

RoadCamp MediaKit



Like a band of gypsies we go down the highway
-- Willie Nelson



March 9 :: March 12

RoadCamp

RoadCamp (www.RoadCamp.org) will involve over two dozen online media professionals on a 3 day roadtrip from Montreal to Austin to attend the SXSW Festival.

Along the way, workshops on media and technology will be held, and all findings will be shared online. RoadCamp is **not officially associated** with the SXSW festival.

THE ROUTE

The bus will travel from **Montreal > Boston > NYC > Washington DC > Louisville > Nashville > Memphis > Austin** over a three day period:

- ❖ **Day 1:** Montreal > Boston > NYC > DC
- ❖ **Day 2:** DC > Louisville > Nashville
- ❖ **Day 3:** Nashville > Memphis > Austin

Blog: www.RoadCamp.org

Email: info@RoadCamp.org



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WORKSHOPS & EVENTS

RoadCamp will be a mobile “unconference” where more than two dozen thought leaders discuss the near-future of online media, including print publishing, music, and film. Workshops will be held everyday aboard the bus, with “TweetUp” unconferences scheduled at both nightly stops.

During the voyage, passengers will be divided up into groups to discuss various topics and then present their findings to the rest of the bus. A summary of each group’s findings will be posted to the RoadCamp Blog, and executive summaries of those workshops will be sent to all sponsors.

For more details on each session, please see [workshop page](#) on RoadCamp.org.

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WORKSHOPS SCHEDULE

Day 1 – March 09

- ❖ Boston > NYC: Open Session TBD
- ❖ NYC > DC: The Future of Broadcasting
- ❖ NYV > DC: Casual Encounters of the Web Kind
- ❖ DC Pit Stop TweetUp

Day 2 – March 10

- ❖ DC > Louisville: The Fate of Journalism
- ❖ DC > Louisville: Open Session TBD
- ❖ Louisville > Nashville: Chapter 2.0 - Book Publishing
- ❖ Nashville Pit Stop TweetUp

Day 3 – March 11

- ❖ Nashville > Memphis: Recording the Industry Blues
- ❖ Memphis > Austin: Open Session TBD

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SPONSORSHIP PACKAGES

For companies interested in supporting or being involved in RoadCamp, 4 levels of sponsorship are available:

- ❖ Platinum
- ❖ Silver
- ❖ Gold
- ❖ Bronze

All sponsors receive exposure on RoadCamp.org, as well as an Executive Summary of all RoadCamp Workshops.

Custom packages are also available. Additional branding content opportunities include:

- ❖ Bus Wrapping
- ❖ Sponsored Contests or Giveaways
- ❖ Branding Roadies During SXSW Interactive

Please **[contact us](#)** for more details.

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PLATINUM SPONSOR: \$5,000

This *exclusive* package offers sponsors the opportunity to be the primary brand represented by RoadCamp.

Platinum Sponsorships includes:

- ❖ 300x250 Ad on RoadCamp.org (until June 30th)
- ❖ Official Sponsor Branding on:
 - 3 Workshops Blog Recaps
 - 6 branded en route Video Blogs
 - Coverage of 3 SXSW Interactive sessions
 - 100 branded coverage photos uploads to Flickr
- ❖ 1 Sponsored Workshops: theme/topic of choice
- ❖ An Executive Summary of all Workshops
- ❖ An Exclusive Report on 2 SXSW Interactive Sessions
- ❖ A blog post announcing the sponsorship

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Gold Sponsor: \$3,000

Only 2 Gold Sponsor packages are available. Each Gold Sponsor will enjoy high-profile representation throughout the RoadCamp. Gold Sponsorship includes:

- ❖ 300x100 Ad on RoadCamp.org (until June 30th)
- ❖ Be the permanent Official Sponsor of:
 - 2 Workshop Blog Recaps
 - 3 branded en-route Video Blog Updates
 - Coverage of 1 SXSW Interactive Sessions
 - 50 branded coverage photos uploaded to Flickr
- ❖ An Executive Summary of all Workshops
- ❖ An Exclusive Report on 1 SXSW Interactive Session
- ❖ A blog post announcing the sponsorship

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Silver Sponsor: \$1,000

There will be 6 Silver Sponsorship packages available.

Each Silver Sponsor will receive:

- ❖ 125x125 Ad on RoadCamp.org (until June 30th)
- ❖ Official Sponsor Branding on:
 - 1 branded en route video blog.
 - 20 branded coverage photos uploaded to Flickr
- ❖ An Executive Summary of all Workshops
- ❖ A blog post announcing the sponsorship

Bronze Sponsor: \$500

Each Bronze Sponsor package will include:

- ❖ Chicklet or Sidebar Link (until June 30th)
- ❖ 10 branded coverage photos uploaded to Flickr
- ❖ An Executive Summary of all Workshops

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ROADIES

RoadCamp passengers will include a variety of leaders from the field of online media, including bloggers, podcasters, musicians, developers, and a variety of other media professionals.

CT Moore (aka [@gypsybandito](#)) is an accomplished writer, vlogger, and [speaker](#). His work has also spanned print, radio and television. By day, he manages client strategy for an interactive marketing agency, [NVI](#), helping brands and companies leverage new media to reach their business goals.



Dana Hawco (aka [@wankergirl](#)) is a podcaster and blogger from St. John's, Newfoundland. She had been producing her own audio/video podcast [BLARM!](#) for three years and is also a guest host of the comedy podcast [Put it in Your Ears](#).



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Tamsen McMahon (aka [@tamadear](#)) is the Director of Digital and Strategic Initiatives at the brand strategy firm [Sametz Blackstone Associates](#). In her more than 10 years of experience, she has served as Director of Development Communications at Harvard Medical School, Director of Marketing & Communications at The Boston Conservatory, and Head of Exhibition Planning at the Peabody Essex Museum.



Nicole St. Clair (aka [@MissSomething](#)) previously worked in the field of pharmaceutical marketing. These days Nicole thinks a lot about what she wants to do when she grows up, freelances with a medical education agency, relates a lot to Peter Pan, and documents the moments of “life outside of work” in NYC on [SomethingFound.net](#).



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Margarita Vaisman – (aka [@damiella](#)) works for the digital division of Marvel Entertainment where she is involved with online marketing and social media. She also develops the Marvel Style section of Marvel.com, writing articles about fashion and pop culture. When not catering to super heroes, Margarita blogs about her [melodramatic childhood diary entries](#), creates [postcard-sized collages](#), and does other fun/creative projects to stay out of trouble.



Naomi Lee (aka [@TheNaomiLee](#)) is an emerging portrait photographer who is based out of Montreal. Her images have been published in US, Canadian and European publications, including The National Post, Little Brown Books, Bloomberg.com, NightLife Magazine, m8magazine.com, MontrealMirror.ca, and Hour.ca. By day, she works for a digital marketing agency, but by night, she takes the photos, writes the blogs and eats the food like all good girls should.



And a couple dozen more to come...

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CONNECT WITH US

Blog: <http://www.RoadCamp.org>

Email: info@RoadCamp.org

Twitter: [@RoadCamp](https://twitter.com/RoadCamp)

YouTube: <http://www.youtube.com/RoadCampOrg>

Flickr: <http://www.flickr.com/photos/roadcamp/>

Blip.fm: [@RoadCamp](https://www.blip.fm/@RoadCamp)



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