

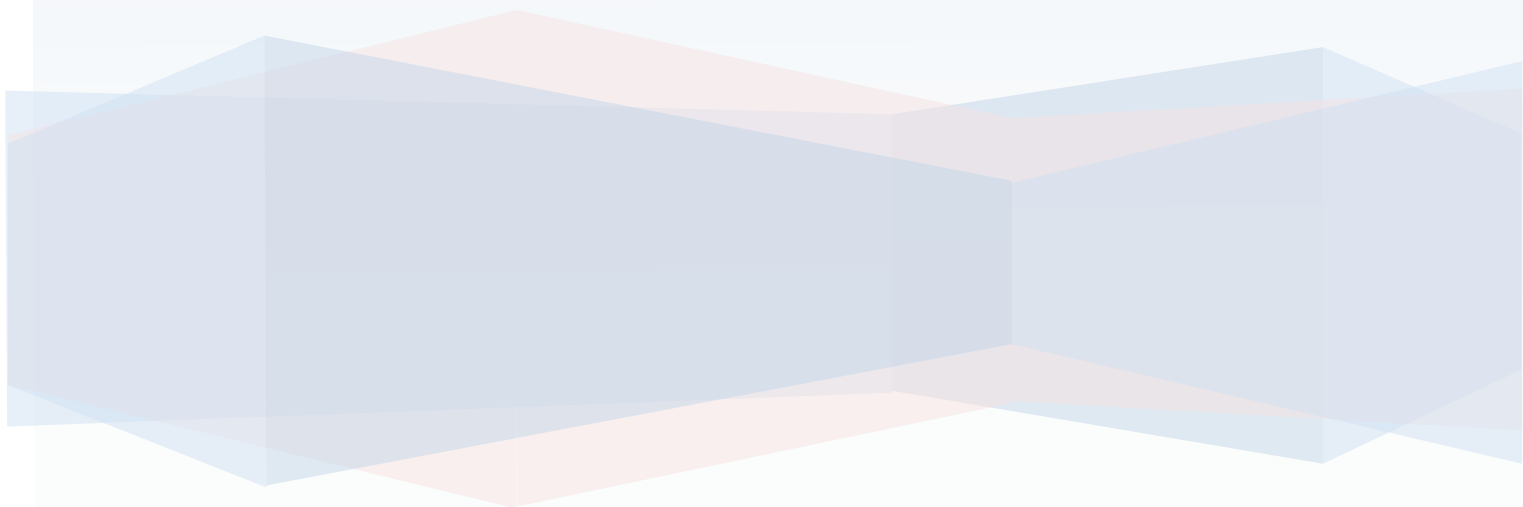
Sponsorship Prospectus

4th Annual SNCR Research Symposium & Awards Gala

2009



Society for
New Communications Research



Overview

Please join us in presenting the 4th Annual Society for New Communications Research Symposium & Awards Gala, November 5-6 at the Harvard Faculty Club at Harvard University in Cambridge, MA.

This very special event will feature the presentation of the Society's Excellence in New Communications Awards, as well as new research from the SNCR Fellows. We are offering a limited number of sponsorship opportunities in conjunction with this event in order to provide our sponsors with a high level of visibility with this impressive group of more 100 thought leaders from the worlds of business, media, and academia.

About the Society for New Communications Research

The Society for New Communications Research is a global nonprofit 501(c)(3) research and education foundation and think tank focused on the advanced study of the latest developments in new media and communications, and their effect on traditional media and business models, communications, culture and society.

SNCR is dedicated to creating a bridge between the academic and theoretical pursuit of these topics and the pragmatic implementation of new media and communications tools and methodologies.

The Society's Fellows include a leading group of futurists, scholars, business leaders, professional communicators, members of the media and technologists from around the globe – all collaborating together on research initiatives, educational offerings, and the establishment of standards and best practices.

For more information, email us at info@sncr.org or call +1 (650) 331-0083 or (877) 304-SNCR.

*"I am impressed by the Society's timely case studies
and deep research findings."*

- Zena Weist, Senior Manager, Interactive Branding, EMBARQ

Sponsorship Opportunities

(SNCR members receive a 10% discount on all sponsorship packages.)

Solidify your thought leadership by aligning your company with the strategically focused, forward-facing content at the Society for New Communications Research Symposium and the best practices shared through the SNCR Excellence in New Communications Awards.

Sponsorship allows you to take a leading role in helping to bring this unparalleled content to the public and educate the attendees of this event.

SNCR Awards Gala Table Sponsor - \$500.

- Table for six (6) at SNCR Awards Gala Dinner (Value: \$570.)
- Logo and link and sponsor acknowledgement on SNCR website
- Listing in Program Guide

Symposium & Awards Gala Silver Sponsor - \$1,000.

- Inclusion of logo and/or company name in all event marketing and public relations efforts
- Logo and 100-word company description and link on SNCR website
- Logo and 100-word company description in Program Guide
- Inclusion in signage and graphics
- Marketing collateral provided in attendee kit
- Inclusion of logo and link in post-conference email blast sent to all attendees
- Two full event registrations, including Symposium and Awards Gala (Value: \$790.)

Symposium & Awards Gala Gold Sponsor - \$1,500.

- 6' draped table to display marketing materials and / or product demo
- Inclusion of logo and/or company name in all event marketing and PR efforts
- Logo and 100-word company description and link on SNCR website
- Logo and 100-word company description in Program Guide
- ½ - page ad in Program Guide
- Inclusion in conference signage and graphics
- Marketing collateral provided in attendee kit
- Inclusion of logo and link in post-conference email blast sent to all attendees
- Three (3) full event registrations, including Symposium and Awards Gala (Value: \$1,185)

**Symposium & Awards Gala Platinum Sponsor Package - \$2,500
(Limit: 3 available)**

- 7-10 minute presentation from symposium stage
 - Take advantage of this perfect opportunity to make an announcement or demo your new product for the SNCR audience
- 6' draped table to display marketing materials and / or product demo
- Logo and/or company name featured in all event marketing and PR efforts
- Logo and 100-word company description and link on SNCR website and event marketing materials
- Logo and 100-word company description in Program Guide
- Full page ad in Program Guide
- Inclusion in signage and graphics
- Marketing collateral provided in attendee kit
- Acknowledgements and mentions from stage
- Inclusion of logo and link in post-conference email blast sent to all attendees
- Four (4) full event registrations, including Symposium and Awards Gala
 - (Value: \$1,500+)

"Actually sitting with people and asking questions, finding out how they are approaching the challenges they face, having tangible access to sharp people who are shaping the direction of social media and being introduced to the latest research being presented on the spot by the people who did the research are just a few of the benefits gotten from SNCR participation. "

- Chris Turner, Lifeway Christian Resources

*The Society for New Communications Research is a 501(c)(3) tax-exempt foundation.
30% of all sponsorships are tax-deductible.*

Customized Sponsorship Opportunities

We've outlined our ideas about how we can meet your marketing objectives at the SNCR Research Symposium & Awards Gala. We'd like to hear your ideas.

Call us at 650-331-0083 to discuss how we work together to design a customized sponsorship package to meet your specific needs.

"The Society for New Communications Research brings together some of the leading thinkers and practitioners of social media to talk about the latest developments and to try to decipher the coming challenges."

- Joseph Thornley, CEO, Thornley Fallis & 76design

Event Sponsorship Contract

Please fax or mail this agreement to:
Society for New Communications Research
2625 Middlefield Road, #662
Palo Alto, CA 94306
Fax: (650) 618-1468

Company Name: (exactly as it should appear in event materials):

Address: _____

City: _____

State/Country: _____

Postal Code: _____

Phone: _____

Fax: _____

Email: _____

URL: _____

Principal Contact Name/Title:

(Contact Information if Different than Above)

Address: _____

City: _____

State/Country: _____

Postal Code: _____

Phone: _____

Fax: _____

Email: _____

Logistics/Sponsor Contact Name/Title: _____

Phone: _____

Fax: _____

Email: _____

Accounts Payable Contact Name/Title: _____

Phone: _____

Fax: _____

Email: _____

Select from the following sponsorship packages:

SNCR Research Symposium Sponsorships

- Awards Table Sponsor – \$750
- Silver Sponsor - \$1,000
- Gold Sponsor - \$1,500
- Platinum Sponsor - \$2,500 _____

Total Amount Due: \$ _____

(30% of all sponsorships are tax deductible.)

Sponsor Authorized Signature _____

Name/Title: _____

Date: _____

SNCR Authorized Signature _____

Name/Title: _____

Date: _____

This application to participate as a sponsor of the Society for New Communications Research Symposium & Awards Gala will become a contract upon submission based on the rates and rules governing the event and general information included on this contract and Sponsorship Prospectus.

A deposit of 50% of net sponsorship cost is due upon receipt of invoice. The remaining balance is due no later than October 1, 2009. In the event that the SNCR is not in receipt of payment as outlined above, we reserve the right to re-assign sponsorship participation. In the event of contract cancellation, SNCR shall determine the cancellation assessment. Cancellation does not relieve the sponsor of the obligation to pay the determined cancellation assessment fee.