

the !deation™ conference

Conference 2011

# Love Human Invest Good

March 28-29

**Sponsorship Guide**



## 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](http://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)



## CONCEPT

---

### 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 breath-taking Museum of Latin American Art ([www.molaa.org](http://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:

Aaron Young | Executive Director of Boys and Girls Club in Santa Monica  
Ben Keesey | CEO of Invisible Children  
Ben Morrison | Founder of Laugh-Aid, Former Co-Host of Punk'd  
Chad Mayer | Executive Director of ShareFest  
Charles Lee | CEO of Ideation Consultancy  
Chris Heuert | International Executive Director of Word Made Flesh  
Craig Watson | Executive Director of Arts Council for Long Beach  
Esther Havens | Humanitarian Photographer  
Jeff Shinabarger | Founder of Plywood People  
Joel John Roberts | CEO of PATH (People Assisting the Homeless)  
JR Kerr | Lead Architect for Aitreni Group  
Keith Kall | Executive Director of National Foundation Corporation Development for World Vision  
Lee Fox | Founder of KooDooZ  
Mark Horvath | Founder of InvisiblePeople.tv  
Mike Foster | Co-Founder of Plain Joe Studios  
Nikole Lim | Founder of Freely in Hope  
Rob Morris | Founder of Love146  
Rod Arnold | COO of charity: water  
Sam Oh | IT Director for Fresh & Easy  
Scott Belsky | CEO of Behance  
Sean Carasso | Founder of Falling Whistles  
Tyler Marrick | Founder of Project7



## SPONSORSHIP

---

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](http://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 Giveaway announcement – Announcement from the main stage for any giveaway 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](http://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 Giveaway announcement – Announcement from the main stage for any giveaway valued at \$750 or more.
- 3 free conference registrations
- Other customizable benefits may be available upon request to fit the needs of the investor.



## SPONSORSHIP

---

### **SUPPORTER SPONSORSHIP \$2,500 sponsorship receives promotional opportunities as follows:**

Listed on the Ideation Conference website ([www.ideationconference.com](http://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 Giveaway announcement – Announcement from the main stage for any giveaway 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](http://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.



---

## SPONSOR REGISTRATION FORM

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

Ideation Conference  
Attn: Charles Lee  
P.O. Box 6278  
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