Spot.us
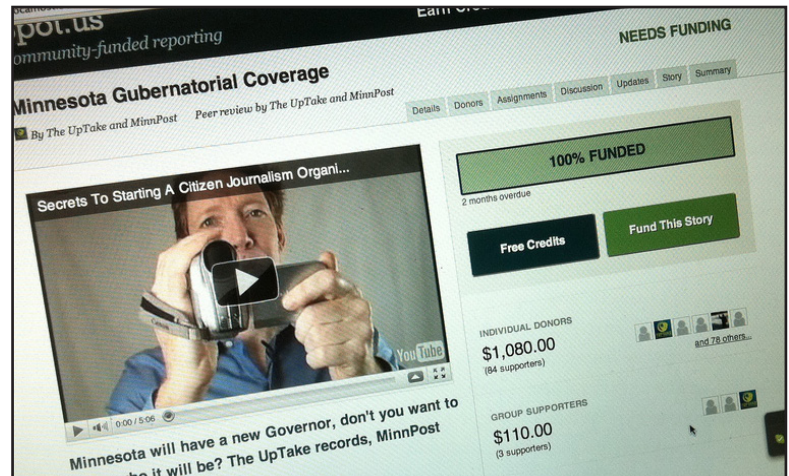
A whole new sponsorship experience.
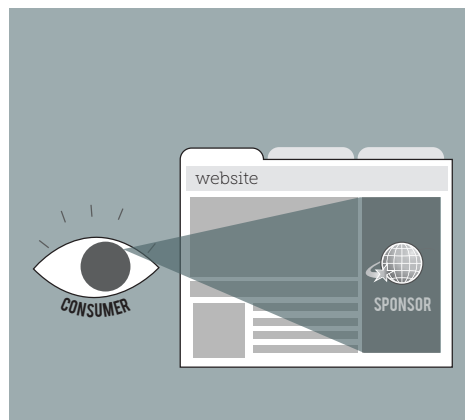
About Spot.us

Spot.us is a pioneering platform for community-funded reporting.

Through Spot.us, the public participates with journalists to report on important and sometimes overlooked topics in their communities.

A New Sponsorship Landscape

Old Model of Sponsorship   Money for eyeballs

A. Minimal time/engagement from audience

B. ROI assumed through later purchase.

C. No data gathered and no follow up is possible.

D. Benefit is getting lots of eyeballs.

New Spot.us Sponsorship Model   Real human engagement

A. Average about 3 minutes of engagement with sponsor's content.

B. ROI is exposure to brand and the data from survey responses

C. Ability to respond and react to user data

D. Treats audience like more than eyeballs, but entire people.

Spot.Us creates a kind of sponsorship that guarantees engagement with your brand, cause or product.

The Process

1	Sponsor pledges money
2	Sponsor and Spot.us create act of engagement
3	Community members participate in act of engagement
4	Community members earn sponsor's dollars by participating
5	Community members choose story to fund with dollars earned
6	Sponsor receives feedback from collective acts of engagement

Instead of the one-way communication model of traditional sponsorship, a Spot.us sponsorship interacts with the community member and brings about a whole new sponsorship experience. We guarantee all sponsors an engaged and extended connection with the Spot.us community in an uncluttered and controlled environment where they will be able to interact and gain insight on a tech-savvy, media-focused audience.

Community Member Profile

The community members participating on the Spot.us site are both media-focused and tech-savvy.

The Spot.Us community is an informed and engaged audience found at the forefront of current events, social media and technology. Community members are interested in stories that dig beneath the surface, uniting them and str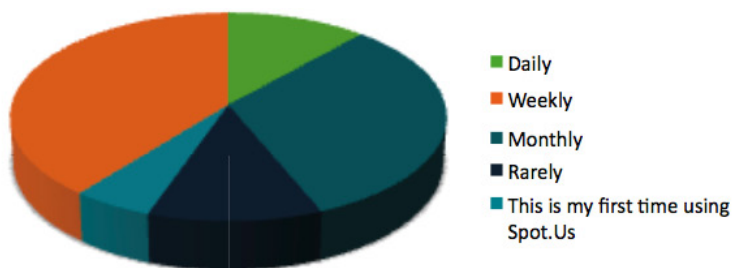engthening their community. Community members value brands they perceive to be authentic or genuine. They appreciate when brands assist then in solving problems. They are educated and active in their communities. We often joke that we have NPR's audience except 10 years younger.
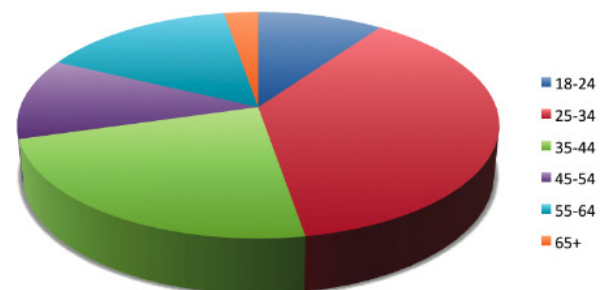
Google Analytics

- The number of visits to the site can get as high as 90,000 unique visitors in a month. A sponsorship guarantees a certain threshold of user engagement.
- Roughly 70 precent of traffic comes from referring sites including local news organizations, magazines, Facebook, Twitter and other journalistic sites with community support.
- The average amount of time spent on Spot.us is just under three full minutes.

  *Google Analytics for Spot.us from June 1, 2010 to January 31, 2011

How often do they engage in a sponsorship?

- Daily
- Weekly
- Monthly
- Rarely
- This is my first time using Spot.Us

How old are they?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Top user cities and income

1	**Bay Area California** Average income $100,000–$149,999
2	**Southern California** Average income $50,000–$74,999
3	**Twin Cities Area** Average income $50,000–$74,999
4	**Pacific Northwest** Average income $50,000–$74,999

What Sponsorship Includes

⭐ Sponsors create a **unique act of engagement** for Spot.us users to interact with in order to assign funded money to stories they hope to see written.

⭐ Sponsors have control over the created act of engagement and **can see audience interaction** throughout the duration of the sponsorship.

⭐ A Spot.us sponsorship will provide you with **valuable feedback on an informed audience** and give you the opportunity to make a lasting impression.
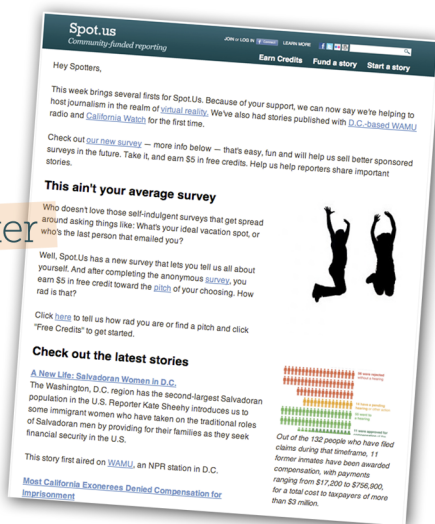
⭐ Logo has the ability to be on sponsorship page indefinitely.

⭐ Sponsor is **featured in Spot.us email newsletters** as well as other social media and marketing tools.

Email Newsletter

Survey

Testimonials

" I think the nice thing about it is that you are paying based upon people actually filling out the survey. You are aware you are reaching that audience as opposed to just passive sponsorship that relies more on impressions than real engagement.

— Mike Bauho, Nine Network

" The flexibility and adaptability of the model was usable for me. Having the ability to get the responses back and be able to analyze that data ourselves was useful.

— Josh Stearns, Free Press

" David's work with our survey was great. He made doing the sponsorship very easy .

— Amy Garmer, Aspen Institute

" We learned a lot. A lot about our members and what they do on the AARP website. We also learn about their behaviors off the website.

— Jim Barnett, AARP

Get Started Now

Fill out the form below or online http://spot.us/pages/sponsors. You can also email David Cohn for inquiries or to discuss pricing: david@Spot.us.

Organization Name	Sponsorship Amount	#of users you wish to engage
	$	

 Spot.us' staff will work tirelessly with you to construct a dynamic survey or other act of engagement that serves your sponsorship needs and engages the requested number of users.

_____

Contact Person's Name and Title

_____ _____ _____ _____

 Address   City   State   ZIP Code

If one of your sponsor benefits includes placement of your logo, relevant logo must be submitted by e-mail at 300 dpi. Please make all checks payable to "Center for Media Change." All sponsorships are tax deductible. Spot.us is a 501(c)3.

_____ _____ _____

Signature   Name   Date