

SUMMIT 2009

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FOURTH ANNUAL  
**Convio Summit**  
November 16-18 **2009**

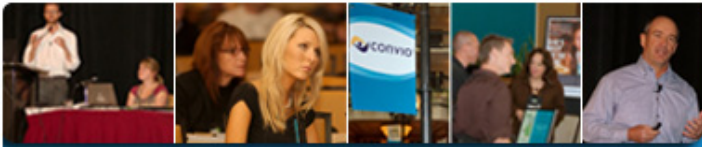
**Sponsorship and Exhibitor Opportunities**

**Convio Summit 2009**

*November 16-18*

*Renaissance Austin Hotel*

[www.convio.com/summit2009](http://www.convio.com/summit2009)



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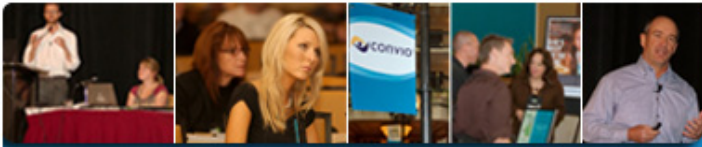
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## Sponsorship Opportunities

### Platinum Sponsor

**\$10,000 (2 available)**

- Five complimentary full-conference registrations (for your use or to be given as scholarships for nonprofits)
- Presenting sponsor of an a la carte offering of your choice (selected on first come, first served basis)
- Company logo on the red carpet during the 10th Anniversary Party & Innovator Award Celebration (opening night event)
- Company logo on signage at the Summit
  - Logo/name on promotional/event materials
  - Overall conference signs
  - Conference program and other handouts
  - Featured on tote bags
- Company mentioned/featured in public relations campaign
- Company logo/name in Convio *Connection* newsletter (65,000 subscribers)
- Company logo with link on Summit website
- Company logo/name and link on Summit post-event presentation page in Convio Community
- ½ page ad in conference program
- Exhibit table at the conference with option to distribute promotional items (prime placement)
- Logo and link as sponsor of Nonprofit TV on Nonprofit TV website (see p. 10)
  - Opportunity to participate in 15-20 minute news segment on Nonprofit TV
  - Partner showcase with a client (10 minute segment) – case study style



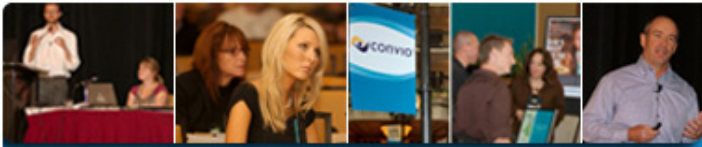
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## Gold Sponsor

**\$7500 (4 available)**

- Four complimentary full-conference registrations (for your use or to be given as scholarships for nonprofits)
- Presenting sponsor of level 2 a la carte offering - (selected on first come, first served basis)
- Company Logo on signage at the Summit (secondary to Platinum Sponsors)
  - Logo/name on promotional materials/event materials
  - Overall conference signs
  - Conference program and other handouts
  - Mention on tote bags
- Company mentioned/featured in public relations campaign
- Company logo/name in *Convio Connection* newsletter (65,000 subscribers)
- Company logo/name with link on Summit website
- 1/4 page ad in conference program
- Exhibit table at the conference with option to distribute promotional items (prime placement)
- Logo and link as sponsor of Nonprofit TV on Nonprofit TV website (see p. 10)
  - Opportunity to participate in 4-7 minute news segment on Nonprofit TV
  - Partner showcase with a client (10 minute segment) – case study style



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## Silver Sponsor

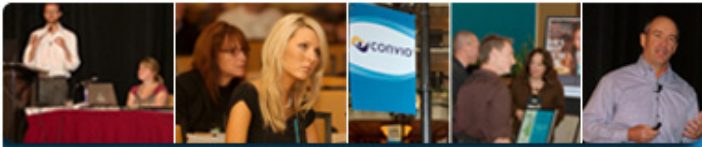
**\$5000 (3 available)**

- Three complimentary full-conference registrations (for your use or to be given as scholarships for nonprofits)
- Presenting sponsor of one level 3 a la carte offering (selected on first come, first served basis)
- Company Logo on signage at the Summit (secondary to Gold Sponsors)
  - Logo/name on promotional materials/event materials
  - Overall conference signs
  - Conference program and other handouts
- Company mentioned/featured in public relations campaign
- Company logo/name in *Convio Connection* newsletter (65,000 subscribers)
- Company logo/name with link on Summit website
- ¼ page ad in conference program
- Exhibit table at the conference with option to distribute promotional items (prime placement)
- Logo and link as sponsor of Nonprofit TV on Nonprofit TV website (see p. 10)
  - Opportunity to participate in 4-7 minute news segment on Nonprofit TV
  - Partner showcase with a client (10 minute segment) – case study style

## Bronze Sponsor

**\$4000 (2 available)**

- Sponsor of 10th Anniversary Party & Innovator Award Celebration (opening night event)
- Logo on signage at event and on the red carpet where “paparazzi” will be photographing attendees and winners
- Two complimentary full-conference registrations
- Opportunity to provide giveaways with your logo for party attendees
- Exhibit table at party with promotional materials (sponsor must provide materials)
- Exhibit table at the conference with option to distribute promotional items (prime placement)
- Logo and link as sponsor of Nonprofit TV on Nonprofit TV website (see p. 10)
  - Opportunity to participate in 4-7 minute news segment on Nonprofit TV
  - Partner showcase with a client (10 minute segment) – case study style



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## A La Carte Sponsorships: Level 1

### Workshop Sponsor, Nov. 16

**\$3000 (5 available)**

- Special recognition in the workshop on Monday, Nov. 16 (3 hours of hands-on, interactive educational sessions)
- Opportunity to co-present the workshop or welcome the attendees and introduce the speakers (best practices and case study content)
- Company logo/name with link on Summit website
- Two complimentary full-conference registrations

### Expert Lab Sponsor

**\$3000 (1 available)**

- Logo on signage in Expert Lab room (open all day on Nov. 18 and 19)
- Your company's website will be the homepage on computer screens
- Company logo/name with link on Summit website
- Two complimentary full-conference registrations

### Tote Bag Sponsor

**\$3000 (1 available)**

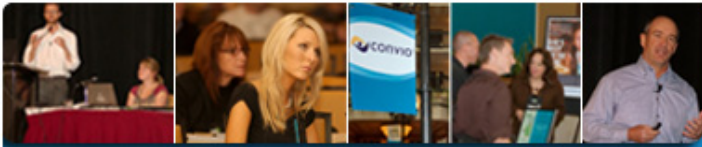
- Company logo featured on tote bag
- Company logo/name with link on Summit website
- Two complimentary full-conference registrations

### Client Lounge Sponsor

**\$3000 (1 available)**

- Logo on signage in customer lounge (open all day on Nov. 18 and 19)
- Your company's website as homepage on computers in lounge
- Company logo/name with link on Summit website
- Opportunity to provide company logo items in the lounge
- Two complimentary full-conference registrations





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## Badge Sponsor

**\$3000 (0 available) *sold out***

- Logo on lanyards for attendee name badges
- Two complimentary full-conference registrations

## Level 2

### Buffet Lunch Sponsor, Nov. 17

**\$2500 (1 available)**

- Logo on signage in lunch area
- Company logo/name with link on Summit website
- One complimentary full-conference registration

### Grab-n-Go Box Lunch Sponsor, Nov. 18

**\$2000 (1 available)**

- Logo on signage in lunch area
- Company logo/name with link on Summit website
- One complimentary full-conference registration

### Bus Sponsor, Nov. 17

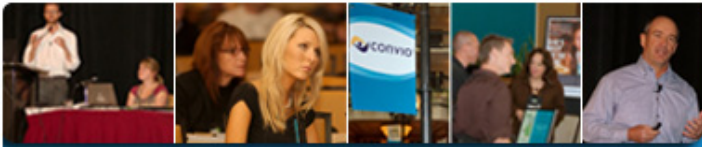
**\$2000 (1 available)**

- Logo on buses that provide evening transportation to downtown Austin
- Company logo/name with link on Summit website
- One complimentary full-conference registration

## Scholarship Sponsor

**\$2000 (unlimited)**

- Special recognition in general session on Nov. 17 for sponsoring a Convio client to attend the conference (costs covers conference registration, flight and hotel for one Summit attendee)
- Company logo/name with link on Summit website
- One complimentary full-conference registration



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## Level 3

### Keynote Session Sponsor

**\$1500 (1 available)**

- Special recognition as sponsor at keynote session featuring Gilbert Tuhabonye
- Company logo/name with link on Summit website
- One complimentary full-conference registration

### Breakfast Sponsor, Nov. 17(sold) or 18

**\$1500 (1 available)**

- Logo on signage in breakfast area
- Company logo/name with link on Summit website
- One complimentary full-conference registration

### Session Sponsor, Nov. 17 or 18

**\$1500 (4 available)**

- Special recognition in the session
- Opportunity to co-present the session or welcome attendees and make introduction (best practices and case study content; sessions are 75 minutes long)
- Company logo/name with link on Summit website
- One complimentary full-conference registration

### Coffee Sponsor, Nov. 17 or 18

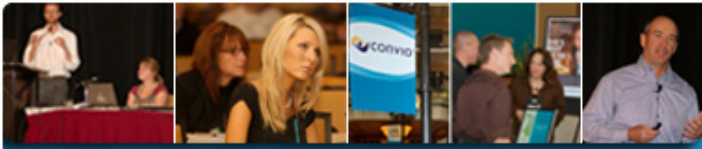
**\$1200 (0 available) *sold out***

- Company logo on signage in break area where coffee is served all day
- Company logo/name with link on Summit website
- One complimentary full-conference registration

### Networking Break Sponsor, Nov. 17(sold) or 18

**\$1000 (1 available)**

- Company logo on signage in break area where drinks and snacks are served
- Company logo/name with link on Summit website



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- One complimentary full-conference registration

## Exhibit Opportunities

### Vendor Exhibitor

**\$1000 (10 available)**

- Vendor table in exhibit hall
- One complimentary full-conference registration

### Nonprofit/Educational Exhibitor

**\$500 (10 available)**

- Vendor table in exhibit hall
- One complimentary full-conference registration

## Additional Opportunities:

Add one of the below to your sponsorship or choose as a standalone.

**\$1000 – Full-page color ad on the back page of the conference program (0 available)**  
**(sold)**

**\$500 – Full-page color ad in the conference program (unlimited available)**





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## Workshop Descriptions

Get up front and personal at this year's Summit by sponsoring an interactive, hands-on workshop designed for Convio clients of all shapes and sizes. These 3-hour workshops kick-off the conference on Monday, November 16 and will provide in-depth coverage of the things nonprofits care most about. The sponsors of these workshops will have the opportunity help shape the curriculum, co-present or provide the introduction to the class. Sponsorship includes signage and branded collateral.

### Convio Overview

This workshop is designed for the new Convio client who wants a high-level overview of Convio products and tools. This may be an executive who wants to learn more about how their staff is using Convio or a manager who supervises Convio administrators. We will discuss how all the Convio products — Online Marketing & Fundraising, Content Management System, and Common Ground™ CRM — work together to create a total solution for nonprofit organizations. This workshop will mainly be a demonstration, not a training session. You are welcome to bring a laptop to follow along with the instructor.

### Best Practices 100: STAR Workshop

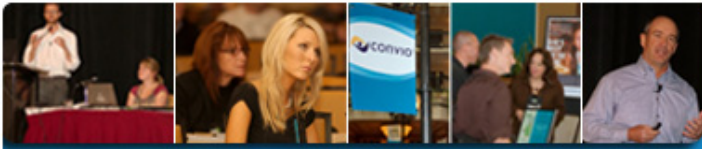
This session will give you the Strategy, Tactics, Analysis, and Review of successful strategies for online fundraising and marketing. This half-day course does not require your computer, but does require some brain power to answer some of the why questions behind the what and how of using your Convio product solution.

### Ready, Set, Go!

Come learn a simple, three-step online planning process that dozens of Convio clients are already using to achieve great results online. This interactive workshop goes step-by-step through the process of identifying priorities, setting goals, and developing a plan to achieve those goals. Every participant will leave this session with an online planning framework and a draft 2010 online plan.

### Email Make-Over

From subject line to content and design, learn how to make your emails look great in every inbox and invite action with every click. We'll show "before" and "after" client examples and walk you through what changed and why. Bring a laptop and/or printed examples of your own messages for the hands-on portion of this session. Every participant will leave inspired and on the path to a new look for 2010!



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## Online Marketing Academy

This workshop is designed to help nonprofit organizations weave the Internet into their organizational strategy by creating a phased plan, building effective online campaigns, and identifying metrics and goals.

## Social Media

Join us for a hands-on session covering the basics of using social media to drive awareness, engagement and support of your mission. We'll have actual nonprofit social media practitioners, and hands-on exercises ready to teach you how to use today's most relevant social media tools.

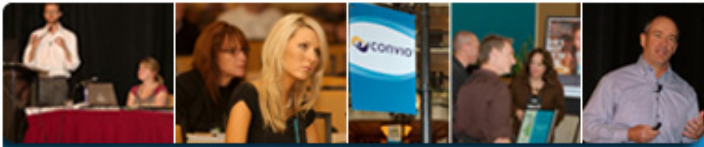
## 10th Anniversary Party & Innovator Award Celebration

We are adding a twist to this year's Summit opening night reception by honoring our Innovator Award winners and celebrating 10 years of helping nonprofits reach their goals. The sponsor(s) of this event will enjoy not only great food and entertainment, but will receive recognition on stage, and get tons of exposure on all signage including our "red carpet" where the nonprofit paparazzi will be photographing the Innovator celebrities and the who's who of the nonprofit industry. Get in on the fun and put your brand in the spotlight!

## Nonprofit TV Overview:

At the 2009 Summit, Convio is launching a video website dedicated to leadership and issues within the nonprofit space. This site will deliver targeted content to the nonprofit practitioner and feature content from established leaders as well as up and comers in the industry. Our goals for the site include:

- Targeting 500 viewers of the "live" program in November 2009
- Up to one year of "on demand" hosting of all content on the Nonprofit TV site
- Syndication of content out to multiple media outlets including social networking sites and online broadcasting sites
- A "no selling" approach that positions our speakers as thought leaders in our space
- Education and true value to our viewers



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## Sponsor/Exhibitor Form

Please check your selection(s) below:

We would like to be a \_\_\_\_\_ sponsor of the Convio Summit for \$\_\_\_\_\_

We would like to add an exhibit table for \$500.

We would like to purchase ad space in the conference program.

We would like exhibit at the Convio Summit for a total of \$1000.

*Exhibit hours will be throughout the day on November 17 and 18.*

### Your Contact Information

Name \_\_\_\_\_

Organization \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website (program listing) \_\_\_\_\_

Signature \_\_\_\_\_

### Payment Information

A check payable to Convio is enclosed.

Please send an invoice, payable 30 days after this application is received by Convio.

Please complete this form and mail or fax to:

**Convio**

Attn: Jennifer Judkins or Olga Garcia

11501 Domain Drive, Ste. 200

Austin, TX 78758

Jennifer - direct: 512-652-2657 | Fax: 512-652-2699; [jjudkins@convio.com](mailto:jjudkins@convio.com)

Olga - direct: 512-652-3750 | Fax: 512-652-2699; [ogarcia@convio.com](mailto:ogarcia@convio.com)