



COMMUNITY LEADERSHIP SUMMIT

Sponsorship Details for CLS West: February 2nd, 2013

What is CLS West?

CLS West is a special type of event for community leaders that encourages its attendees to participate in short presentations, interactive panels and “unconference” discussions. From the first successful event at OSCON in July ‘09, the CLS format has proven to be an effective method for discussing and exploring community related issues.

Typical Activities:

- Lead or participate in talks, panels or discussions about different ways to manage communities
- Identify and discuss challenges posed by both online and offline communities
- Bounce ideas off of other community innovators
- Learn about business models and discover opportunities
- Meet potential customers and business partners

Typical number of attendees:

- Between 100 and 200 people per event
- All types & levels: Community Managers, Community Organizers, User Group Leaders, VP Marketing, Technical Evangelists, Product Managers, and others

CLS West Sponsorship Package:

Bronze Sponsorship: \$250

- Small logo listed on event page & on the sponsor’s page for one year
- Small logo listed on the CLS West home page one month following event
- Small logo to be displayed on all materials, projection screen, and other appropriate times. Listed as sponsor on all announcements
- Listed in event blog posts and follow-up email to attendees

Silver Sponsorship: \$500

- Same as Bronze, plus the following:
- Logo listed above Bronze sponsor logos
- Table space in the lobby during the event

Gold Sponsorship: \$1000

- Same as Silver, plus the following:
- Logo listed above Silver sponsor logos
- Make an announcement at beginning of unconference

Platinum Sponsorship: \$2000 (Maximum of One)

- Same as Gold, plus the following:
- Logo listed above all other sponsors
- Recognized as Lead Sponsor at beginning and end of unconference
- Make special announcement at the Community Dinner

For more information:

Dave Nielsen, CLS West Sponsorship Chair, sponsorship@clswest.us, Cell Phone: 415-531-6674
Van Riper, CLS West Lead Organizer, van@clswest.us, Cell Phone: 707-874-8847