

# Other HippoCamp 2015 Partnership Opportunities

## GOLD

### BEFORE

- Banner and 50-word blurb on Hippocampus website – top-billing
  - Logo on event promotional emails (5x or more)
    - Logo on event promotional print materials
  - Social media mentions 1x week, three months out
    - Media relations opportunities (release, etc.)
  - Blog post at HippocampusMagazine.com - feature-length
- Presentation or panelist slot opportunity – semi-exclusive to this level
  - Three free conference registrations -- \$1047 value
- Full-page ad in conference program with first choice of placement -- \$200 value

### DURING

- Logo on name badge – exclusive to this level
- Logo on conference giveaway (tote, most likely) - exclusive
  - Logo on slideshow during meals, common events
    - Logo on welcome table signage
  - Banner on stage, keynote events – exclusive to this level
- One promotional item and one hand-out in swag bag – exclusive
  - Exhibit table – first-choice of location
- Live mentions during orientation and specific sponsored events
  - Twitter mentions 2x per day
    - Facebook mention

### AFTER

- Logo in thank-you email
- One sponsored marketing email sent to our list of 3k – exclusive
  - Thank you social media posts (2x)
  - Final attendee list within two weeks

**Investment: \$3,000**

## SILVER

### BEFORE

- Banner and 35-word blurb on Hippocampus website
  - Logo on event promotional emails (5x or more)
    - Logo on event promotional print materials
  - Social media mentions 1x week, three months out
    - Media relations opportunities (release, etc.)
- Blog post at HippocampusMagazine.com – feature-length
  - Two free conference registrations -- \$698 value

### DURING

- Half-page ad in conference program -- \$100 value
- Logo on slideshow during meals, common events
  - Logo on welcome table signage
    - One hand-out OR promo item in swag bag
      - Exhibit table
- Live mentions during orientation and specific sponsored events
  - Twitter mentions 1x per day
    - Facebook mention
- Listed as sponsor at one of these: Saturday breakfast, Sunday breakfast, opening reception or attendee reading; includes live-thank you, optional table hand-out during that event – exclusive to this level

### AFTER

- Logo in thank-you email
- Thank you social media posts (1x)
  - Final attendee list

(Presentation slot available to first-signed silver sponsor)

**Investment: \$1750**



Full: \$150  
 Half: \$100  
 Quarter: \$75  
 Classified: \$20

Display ad includes thank you on Hippocampus website.

HippoCamp 2015 also has program advertising available. Space reserved on first-come basis. Artwork provided by advertiser; deadline July 15.

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