

# SPONSORSHIP OPPORTUNITIES

Sponsors of the Global Creative Economy Convergence Summit will have direct access to 1,000 creative professionals, entrepreneurs and economic development professionals. This is a wonderful opportunity to get your brand and organization in front of some of the most cutting-edge professionals who utilize your goods and services. There are a wide array of unique sponsorship opportunities available. They can be customized to meet your organization's specific needs. Each level is available on a first-come, first-serve basis.

## \$25,000

### PLATINUM CONFERENCE SPONSOR

This is by far the premier sponsorship opportunity for the Summit. The organization choosing this package will have full access to the Summit, its attendees and its speakers. Your company will be branded not only to those in attendance,

but also in all communications with potential attendees and through media and public relations efforts. If your company wants maximum exposure to the creative economy then this is the way to go!

#### BENEFITS INCLUDE:

- Logo and mention as Platinum Conference Sponsor on print and electronic Summit invitations
- Logo and mention as Platinum Conference Sponsor on Summit website, on Summit Facebook and Twitter pages and other social media outlets
- Mention as Platinum Conference Sponsor in all press releases, media advisories and any other communication with press and media outlets
- Welcome remarks at Monday Plenary Session
- Logo and mention as Platinum Conference Sponsor on all sponsor signage
- Logo prominently placed on street banners hanging along Market Street
- Five (5) complementary registrations to the Summit
- Ten (10) complementary tickets to the Opening and Closing receptions
- Full-page, four-color ad on inside cover of Summit program
- Inclusion of materials in conference tote bag
- Access to an electronic copy (Excel format) of contact information for all Summit registrants
- Feature story in Innovation Philadelphia's electronic newsletter sent to over 13,000 subscribers
- Opportunity to host private function with VIP speakers and guests
- Support of ten (10) full registrations for promising young entrepreneurs and creative professionals to attend the Summit

## \$15,000

### SUMMIT WELCOME RECEPTION & KEYNOTE PRESENTATION

with **JANE MCGONIGAL**

DIRECTOR OF GAME RESEARCH AND DEVELOPMENT AT INSTITUTE OF THE FUTURE

This will be the "not-to-miss" event of the Summit. Attendees will have the opportunity to network and socialize at a reception sponsored by your company. Attendees will also hear from Jane McGonigal, Director of Game Research and Development at the Institute of the Future, who leads the field of game design for future forecasting and problem solving. One of Fast Company's 100 most creative people for 2009, her projects include collaborative crowd-sourcing platforms, Superstruct and Sigtific, as well as designing marketing

game platforms for Microsoft and Halo 2, McDonalds' and the 2008 Olympics. Jane McGonigal will speak on the topic of "Inventing the Future with Game Design." She will discuss how games optimize human ability and will demonstrate how games can harness the power of collective intelligence to solve real-world problems. In addition, tickets will be available to the general public to attend the keynote presentation and welcome reception. You will get even more for your money with a broader audience in attendance.

#### BENEFITS INCLUDE:

- Introduction of Jane McGonigal, keynote presenter
- Logo and prominent signage throughout the event space
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Two (2) complementary registrations to the Summit
- Fifteen (15) tickets to the Welcome Reception and Keynote Presentation
- One (1) full-page, four-color ad in Summit program
- Inclusion of materials in conference tote bag
- Opportunity to host private function with sponsored keynote
- Support of five (5) full registrations for promising young entrepreneurs and creative professionals to attend the Summit

# GLOBAL CREATIVE ECONOMY CONVERGENCE SUMMIT

PENNSYLVANIA CONVENTION CENTER  
PHILADELPHIA

## SPONSORSHIP OPPORTUNITIES

### \$15,000

#### CLOSING RECEPTION SPONSOR

Bid a fond farewell to the Summit as the sponsor of the closing night reception. Make sure that you are the last company attendees remember by having your logo prominently displayed at the closing reception and by making closing remarks.

##### BENEFITS INCLUDE:

- Closing remarks to the attendees
- Logo and prominent signage throughout the event space
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Two (2) complementary full registrations to the Summit
- Fifteen (15) tickets to the Closing Reception
- One (1) full-page, four-color ad in Summit program
- Inclusion of materials in conference tote bag
- Support of five (5) full registrations for promising young entrepreneurs and creative professionals to attend the Summit

### \$7,500

#### EXCLUSIVE TRACK SPONSOR

There is no better way to reach your targeted audience than through the sponsorship of one of the five tracks of the Summit. Whether you are trying to reach creative professionals, entrepreneurs or economic developers, having a prominent presence as the exclusive sponsor of one of the Summit tracks is the way to go! Tracks include: **Creative Economy 201**, **Creative Entrepreneurship**, **Creative Sustainability**, **Creative 21<sup>st</sup> Century Workforce** and **Creative Technologies**.

##### BENEFITS INCLUDE:

- Logo on walk-in slides in meeting rooms for your sponsored track
- Logo on signage outside of meeting rooms for your sponsored track
- Opportunity to welcome attendees at two panels or workshops of your choice in your sponsored track
- Identified as Exclusive Track sponsor in Summit program
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Two (2) complementary registrations to the Summit
- One (1) half-page four-color ad in Summit program
- Inclusion of materials in conference tote bag

### \$7,500

#### MONDAY PLENARY BREAKFAST SESSION AND KEYNOTE PRESENTATION with ELIZABETH GILBERT

BESTSELLING AUTHOR OF EAT, PRAY, LOVE

This incredible opportunity allows your organization the chance to kick off the Summit at the Plenary Session and Keynote Presentation on the morning of the first day of the Summit. Keynote presenter, Elizabeth Gilbert is most famous for her recent book *Eat, Pray, Love* (Viking, 2006). Gilbert will speak on the topic of nurturing creativity, discussing the impossible things we expect from artists and geniuses and sharing the

radical idea that, instead of the rare person "being" a genius, all of us "have" a genius. Make sure to brand your organization to the 1,000 creative industry businesses and professionals in attendance by taking advantage of the many special benefits included in this sponsorship such as welcoming attendees, introducing the keynote presenter and prominent signage throughout the room.

##### BENEFITS INCLUDE:

- Introduction of the keynote presenter, Elizabeth Gilbert
- Logo and prominent signage throughout the ballroom
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Two (2) complementary registrations to the Summit
- Ten (10) tickets to the Monday Plenary Session and Keynote Presentation
- One (1) full-page, four-color ad in Summit program
- Inclusion of materials in conference tote bag

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PENNSYLVANIA CONVENTION CENTER  
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## SPONSORSHIP OPPORTUNITIES

### \$7,500

#### TECHNOLOGY SPONSOR

Technology plays a key role in the creative economy and in the Summit. As the Technology Sponsor your support will allow us to provide internet connectivity, audio visual and video support, website development, social media and streaming Summit content online. Make sure to brand your organization to the 1,000 tech savvy creative industry professionals, entrepreneurs and business leaders in attendance by taking advantage of the many benefits at this sponsorship level.

##### BENEFITS INCLUDE:

- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Recognition on the Summit website, Facebook and Twitter pages as Technology Sponsor
- Two (2) complementary registrations to the Summit
- One (1) full-page, four-color ad in Summit program
- Inclusion of materials in conference tote bag

### \$7,500

#### TUESDAY PLENARY BREAKFAST SESSION AND KEYNOTE PRESENTATION WITH PETER SHANKMAN

FOUNDER OF HELP A REPORTER OUT (HARO) AND FOUNDER AND CEO OF THE GEEK FACTORY, INC.

This is a great opportunity to address all those in attendance at the Summit at the breakfast plenary session and keynote presentation on Tuesday morning. Your company logo will be highly visible throughout the ballroom and you will have the chance to introduce Peter Shankman, the prestigious keynote presenter, as well as network and mingle with attendees. Peter Shankman is an entrepreneur, author, speaker, worldwide connector, and is

recognized for radically new ways of thinking about Social Media, PR, marketing, advertising, creativity, and customer service. Peter is perhaps best known for founding Help A Reporter Out, (HARO), currently the largest free source repository in the world, sending out over 1,200 queries from worldwide media each week. Peter is also the founder and CEO of The Geek Factory, Inc. ([www.geekfactory.com](http://www.geekfactory.com)).

##### BENEFITS INCLUDE:

- Introduction of the keynote presenter, Peter Shankman
- Logo and prominent signage throughout the ballroom
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Opportunity to host private function with sponsored keynote
- Two (2) complementary registrations to the Summit
- Ten (10) tickets to the Plenary Session and Keynote Presentation
- One (1) full-page, four-color ad in Summit program
- Inclusion of materials in conference tote bag

### \$5,000

#### TOTE BAG SPONSOR

All 1,000 Summit attendees will be provided with a conference tote bag upon checking into registration. This bag will contain all critical pieces of Summit information, including the all-important Summit program and transportation schedule. This tote bag will be branded with your logo and will be carried beyond the Summit itself. In addition, you will have the opportunity to include materials about your organization in the tote bag.

##### BENEFITS INCLUDE:

- Logo prominently displayed on the conference tote bag
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Two (2) complementary registrations to the Summit
- One (1) full-page four-color ad in Summit program
- Inclusion of materials in conference tote bag

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PENNSYLVANIA CONVENTION CENTER  
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## SPONSORSHIP OPPORTUNITIES

### \$5,000

#### MONDAY PLENARY LUNCH SESSION AND KEYNOTE PRESENTATION WITH RANDALL KEMPNER

EXECUTIVE DIRECTOR OF ASPEN NETWORK OF DEVELOPMENT ENTREPRENEURS (ANDE)

All 1,000 Summit attendees will gather on the first day of the Summit to have a networking luncheon and keynote presentation from Randall Kempner, Executive Director of Aspen Network of Development Entrepreneurs (ANDE), a new initiative of the world-renowned Aspen Institute. ANDE seeks to dramatically increase the amount and effectiveness of capital, technical, and business assistance for entrepreneurs in developing countries. ANDE's founding funders and members include The Bill and

Melinda Gates Foundation, the Center for Creative Leadership, Google.org, Omidyar Network, The Rockefeller Foundation, The Skoll Foundation, and McKinsey & Company. Randall will present "The Global Promise of Entrepreneurship," highlighting the ability of entrepreneurs to find opportunities in the face of challenges and exploring ways to leverage the power of entrepreneurship throughout the globe.

##### **BENEFITS INCLUDE:**

- Introduction of the keynote presenter, Randall Kempner
- Logo and prominent signage throughout the ballroom
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Opportunity to host private function with sponsored keynote
- Two (2) complementary registrations to the Summit
- Ten (10) tickets to the Plenary Session and Keynote Presentation
- One (1) full-page, four-color ad in Summit program
- Inclusion of materials in conference tote bag

### \$5,000

#### TEE-SHIRT SPONSOR

Have your company logo travel the City of Philadelphia and beyond on the backs of Summit staff, volunteers and attendees. Everyone associated with the Summit will receive a tee-shirt with the Summit name, date and your company logo! This sponsorship opportunity will continue serving you well past the end of the Summit.

##### **BENEFITS INCLUDE:**

- Logo on the Summit tee-shirt
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Two (2) complementary registrations to the Summit
- One (1) half-page four-color ad in Summit program
- Inclusion of materials in conference tote bag

### \$5,000

#### TRANSPORTATION SPONSOR

Summit attendees will travel throughout the Philadelphia Region going to venues and hot spots for panels, workshops, seminars and receptions. Your company logo will greet them as they board and depart buses and trolleys reserved for the Summit. In addition, you can distribute materials to passengers while they are in route or ride along and address your captive audience while in transit.

##### **BENEFITS INCLUDE:**

- Logo on the Summit transportation signage
- Distribution of materials on all transportation
- Welcome remarks to passengers on three separate journeys
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- Two (2) complementary registrations to the Summit
- One (1) half-page four-color ad in Summit program
- Inclusion of materials in conference tote bag

## SPONSORSHIP OPPORTUNITIES

### \$3,500

#### BADGE HOLDER AND LANYARD SPONSOR

Summit attendees will be required to wear their badge and lanyard throughout the entire conference, making this an amazing chance for everyone to see your organization! With over 1,000 people in attendance you are sure to get the exposure you want with this opportunity.

**BENEFITS INCLUDE:**

- Logo prominently displayed on the badge holder and lanyard
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- One (1) complementary registration to the Summit
- One (1) half-page four-color ad in Summit program
- Inclusion of materials in conference tote bag

### \$3,500

#### BAG TAG SPONSOR

It's so hard to keep track of conference bags when they all look the same, but with the Summit bag tag attendees can write their names and contact information while viewing your company logo. What's even better is that the bag tag can be used again and again to identify luggage, bags or briefcases giving this sponsorship opportunity legs long after the Summit is over.

**BENEFITS INCLUDE:**

- Logo on the Summit bag tag
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- One (1) complementary registration to the Summit
- One (1) quarter-page four-color ad in Summit program
- Inclusion of materials in conference tote bag

### \$2,500

#### HOTEL ROOM DROP SPONSOR

Many of the attendees will be visiting Philadelphia and staying at the host hotel, Loews Philadelphia. This unique sponsorship opportunity will give you direct access to our out-of-town guests by delivering your materials and information directly to the hotel rooms of Summit attendees. This is a sure-fire way of capturing their attention and making your message heard!

**BENEFITS INCLUDE:**

- Materials delivered directly to the rooms of Summit attendees
- Logo on the Summit website
- Logo on all sponsor signage at the Summit
- One (1) complementary registration to the Summit
- One (1) quarter-page four-color ad in Summit program
- Inclusion of materials in conference tote bag



# SPONSORSHIP COMMITMENT FORM

We are pleased to support **Global Creative Economy Convergence Summit 2009** through the following sponsorship category:

## SPONSORSHIP OPPORTUNITY LEVELS

- Platinum Conference Sponsor - \$25,000
- Summit Welcome Reception and Keynote Presentation with Jane McGonigal Sponsor - \$15,000
- Closing Reception Sponsor - \$15,000
- Exclusive Track Sponsor - \$7,500
- Monday Plenary Breakfast Session and Keynote Presentation with Elizabeth Gilbert Sponsor - \$7,500
- Technology Sponsor - \$7,500
- Tuesday Plenary Breakfast Session and Keynote Presentation with Peter Shankman Sponsor - \$7,500
- Tote Bag Sponsor - \$5,000
- Monday Plenary Lunch Session and Keynote Presentation with Randall Kempner Sponsor - \$5,000
- Tee-Shirt Sponsor - \$5,000
- Transportation Sponsor - \$5,000
- Badgeholder and Lanyard Sponsor - \$3,500
- Bag Tag Sponsor - \$3,500
- Hotel Room Drop Sponsor - \$2,500
- Partner – as agreed upon in separate agreement

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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