



## 2024 SPONSORSHIP GUIDE

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

**When:**

**February 23<sup>rd</sup> - 25<sup>th</sup> 2024**

**Where:**

**George Brown College**

**Media & Performing Arts Campus**

230 Richmond Street, Toronto

**What:**

A three-day community event known as an “unconference,” where participants set the agenda and contribute to the programming content.

**Why:**

PodCamp enables participants to...

- Share information and ideas
- Learn from one another
- 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 is in its fifteenth year. 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.

### Additional Events We Run



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

Early Fall 2024

Attendance Limited to 30 people



The Canadian Podcast Awards are a set of 31 awards for artistic and technical merit in the Canadian podcasting industry, as assessed by their peers.

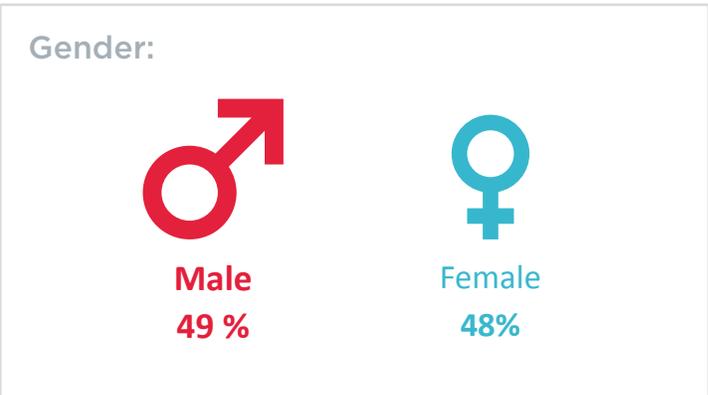
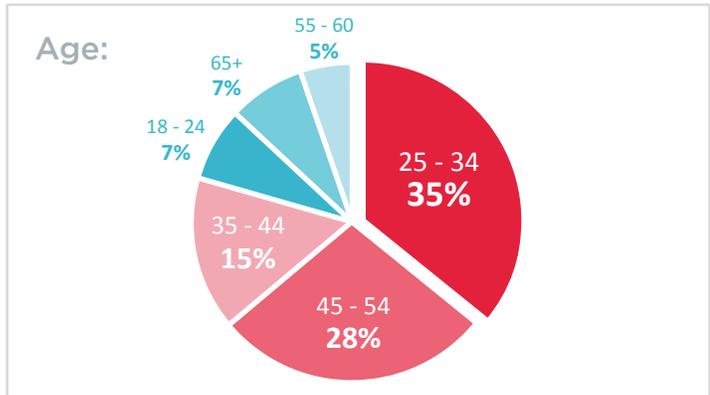
Mid 2024

2,400+ votes cast

600 podcasts nominated

1,200+ verified podcasters

# PodCamp Toronto Attendee Demographics



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

- Employers:**
- |                     |                  |
|---------------------|------------------|
| Accenture Canada    | Google           |
| Adobe               | Honda Canada     |
| Antica              | IBM              |
| Bell Media          | Maple Leaf Foods |
| CBC                 | Sonar Network    |
| Corus Entertainment | Toronto Star     |
| City of Guelph      | TVO              |
| City of Toronto     | Ubisoft          |
| Edelman             | Walt Disney Co.  |
| Entertainment One   | and more...      |
| Gov. of Ontario     |                  |
- Full list available

**54%**  
Own their own business

**80%**  
Have spent five or more years in their profession

**87%**  
Are college educated or higher

**61%**  
Have their own podcast

**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. E-mail 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> 2,500+ Followers 85,000 Reach	<b>Facebook:</b> 1,200+ Likes 17,000 Impressions	<b>Instagram &amp; YouTube:</b> Actively building audiences as we launch on these two platforms.
<b>#PCTO</b> 12,000 tweets included our hashtag reaching two million users, and was a trending topic nation wide.	<b>Website:</b> Our website had 16,000 visits with 61,000 unique page views.	<b>Mailing List:</b> E-mails to attendees and presenters achieved a 49% open rate and 20% click through.

### Media Coverage

 blogTO	"PodCamp Toronto Proves Podcasting Isn't Dead Yet"	 CBCradio	 CityNews	"PodCamp Toronto draws social media enthusiasts to Ryerson"
 the Eyeopener	 THE GLOBE AND MAIL	 metro	"PodCamp: Web 2.0 'unconference' is free for tech experts and newbies alike"	 NATIONAL POST
	"Learn What's New in New Media at PodCamp Toronto"	 TECHVIBES	 TORONTOIST	

# PodCamp Toronto

## Pre-Packaged Options

	Package 1	Package 2	Package 3
Recognition in opening remarks, and at the after party.	✓	✓	✓
Social media channel integrations	✓	✓	✓
Branding on website and signage within venue	Large	Medium	Small
Brand banners at registration check-in points, and in session rooms	3	2	1
Create an interactive experience or demonstration for attendees within the venue	✓	✓	
Speaking Opportunity	✓		
Recognition in promotional materials and e-mail communications	✓		
Appoint speaker to be included in opening address (3 min. max)	✓		
First option to renew in 2025	✓	✓	
<hr/>			
Cost	\$3,500	\$2,000	\$1,000
Opportunities Available	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.



## Photographer

Sponsor photography services for the event and Saturday night party.



## Attendee Badges

Sponsor attendee badges and get your logo on the back.



## Videographer

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!

## Previous Sponsors

# 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.



A Quebecor Media Company



A PR NEWSWIRE COMPANY



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.

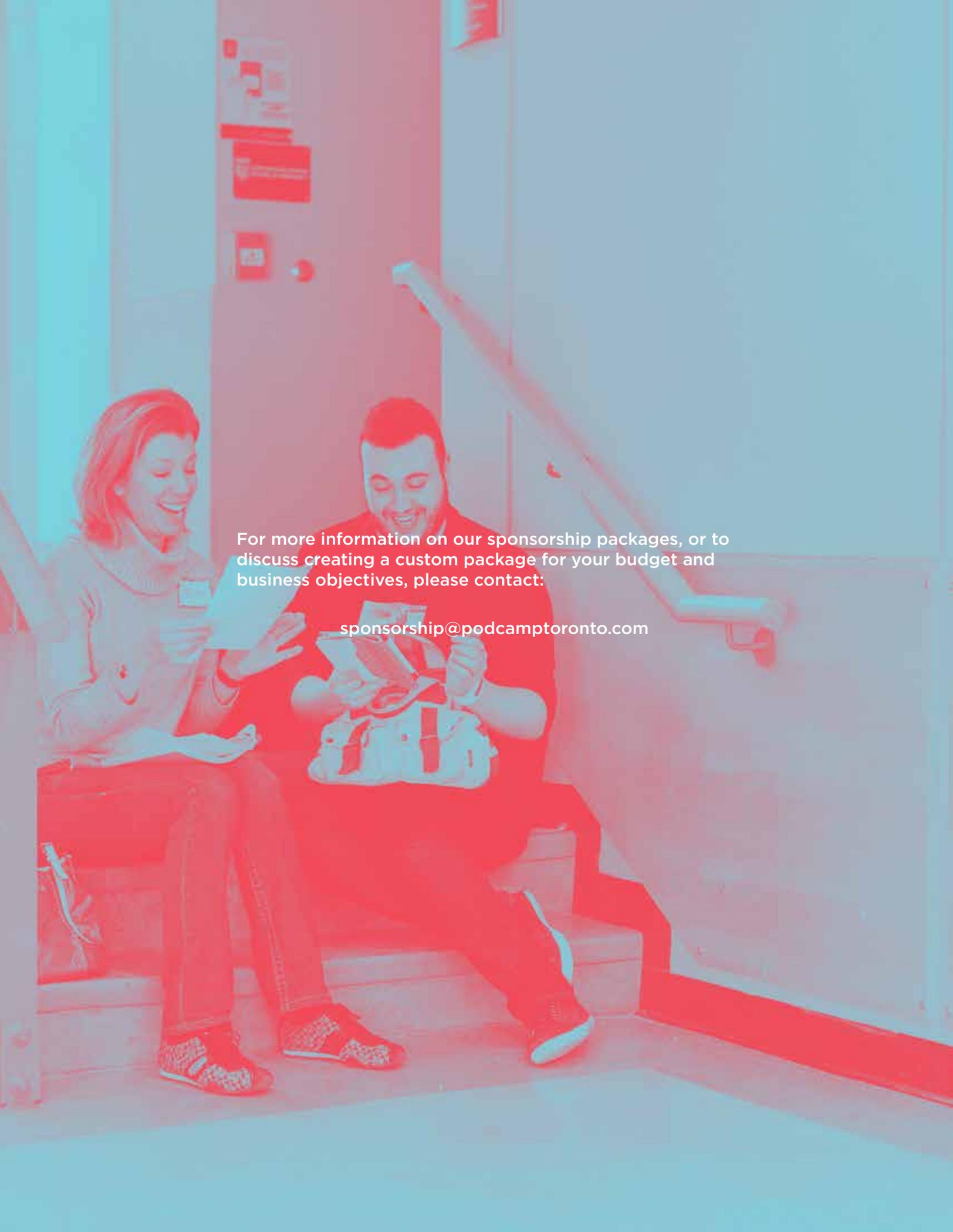


Sponsoring PodCamp was a pretty easy decision for Molson. It's a social occasion based around community and conversation and what's more social than beer? Occasions for conversation and engagement equals a place for Molson to be.



YAMAHA CANADA MUSIC LTD.



A man and a woman are sitting on a set of stairs, smiling and looking at documents. The man is holding a white bag with a red strap. The woman is holding a document and a small cup. The background shows a door with a fire alarm pull station and a fire extinguisher. The scene is lit with a warm, golden light.

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)