,000 professionals in the advertising industry.

Sponsorship Opportunities

\$4,000 WebCAM Title Sponsor

SOLD to PixelSilk www.pixelsilk.com

- Complimentary 2-Day WebCAM VIP passes for four people **Value \$760**
- 6 foot Table sponsor Tower Theatre lobby area **Value \$750**
- Promote your business in a 1-2 minute welcome introduction to the conference attendees on Thursday and Friday **Value \$1,000**
- Your name and logo on the streaming/archive page set up for Bend WebCAM. This will be promoted ongoing via social media and online marketing to encourage paid downloads of the conference **Value \$3,000**
- Prominent signage at the event. logo/business name on banner behind speakers and PowerPoints (banners provided by AdFed) **Value \$1,000**
- Business name and/or logo on all conference collateral and advertising **Value \$1,000**
- Business name mention in all media advertising for the event (radio, print & social) **Value \$1,000**
- Banner ad and link from the AdFed website **Value \$1,000**
- Banner ad and link on all WebCAM email blasts (over 1,000 subscribers and growing!) **Value \$500**
- Opportunity to provide promotional items for conference attendee SWAG bags & tables **Value \$500**
- Verbal recognition at the conference **Value \$1,000**
- First right of title sponsorship for the 2011 Bend WebCAM Conference

Total Value \$11,560

\$2,500 WebCAM Gold Sponsor

SOLD to Buzz Tag www.buzz-tag.com

- Complimentary 2-Day WebCAM VIP passes for three people **Value \$570**
- Prominent signage at the event. logo/business name on banner behind speakers and PowerPoints (banners provided by AdFed) **Value \$1,000**
- Business name and/or logo on all conference collateral and advertising **Value \$1,000**
- Logo and link from the AdFed website **Value \$500**
- Logo and link on all WebCAM email blasts (over 1,000 subscribers and growing!) **Value \$500**
- Opportunity to provide promotional items for conference attendee SWAG bags & tables **Value \$500**
- Verbal recognition at the conference **Value \$1,000**
- First right of gold sponsorship for the 2011 Bend WebCAM Conference

Total Value \$5,070

\$1,700 Track Sponsors (2 left!)

The Left Brain (aka Geek) Track STILL AVAILABLE

The Right Brain (aka Chic) Track STILL AVAILABLE

The Hybrid Brain (aka Super Freak) SOLD to Decipher www.decipherinc.com

- Complimentary 2-Day WebCAM VIP passes for one person **Value \$190**
- A chance to promote your business during a 1- to 2-minute spiel before the speaker introduction **Value \$1,000**
- Prominent signage at the event logo/business name on banner behind speakers and powerpoints for your track session (banners provided by AdFed) **Value \$1,000**
- Logo and link from the AdFed website **Value \$500**
- Logo and link on all WebCAM email blasts (over 1,000 subscribers and growing!) **Value \$500**
- Opportunity to provide promotional items for conference attendee SWAG bags & at your track sessions **Value \$500**
- First right of track sponsorship for the 2011 Bend WebCAM Conference

Total Value \$3,690

\$1,000 WebCAM Keynote Sponsor (2 Available)

- A chance to promote your business during a 1- to 2-minute talk before the keynote speaker is introduced at either the Thursday or Friday keynotes. First one to sign on as this sponsor gets first dibs on the speaker! **Value \$1,000**
- Logo and link on all Keynote promotional email blasts (over 1,000 subscribers and growing!) **Value \$500**
- Opportunity to provide promotional items for conference attendee bags and on lunch tables **Value \$500**

- Logo and link on all Keynote promotional email blasts (over 1,000 subscribers and growing!) **Value \$500**
- First right of Keynote sponsorship for the 2011 WebCAM Conference

Total Value \$2,500

\$800 WebCAM Brew Ha Ha Party (2 left!)

SOLD to PixelSilk www.pixelsilk.com

SOLD to Audette Media www.audette-media.com

- 1 to 2-minute welcome and promotion of your business at the Brew Ha Ha Party on Thursday evening **Value \$500**
- Business name and logo on 8.5 x 5.5 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 **Value \$500**
- First right of Brew Ha Ha Party sponsorship for the 2011 WebCAM Conference

Total Value \$1,500

\$250 WebCAM SWAG Bag Sponsor

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

Total Value \$500

\$399 Hot Seat Website Review

GET YOUR SITE OR YOUR CLIENT’S SITE REVIEWED BY THE BEST IN THE WEB!

\$399 Gets You in the Hot Seat! Get Your Website (or Client’s Website) Reviewed By the Best in the Business...

Up to 5 businesses or individuals will have the opportunity to have their websites reviewed by a talented panel of SEO (search engine optimization) and SEM (search engine marketing) specialists. Plus, there’ll be a design and branding gurus to help with the creative of your site. This is your chance to have professionals who charge more than most can afford to look over your site and give valuable feedback. Everyone who has a website needs to attend the Hot Seat. The experts will give you plenty of real-life direction and advice you can use to improve your rankings in the search engines and gain clients and customers. Hurry! Only five companies will have this opportunity.

Value Priceless!

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

- Title ~~\$4,000~~ SWAG Bag Sponsor \$250
- Gold ~~\$2,500~~ Brew Ha Ha Party Sponsor \$800 (only 2 left)
- Track Sponsor (only 2 left) \$1,700 Hot Seat Website Review \$399
- Keynote \$1,000

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.

I, _____, of _____ agree to the above terms and conditions.

Signature: _____ Date: _____
WebCAM Sponsor

Name: _____

Business Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

AdFed Representative