

Ideation Conference

Love Human. Invest Good.
Sponsors Guide for 2011

The Concept

Ideas are a dime-a-dozen. What really brings positive change to an individual, organization, or business is the actual implementation of these ideas. But in order to get there, ideas need intentional strategy, development of skill-sets, sustainable infrastructure, and a viable network.

The Ideation Conference (www.ideationconference.com) is a unique conference experience that gathers some of the most creative thinkers and innovators from the field of humanitarian care in order to help fellow practitioners develop thoughts and tangible next steps for greater impact in their respective work.

The creative environment of this conference allows for in-depth dialogue, access to thought-leaders, and opportunities for intentional networking.

A Brief History

Our inaugural Ideation Conference took place at the Westin Hotel in Long Beach, CA in April of 2010. We had over 200 participants gathered for our first ever conference. The gathering was filled with creative energy, hope, and inspiration.

The following is a list of the speakers who participated in our inaugural event:

Andy Bales (CEO of Union Rescue Mission)
Idris Al-Oboudi (Director of Parks and Recreation in Manhattan Beach)
Eugene Cho (Founder of One Day's Wages)
DJ Chuang (Leadership Network)
Brian Cooper (CEO of A Glimmer of Hope)
Lee Fox (Founder of KooDooz)
Nathan George (Founder of Trade as One)
Jake Harriman (Founder of Nuru International)
Scott Harrison (Founder of charity: water)
Beth Kanter (Social Media Expert)
Wade Kawasaki (CFO of DUB)
Keith Kall (Executive Director for Corporate Engagement at World Vision)
Ben Keesey (CEO of Invisible Children)
Nisa Islam Mohammad (Executive Director of Wedded Bliss)
Jonathan Olinger (Executive Director of Discover the Journey)
Mark Payan (iMarriage)
Isak Pretorius (President of Joint Aid Management)
Greg Russinger (Founder of JustOne)
Jeff Shinabarger (Founder of Plywood People)
Hannah Song (President of Liberty in North Korea)
Lotay Yang (Founder of Black Card Circle Foundation)

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Ideation Conference March 28-29, 2011

In 2011, the Ideation Conference will be returning to Long Beach, CA. We will be hosting the event at breathtaking Museum of Latin American Art (www.molaa.org). With general sessions & panels both inside in the museum and in the courtyard, white board sessions in galleries, and an unforgettable, customized fashion, music, and art experience, this will be a one of a kind conference experience.

The 2011 event will further develop a significant conversation about intelligent development of partnerships between the business and non-profit world. For years, businesses and NGO's have worked in their own respective fields. We will engage topics that will allow those to worlds to see how we may all work together while being mutually profitable.

Speakers for 2011

We are currently finalizing our list of presenters for our 2011 event. We have already confirmed the following list of speakers:

Ben Keesey (CEO of Invisible Children)

Ben Morrison (Founder of Laugh Aid, Comedian, & Former Co-Host of Punk'd with Ashton Kutcher)

Charles Lee (CEO of !deation & Founder of Ideation Conference)

Chris Heuertz (President of Word Made Flesh)

Craig Watson (Executive Director of Arts Council for Long Beach)

Esther Havens (World-Class Photographer for Organizations like charity: water, Invisible Children)

Jeff Shinabarger (Founder of Plywood People)

Joel John Roberts (CEO of PATH)

JR Kerr (Lead Architect for Aitreni Group)

Lee Fox (Founder of KooDooz)

Mike Foster (Co-Founder of Plain Joe Studios)

Rob Morris (Founder of Love146)

Sam Oh (IT Director for Fresh & Easy)

Sean Carasso (Founder of Falling Whistles)

Lotay Yang (Founder of Black Card Circle Foundation)

Tyler Merrick (Founder of Project7 - Partnering with Caribou & Walmart on Social Good)

Aaron Young (Executive Director of Boys and Girls Club in Santa Monica)

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The Ideation Conference is pleased to provide high quality, customizable sponsorship packages that maximize your investment and impact into the world of humanitarian care.

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

- Prominent placement on the Ideation Conference website (www.ideationconference.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 a plenary session (*media to be provided by sponsor and approved by Ideation Conference Executive Director); Video presentation will also be uploaded to the Ideation Conference Vimeo account.
- Partner featured on blog entry on our website.
- Partner mention on schedules printed on site.
- Partner mention on conference iPhone app.
- Partner mention on press releases, mass emails, twitter updates and social networking messages.
- Placement of partner brochure on each seat prior to one of the general sessions.
- Ad placement on the front end of 3 videos for post-event downloadable purchases of speakers presentations.
- 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.
- Opportunity to host announced coffee or meals during conference with participants.
- Mention in post-event email acknowledging support of the Ideation Conference with links to partner’s site.
- 5 free conference registrations.
- Other customizable benefits may be available upon request to fit the needs of the sponsor.

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

- Placement on Ideation Conference website (www.ideationconference.com) as an “Investor” with logo and link.
- Investor featured on a blog post about Investors of the Ideation Conference on our site.
- Investor mention on schedules printed on site.
- Investor mention on conference iPhone app.
- Investor promoted through our social network as an investor of the conference.
- Show up to 3 minutes video presentation during a plenary session (*media to be provided by sponsor and approved by Ideation Conference Executive Director)
- 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.
- 3 free conference registrations.
- Other customizable benefits may be available upon request to fit the needs of the investor.

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“SUPPORTER” SPONSORSHIP: \$2,000 sponsorship receives promotional opportunities as follows:

- Listed on the Ideation Conference website (www.ideationconference.com) with web link and acknowledged as a “Supporter”
- 1 presentation slide to loop with other announcement slides before or after general sessions.
- Supporter mention on conference program.
- Supporter mention on conference iPhone app.
- Facebook & Twitter mention as a supporter of the Ideation Conference with web link.
- Special Give-away announcement – Announcement from the main stage for any give-away valued at \$500 or more
- Other customizable benefits may be available upon request.

“FRIENDS” SPONSORSHIP: \$1,000 sponsorship receives promotional opportunities as follows:

- Listed on the Ideation Conference website (www.ideationconference.com) with web link and acknowledged under our “FRIENDS”
- Friend mention on conference program.
- Facebook & Twitter mention as a friend of the Ideation Conference with web link to friends page.
- Other customizable benefits may be available upon request.

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Sponsor Registration Form

Please fill out the following and return it either by e-mail to info@ideationconference.com or as a scanned pdf or jpeg file, or by mail to:

Ideation Conference
Attn: Charles Lee
4237 W. 175th Place
Torrance, CA 90504

Name of Organization/Business: _____

Levels of Sponsorship:

Partner \$10,000 _____ Investor \$5,000 _____ Supporter \$2,000 _____ Friend \$1,000 _____

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 Ideation Conference 2011. We recognize that these sponsorships are critical to keeping this conference affordable to participants.

Signature of Representative: _____ Date: _____

NOTES:

To guarantee your sponsorship for the Ideation Conference 2011, this form must be submitted by January 31, 2011. 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 15 days from the event.

Please make checks payable to **Ideation** and mail them to:

Ideation Conference
Attn: Charles Lee
P.O. Box 6278
Torrance, CA 90504
(310) 995-1445

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