



S P O N S O R S H I P P R E S E N T A T I O N

INTRODUCTION

From the days of Lawnmower and VIC, to today's Twiistup, Mixergy, Digital LA, MOTM, and many others, the social business culture around the technology industry in Southern California has always been an exciting blend of work and play and community building.

The culture shifted in 2001 after the Internet bubble burst, but has since rebounded in more visible and thriving groups than ever before. Networking is a way of life in the constantly shifting technology industry, as staying in touch, making new deals, hiring and launching new start-ups is a never ending process.

After a solid 10+ years, the industry has a substantial history to look back on. Bringing leaders from the early, wild days of Internet 1.0 together with the younger generation that continue to help propel it, the Digital Family Reunion is both nostalgic and productive for the technology and business communities.

DESCRIPTION

On Thursday, December 11th from 5:00pm to 10:00pm, the Digital Family Reunion (DFR) is bringing the Southern California technology and business communities together for the holidays at the Skirball Cultural Center. In association with some of the region's top trade associations and social networking groups, the DFR is throwing the holiday party of the millennium... so far! The DFR will reignite old relationships, spark new ones, and set the stage to kick off 2009 with a bright new start.

Inviting early adopters and legacy participants of the Internet 1.0 and today's digitally apt Internet 2.0 tube dwellers, the DFR will create the optimum conditions for these generations to synergize with one another and inspire opportunities that will serve our industries, our region, and our society at large. Attendees will include leaders from all the major industry sectors such as media, entertainment, finance, publishing, venture funding, software, commerce, education, and many more.

The DFR is helping to set an engagement platform to advance the conversation between these like-minded, yet diverse communities by asking the question: "If we knew how connected we all are, how would that change everything?"

Join us for this unique business networking event, which includes a leadership panel forecasting 2009, a conversation with the recipient of the DFR "Outstanding Achievement Honor", promotion of an important non-profit initiative, showcase tables from over 20 technology associations and networking groups, entertainment and much more.

SPONSOR BENEFITS

PRESENTED BY: \$10,000 (2 slots)

- Presented by Logo placement w/ link (digital invitation/website/video loop)
- 1-minute Company Presentation on stage at reception
- Outstanding Achievement Honor Presentation or Town Hall meeting
- Post-Event Email Blast to Attendees
- Name Tag Logo Placement
- Priority Showcase Table w/ signage
- Banner placement (3'x5' maximum)
- Guest Passes – 20 passes (plus 2 employees)
- Reserved Panel Seats - 10 passes
- Post Event Email blast on their behalf

PREMIER: \$5,000 (4 slots)

- Premier Logo placement w/ link (digital invitation/website/video loop)
- 1-minute Company Presentation at Town Hall meeting
- Website, panel video podcast (mp3) presenters
- Priority Showcase Table w/ signage
- Banner placement (3'x5' maximum)
- Guest Passes – 10 passes (plus 2 employees)
- Reserved Panel Seats - 5 passes

SPONSORS: \$1,000 (10+ slots)

- Logo placement w/ link (digital invitation/website/video loop)
- Showcase Table w/ signage
- Guest Passes – 4 passes (plus 2 employees)
- Reserved Panel Seats - 2 passes

ADDITIONAL SPONSORSHIP OPPORTUNITIES (additional fees involved)

- Drink Sponsor (Purchase of drink tickets)
- Registration/Social Network Sponsor - Branded Widget
- Art Installation Sponsor
- Video Presentation Sponsor
- Gift Bag Sponsor

MARKETING PLAN

The event will be marketed by 20+ affiliate organizations (regional technology associations and networking groups, see below) who represent various sub-sets of the technology community, our various media partners (including SocialTECH News, KenRadio.com, TechZulu and CauseCast.org), our 30+ person "host" committee and the industry participants themselves who will engage in our social media campaign.

DFR Affiliate Organizations

Academy of Television Arts & Sciences
American Marketing Association
Convergence Technology Council
Digital LA
DMAsc - Direct Marketing Association
Girls In Tech
ITA - Interactive Television Alliance
Keiretsu Forum

LARTA

META

Mixergy

MOTM

Social Media Club

Tech Coast Angels

Think LA

Twistup

WITI - Women In Technology International

CONTACT

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SPONSORSHIP COMMITMENT

Please check one:

PRESENTED BY: \$10,000 PREMIER: \$5,000 SPONSORS: \$1,000

Name _____ Title _____ E-mail _____

Company _____ Billing Address _____

Signature _____

Credit Card # _____ Visa ___ Amex ___ Mastercard ___