



What is Ignite?

Fast-paced, fun, thought-provoking, social, local, global—Ignite is all of these and more. It's a high-energy evening of 5-minute talks by people who have an idea—and the guts to get onstage and share it with their hometown crowd. Run by local volunteers who are connected through the global Ignite network, Ignite is a force for raising the collective IQ and building connections in each city. And, via streaming and archived videos of local talks, local Ignites share all that knowledge and passion with the world.

Ignite has two parts:

- (1) the Ignite contest, where people make things (think high-school science fair — where a team builds something out of cheap, easy-to-get materials, such as popsicle stick bridges or paper airplane contests), and
- (2) Ignite talks, where 16 presenters get just 5 minutes and 20 slides that auto-advance every 15 seconds to make their point.

Presentations are a mix of serious vs. fun presentations, and are often about geeky activities...but absolutely NO sales pitches or gimmicks will be tolerated!

How it All Began

Ignite got its start in Seattle in December 2006, as a personal project of O'Reilly's Brady Forrest (Technology Evangelist for O'Reilly Media) and Bre Pettis (of Etsy.com, formerly of MAKE Magazine). They dreamed up an event where people could share their ideas over beer, and sent word out through their network. On December 7, two hundred Seattle geeks looking for "a fun night of geekery and networking" squeezed into a bar on Capitol Hill. They found beer, but so much more. First up, a friendly but intense competition to build the sturdiest popsicle-stick bridge. Then 25 intrepid locals took a turn on the stage for their five-minute Ignite talks. The consensus was that it was a blast. Word got out, and other communities wanted Ignite in their cities. Brady and Bre turned the event over to O'Reilly, and nearly 200 Ignites have been held, about half of them in the past year. O'Reilly launched Global Ignite Week in 2010 to celebrate, amplify, and share the Ignite phenomenon worldwide. IgniteDallas was launched during the first Global Ignite Week.

IgniteDallas Partners with Big (D)esign Conference for IgniteDallas 4

IgniteDallas has partnered with the Big (D)esign Conference for Ignite Dallas 4. The Big (D)esign Conference is three intense days of talks, workshops and smart conversations about digital strategy, web design, usability, mobile, gaming and more. Experts from across the country will gather to present theories, research, experiences, and best practices to students, professionals, and executives looking to stay on the bleeding edge. As Big (D)esign and IgniteDallas appeal to many of the same industries, we thought partnering for this event would provide a great opportunity for both organizations to get in front of each other's like-minded audiences.

Big (D)esign will be held from July 14-16 at the Addison Crowne Plaza Hotel, and IgniteDallas 4 will be a featured event at Big (D)esign on July 15 at the Crowne Plaza. For more information about Big (D)esign, visit www.bigdesignconference.com.



SPONSORSHIP PACKAGES

We realize that companies of all sizes want to contribute to the IgniteDallas program. We created sponsorship levels to allow everyone to contribute based on what your business can afford in order to seize the opportunity to be a part of a innovative event attended by some of the brightest movers and shakers in Dallas. We use 100% of all sponsor dollars toward event expenses. The IgniteDallas team loves our sponsors. Besides our undying appreciation, here's what you get for each sponsorship level.

	Silver	Gold	Platinum	Event	Annual
Sponsorship Amount	\$500	\$750	\$1,000	\$5,000	\$3,000
Acknowledgement and inclusion of logo (and link to Sponsor's website, where possible) in online publicity for event on IgniteDallas website and blog, Facebook, Twitter, LinkedIn, MeetUp & Eventbrite	√	√	√	√	√
Logos on all emails promoting event			√	√	√
Logo displayed in IgniteDallas programs to be distributed to all attendees	√	√	√	√	√
Recognition of sponsorship during IgniteDallas 4 event, including: <ul style="list-style-type: none"> • Logo displayed on PowerPoint slide Prior to presentations and during contest (1 hour) During intermission (30 minutes) • On stage mention 		√	√	√	√
Logo and URL displayed in intro of each IgniteDallas 4 Talk video (Videos are posted on IgniteDallas.org, IgniteShow.com, & IgniteDallas YouTube Channel)			√	√	√
Complimentary tickets to and custom Sponsor badges for IgniteDallas 4	√ (2)	√ (2)	√ (4)	√ (8)	√ (4)
2 complimentary passes to two other events				√	√
Individual Table for Sponsor's promotional materials/items at registration – Sponsor provides materials/items			√	√	√
Door Prize Giveaway (Optional) (Minimum \$20 value)	√	√	√	√	√

Notes on Sponsorships

- We can create a tailored package to meet your needs and budget
- Anticipated event attendance is 900+ with 600+ watching live stream
- No more than Two Platinum Sponsors per event, but multiple Gold and Silver Sponsors
- Sponsorship will not be announced until payment received by IgniteDallas.



IgniteDallas Reach

Websites and Social Media

IgniteDallas.org has received: 21,236 unique visitors in the past 12 months

Ignitedallas.eventbrite.com: Receives an average of 2,100 page views per event

Twitter.com/IgniteDallas: Currently has 1,650 Twitter Followers

Meetup.com/IgniteDallas: Currently has 70+ members

(Note: IgniteDallas MeetUp launched February 21, 2011 – 2 days before IgniteDallas 3 event)

Facebook.com/IgniteDallas: 475+ fans

Youtube.com/IgniteDallas: 48 Videos with over 7,000 views

IgniteShow.com/Dallas: International website has 25,000+ views each month

E-Mail marketing: 670+ emails with a 38% open rate

Day of Event

(depending on Sponsor level, as set forth above)

IgniteDallas Programs: distributed to all event attendees

Promotional Items/Materials Giveaways: Sponsor may provide promotional materials/items to be given to attendees during event

Logo Displayed During Event Slideshow: slides run prior to presentations and during contest (1 hour) and during intermission (30 minutes)

Signage: Sponsors may post approved signage at the event for 800+ attendees

On-Stage Mentions: Sponsor will be thanked on-stage during event

- Additional Sponsor mentions will be given to Sponsors providing Door Prize Giveaway Items

Custom Event Badge: identifying you as a sponsor

IgniteDallas T-Shirts: If a t-shirt sponsor is obtained, sponsor logo will be included on t-shirts to be given away during event



**YES! I WOULD LIKE TO
BE A SPONSOR!**

Please e-mail this form to: info@ignitedallas.org

- Annual Sponsor - \$3,000**
- Event Sponsor - \$5,000**
- Platinum Sponsor - \$1,000**
- Gold Sponsor - \$750**
- Silver Sponsor - \$500**
- Door Prize Donation(s) consisting of _____**

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____ Twitter: _____

Please e-mail your logo file to _____ (preferably an .eps file,
however .jpg, .gif, or .pdf will work)

***ON BEHALF OF THE ENTIRE IGNITEDALLAS
ORGANIZERS,
THANK YOU FOR YOUR SUPPORT!!!***