



*CampFire*



The Canadian  
Podcast Awards

2019 SPONSORSHIP GUIDE

# PodCamp Toronto is Canada's Premier Digital Media UnConference.

**When:**  
**February 23<sup>rd</sup> & 24<sup>th</sup> 2018**

**Where:**  
**Ryerson University**

80 Gould Street, Toronto

**What:**

A free, two-day community driven event known as an “unconference,” where participants set the agenda and contribute content.

**Why:**

Podcamp enables participants to...

- Share information and ideas
- Learn from one another
- Build and be a part of the digital media community

**Who:**

More than 1,000 professional and amateur digital content creators and consumers, including...

- Communicators
- Thought leaders
- Developers
- Marketers
- Activists
- Podcasters, podcast listeners, and pre-podcasters!
- Creatives
- Journalists

## **Why Sponsor PodCamp?**

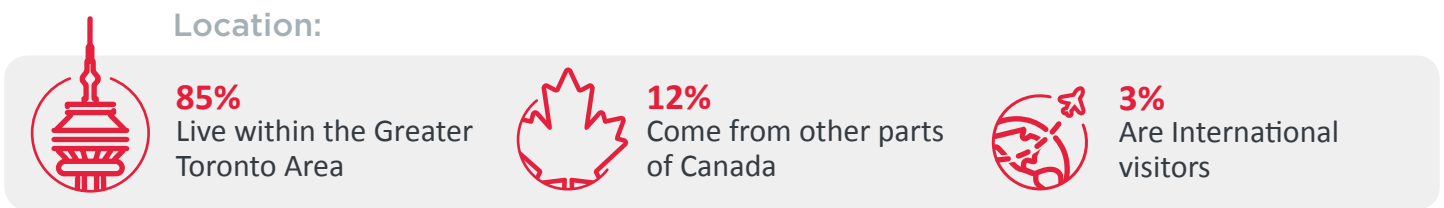
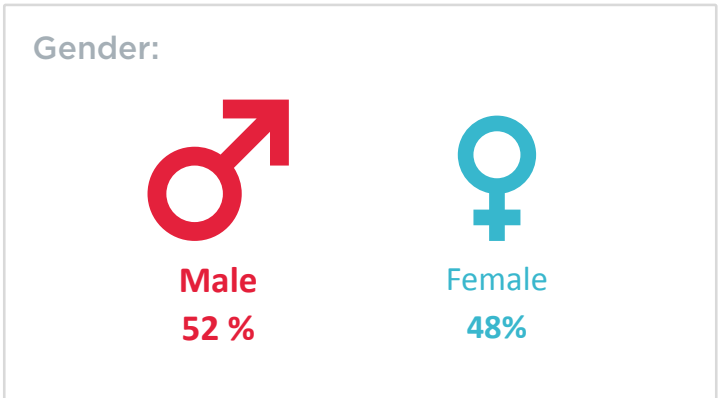
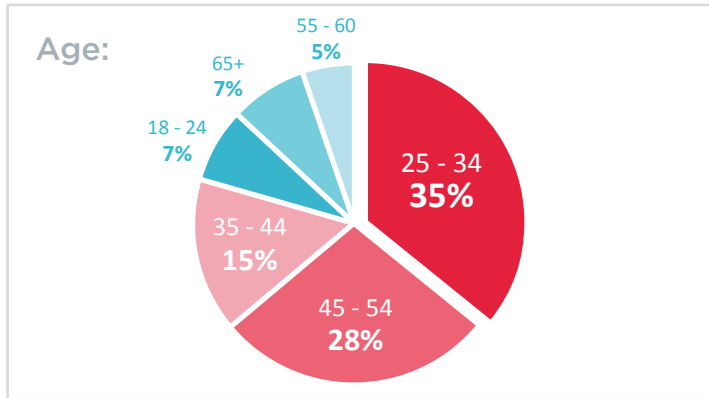
PodCamp Toronto presents a unique opportunity to connect with consumers and influencers in the digital media, tech, communications, and marketing fields, including both professionals and hobbyists.

This annual event can enable you to build brand consideration, advocacy, and targeted activations with creatives, technology thought leaders and digital decision makers from around Toronto and beyond. PodCamp Toronto attracts attendees from across Ontario and Canada, as well as a contingent of dedicated community members from south of the border.

Partnering aligns your brand with a respected and established annual event that takes place in hundreds of cities around the world. PodCamp offers its attendees valuable resources, networking opportunities, and a great time—and you can be a part of it.

As a not-for-profit organization, we only accept a limited number of sponsors at each level, ensuring that your brand isn't drowned out among a sea of logos and booths.

# PodCamp Toronto Attendee Demographics



- Top Occupations:**
- Marketing & Communications
  - Creative & Design
  - Education & Training
  - Journalism & Media
  - Technology & Software
  - Sales & Business Development

- Employers:**
- |                   |                   |
|-------------------|-------------------|
| Bitmaker Labs     | IBM               |
| CBC               | Indigo            |
| City of Guelph    | Maple Leaf Foods  |
| City of Toronto   | TBWA              |
| CTV Digital Media | The Working Group |
| draftfcb          | Toronto Star      |
| Edelman           | TVO               |
| General Motors    | Ubisoft           |
| Gov. of Ontario   | Walt Disney Co.   |
| Google            | Zulu Alpha Kilo   |
| Honda Canada      | and more...       |
- Full list available

**52%**  
Own their own business

**79%**  
Have spent five or more years in their profession

**85%**  
Are college educated or higher

**50%**  
Drive to PodCamp

**94%**  
say PodCamp Toronto met or exceeded their expectations and plan on returning.

## We're kind of a big deal.

PodCamp Toronto has a proactive media relations program targeting major dailies, community publications, local TV and blogs. Email communications reach 4,000+ opted-in subscribers. Community generated buzz has reached 2 million people and has become a Canada-wide trending topic, year after year.

### Online

<b>Twitter:</b> 2,700+ Followers 85,000 Reach	<b>Facebook:</b> 1,750+ Likes 17,000 Impressions	<b>Instagram &amp; YouTube:</b> We recently launched on these platforms and will be expanding our reach this year.
<b>#PCTO</b> 13,000 tweets included our hashtag reaching two million users, and was a trending topic nation wide.	<b>Website:</b> Our website had 7,000 sessions with 26,000 page and 6,500 users.	<b>Mailing List:</b> Emails to attendees and presenters achieved a 49% open rate and 20% click through.

### Media Coverage

 "PodCamp Toronto Proves Podcasting Isn't Dead Yet"	 CBCradio	 "PodCamp Toronto draws social media enthusiasts to Ryerson"	
 "Learn What's New in New Media at PodCamp Toronto"	 THE GLOBE AND MAIL	 metro	 NATIONAL POST
	 TECHVIBES	 TORONTOIST	

**Sponsorship at the Silver level or above means the inclusion of your brand in our fall CampFire event, and the newly introduced Canadian Podcast Awards.**



CampFire is our fall event where attendees gather round a camp fire for games, drinks, a round table discussion lead by participants.

It also kicks off our Canadian Podcast Awards and is where we announce our plans for the next PodCamp Toronto unconference.



The Canadian Podcast Awards are a set of 25 awards for artistic and technical merit in the Canadian podcasting industry, as assessed by Canadian Podcasters.

It will also serve to bring together Canadian Podcasting communities throughout the year.

# Sponsorship Packages

	Presenting	Platinum	Gold	Silver	Bronze
Recognition in Keynote address	✓	✓	✓	✓	✓
Social media channel integrations	Once a Week	Announcement + 10 integrations	Announcement + 5 integrations	Announcement + 3 integrations	Announcement of sponsorship
Branding on website and signage within venue	Co-Branded	Large	Medium	Medium	Small
Option to Include items or materials in merch bags	✓	✓	✓	✓	
Create an interactive experience or demonstration for attendees	Entire 3rd Floor	24' x 10' Area	12' x 5' Area	6' x 2.5' Area	
Inclusion in our Fall CampFire and Podcast Awards events.	✓	✓	✓	✓	
Speaking Opportunity	✓	✓	✓		
Recognition in PR Material and News Releases	✓	✓	✓		
Brand banners at registration check-in points	3	2	1		
Branding of a session room	Large	Medium	Small		
Appoint speaker to be included in Keynote address (5 min max)	✓				
First option to renew in 2019	✓	✓	✓	✓	
Cost	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Opportunities Available	1	2	5	10	15



# Alternative Sponsorship Opportunities

Looking for something more targeted? Why not sponsor a key aspect of PodCamp Toronto that speaks to your brand and your audience?

These are just a few ideas to get you started, if you have something else in mind we'd love to hear it!



## Lunch

Sponsor food and drinks for the lunch hour on Saturday!



## Printing

Sponsor production of printed materials and signage.



## Saturday Networking Party

Sponsor the legendary Saturday night get together.



## Photography

Sponsor photography services for the event and Saturday night party.



## Attendee Badges

Sponsor attendee badges and get your logo on the back.



## Videography

Sponsor the recording and editing of presentations.



## Snacks

Sponsor snacks for both days of the event.



## Media Partnerships

Help us get the word out by partnering with media outlets.



## Beverages

Sponsor coffee and tea for both days of the event.



## Staff Shirts

Sponsor the volunteer staff's t-shirts and get your logo on the back!



## PodCamp Toronto has been fortunate to have the support of some really great brands.

These brands are just a few of the amazing partners we've worked with over the past ten years. Through their support, we've been able to create great experiences and connect with leading members of the digital media community in Toronto.

### Join them, won't you?



It's definitely an event worth supporting all-around... we want Canadians to know all about our new tools and practices, and what better place to do that than at PodCamp?



Events like PodCamp offer us an opportunity to listen to, and connect with, people who may not have considered one of our brands or vehicles previously.



PodCamp is such an incredible opportunity to share ideas, have great conversations, and learn.



PodCamp is a chance for us to hear from the publishers. We want to understand what podcasters and social media contributors are doing, what's worked for them, what problems they're trying to solve and how we might be able to help.




It is rewarding to know that our sponsorship dollars help bring together amateur and professional individuals to learn and share from one another.



Sponsoring PodCamp was a pretty easy decision for Molson. It's a social occasion based around community and conversation and what's more social than beer? Occasions for conversation and engagement equals a place for Molson to be.



A man and a woman are sitting on a set of stairs. The woman is on the left, wearing a grey sweater and dark pants, holding a white envelope and looking at it with a smile. The man is on the right, wearing a black t-shirt and dark pants, holding a white bag filled with gear and looking at it with a smile. The background shows a wall with a door and a handrail. The entire image has a red tint.

For more information on our sponsorship packages, or to discuss creating a custom package for your budget and business objectives, please contact:

[sponsorship@podcamptoronto.com](mailto:sponsorship@podcamptoronto.com)