

# The Idea Camp

Sponsors Guide

June 15, 2009

The world is full of people with great ideas. Unfortunately for many, they will take these ideas all the way to the grave without ever actualizing them. Whether it's an idea for a song, book, business, ministry, family or even plans to make the world a better place, these dreamers, many with noble intent, will never see their passions realized.

The Idea Camp was birthed out of a simple hope to help people move closer to implementing their God-given ideas by creating a healthy environment in which everyday people are able to share ideas, sharpen each other's thoughts, and collectively move together for Kingdom purposes.

The Idea Camp is unique because it is not centered around a particular topic. In fact, each Idea Camp will have a different focus and feel. The Idea Camp is more about a posture that desires to collaborate/network with others as it relates to the mission of God.

It's not about personal branding nor the need to be heard or recognized. Rather, it's about listening for where God may already be at work within the story of humanity. It's about loving and respecting those that may not see it the way we do and then choosing to partner with others for a much greater Kingdom good, even at the cost of personal sacrifice.

The Idea Camp was not created to compete with other conferences. Quite contrarily, the Idea Camp was intentionally designed with an ethos of adaptability in order that it may function as a support/resource to other conferences already in existence.

I pray that the Idea Camp would serve as a tribe of people who would consider the other first. Life is too short to be that self-contained and our God is too big to be that narrowly focused. We must live for something greater than our own egos. Paradoxically, it's in this kind of selfless living that we become fully alive to the dreams God has birthed in us; dreams that may only be realized through collaboration.

We need each to actualize God-sized dreams.

In friendship,

Charles Lee  
Creator of the Idea Camp



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## The Concept:

The Idea Camp is a free, open source, hybrid conference designed to help people move their ideas from ideation to implementation. It seeks to facilitate an environment for the sharing and refining of ideas amongst those who desire Kingdom collaboration. The Idea Camp is not a topics-based conference. Rather, it was created to offer an empowering, networking platform for idea-makers across several disciplines. Each Idea Camp's focus will be birthed out of the conversations of those in this tribe.

## A Brief History:

The Idea Camp was launched in February 2009 with its first gathering in Irvine, CA. With over 500 participants present along with over 1,600 participants joining online, the Idea Camp offered a unique, interactive conference experience. Over 35 facilitators including Erwin McManus, Dave Gibbons, Eric Bryant, Scott Harrison, Mike Foster, Cynthia Ware, Nicole Dawn Baldwin, David Ruis, Jeff Shinabarger, Mel McGowan and many others came together to work with participants on developing their ideas.

Using the latest technology available, both those physically present as well as those online were able to interact with the facilitators throughout the weekend in real time via text messaging, Twitter, chatting, and a mobile interface.

In addition, to date, there have been over 7,000 views or downloads of videos from the Idea Camp Vimeo account. Since our recent Idea Camp session, a two-hour version of the Idea Camp, in Long Beach on May 14th, our online broadcast has received over 9,000 hits.

There are currently 600 people who have created profile pages on our Ning.com social networking site customized for the Idea Camp. This growing and influential tribe continues to be our primary voices for our endeavors.

The Idea Camp draws a diverse group of people in areas including age, gender, ethnicity, culture, theology, professional expertise, and socio-economic status. In addition, there is a higher percentage of participants that are proficient in technology and online interaction.

The momentum and interest for the Idea Camp continues to grow. Requests for hosting an Idea Camp or Idea Camp Session now regularly come in from all over the country and abroad. People find the format of the talks and workshops to be refreshing, innovative, and practical. The growing demand of the Idea Camp have produced new ideas to better support Kingdom activities around the world.

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The Idea Camp is pleased to provide high quality sponsorship packages. In addition to cash value, each sponsor agrees to be part of the promotional process for the Idea Camp by including the Idea Camp logo on their website leading up to the event, inclusion in published event calendars (if applicable), and mention in electronic and/or print newsletters at least once prior to the actual event day. We love to be partners with our sponsors to maximize your investment and our impact.

**“PARTNER” SPONSORSHIP (4 Available):** \$10,000 sponsorship receives promotional opportunities as follows:

- Prominent placement on both Idea Camp websites ([www.theideacamp.com](http://www.theideacamp.com) and [www.theideacamp.ning.com](http://www.theideacamp.ning.com)) as a “Partner” with logo and link.
- An opportunity to be interviewed on stage during a general session or facilitate a workshop.
- Up to 5 minutes video presentation during the Idea Camp during a plenary session (\*media to provided by sponsor and approved by Idea Camp Executive Director); Video presentation will also be uploaded to the Idea Camp Vimeo account.
- Partner featured on blog entry at the Idea Camp Ning site.
- Partner mention on schedules printed on site.
- Partner mention on press releases, mass emails, twitter updates and social networking messages.
- Partner mention on ticker during online broadcasts for at least 2 general sessions.
- Placement of partner brochure on each seat prior to one of the general sessions.
- Ad placement on the front end of 3 video downloads on the Idea Camp Vimeo account.
- Up to 3 presentation slides (to run before or after general sessions)
- Special Give-away announcement – Announcement from the main stage for any give-away valued at \$1,500 or more for both in person or online participants.
- Opportunity to host announced coffee or meals during the Idea Camp with participants.
- Mention in post-event email acknowledging support of the Idea Camp with links to partner’s site.
- UPGRADE to 2 Idea Camp Events for an additional \$7,000
- Other customizable benefits may be available upon request.

**“INVESTOR” SPONSORSHIP (6 Available):** \$5,000 sponsorship receives promotional opportunities as follows:

- Placement on both Idea Camp websites ([www.theideacamp.com](http://www.theideacamp.com) and [www.theideacamp.ning.com](http://www.theideacamp.ning.com)) as an “Investor” with logo and link.
- An opportunity to facilitate a workshop.
- Investor featured on a blog post about Investors of the Idea Camp on the Ning site.
- Show up to 3 minutes video presentation during the Idea Camp during a plenary session (\*media to provided by sponsor and approved by Idea Camp Executive Director); Video presentation will also be uploaded to the Idea Camp Vimeo account.
- 1 presentation slide to loop with other announcement slides before or after general sessions.
- Special Give-away announcement – Announcement from the main stage for any give-away valued at \$750 or more for both in person or online participants.
- UPGRADE to 2 Idea Camp Events for an additional \$3,000
- Other customizable benefits may be available upon request.

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**“SUPPORTER” SPONSORSHIP:** \$1,500 sponsorship receives promotional opportunities as follows:

- Listed on both Idea Camp websites ([www.theideacamp.com](http://www.theideacamp.com) and [www.theideacamp.ning.com](http://www.theideacamp.ning.com)) with web link and acknowledged as a “Supporter”
- 1 presentation slide to loop with other announcement slides before or after general sessions.
- Twitter mention as a supporter of the Idea Camp with web link.
- Special Give-away announcement – Announcement from the main stage for any give-away valued at \$500 or more
- UPGRADE to 2 Idea Camp Events for an additional \$800
- Other customizable benefits may be available upon request.

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# The Idea Camp

Sponsor Packages

June 1, 2009

## Sponsor Registration Form

Please fill out the following and return it either by e-mail to [sponsors@theideacamp.com](mailto:sponsors@theideacamp.com) or as a scanned pdf or jpeg file, or by mail to:

The Idea Camp / Xealot  
Attn: Abe Lim  
18842 Teller Ave  
Irvine, CA 92612

Name of Organization/Business: \_\_\_\_\_

Levels of Sponsorship:

Partner \$10,000 \_\_\_\_\_ Investor \$5,000 \_\_\_\_\_ Supporter \$1,500 \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Contact Telephone: \_\_\_\_\_

Yes...we enthusiastically want to become a sponsor. By signing this form, we agree to be a sponsor of the Idea Camp (Location: \_\_\_\_\_). We recognize that these sponsorships are critical to keeping this conference FREE to participants. We understand that the conference will be planned based on the sponsorship and funding commitments received and that significant negative impact could occur without our partnership and participation.

Signature of Representative: \_\_\_\_\_ Date: \_\_\_\_\_

### NOTES:

To guarantee your sponsorship for the Idea Camp, this form must be submitted 45 days prior to the scheduled event. This form must be submitted with a \$500 deposit for Partner or Inverstor sponsorships. The deposit will be applied to the price of your sponsorship.

Next sponsorship payment: the balance of half of the sponsorship will be due 30 days prior to the event. Final payment (balance of the full amount) is due 10 days from the event. Please make checks payable to **Xealot** (501c3 Foundation) and mail them to:

The Idea Camp / Xealot  
Attn: Abe Lim  
18842 Teller Ave  
Irvine, CA 92612

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