

Creative **MIXTAPE**

SPONSORSHIP OPPORTUNITIES

Radical Event by



b'more creatives

Girl Develop It
don't be shy. develop it.

P | C | B



SPONSORSHIP OPPORTUNITIES OVERVIEW

SPONSORSHIP INQUIRIES

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WHAT'S CREATIVE MIXTAPE?

Before CDs—and long before Napster, iTunes, and Spotify hit the scene—we all rocked out to our favorite cassette tapes. Despite the shift to digital, we'll never forget how it felt to be music curators—channeling our musical superpowers to create the perfect mix of U2, Nirvana, and Bon Jovi—we were the ultimate mixtape masters.

Much like the sweet, sweet feeling of closing your eyes and cranking up the boombox, when creatives mix and mingle bombdiggity things happen. In fact, that's how the Creative Mixtape—the ultimate creative mixer hosted by Charm City's flyest professional associations: AAF Baltimore, AIGA Baltimore, AMA Baltimore, B'More Creatives, Girl Develop It Baltimore, PCB, and Society for History and Graphics (SHAG).

With the goal of unifying creative professionals across a full spectrum of industries—design, marketing, and advertising—the Creative Mixtape will be one of the industry's largest networking events for 2016.

WHAT'S IN IT FOR YOU?

The Creative Mixtape provides a unique opportunity for to support the creative community while promoting your business and connecting personally with hundreds of industry professionals in Baltimore.

All Creative Mixtape sponsors will receive sponsor-level logo placement on **creativemixtape.com** and printed event materials, as well as a company listing on the Eventbrite registration page (**creativemixtape.eventbrite.com**). Sponsors will also be digitally marketed through social media promotion and event emails (before, during, and after the event), reaching a combined audience of 15,000+ local professionals.

Additionally, during the event, sponsors will have the opportunity to personally engage with 300+ creative professionals.

REACH & MARKET INFORMATION

FACTS: ADVERTISING IN MARYLAND

HAS A DIRECT IMPACT
ON MORE THAN
225,000
JOBS STATE WIDE

GENERATES
NEARLY **\$20**
OF ECONOMIC
OUTPUT FOR
EVERY \$1 OF
AD SPENDING



AUDIENCE SNAPSHOT

Our combined audience represents a variety of professionals, positions and industries. The majority of the audience consists of senior level influencers and decision-makers based on LinkedIn network segmentation.

Audience Reach

SOCIAL NETWORKS: 15,000+ Users

EMAIL LIST: 3,000+ Recipients

EVENT: 300+ Attendees

17%
SENIOR

63%
MARKETING &
ADVERTISING

38%
DESIGN/DEV

91%
BALTIMORE

CONTRIBUTES OVER
\$3 BILLION
TO THE STATE
ECONOMY ANNUALLY



\$2500

EVENT SPONSOR

(ONE AVAILABLE)

Our top-tier sponsorship is being offered exclusively to one sponsor and comes with some pretty rock star benefits. You'll be an instant hit!

Benefits of sponsorship include:

- 10 event tickets
- Exclusive platinum sponsor naming rights: Creative Mixtape brought to you by YOUR NAME
- Opportunity to engage—on a personal level—with up to 300 Baltimore-area design, marketing, and advertising professionals to promote your business, make connections, build relationships, and most importantly, be remembered
- *Platinum Record* exhibit table, and opportunity to distribute branded swag and marketing materials to attendees
- 5-minute speaking opportunity during event
- *Platinum Record* featured logo placement and/or name inclusion on all event materials (printed and digital) with links where applicable:
 - Facebook event page
 - Eventbrite page
 - Event website
 - Emails
 - Social media posts
- Unique “Thank You” posts announcing sponsorship on social media with link back to company website
- Opportunity to include a custom “Thank You” message in follow-up emails

CASSETTE TAPE

EVENT SPONSOR \$1000

Benefits of sponsorship include:

- 4 event tickets
- Opportunity to engage—on a personal level—with up to 300 Baltimore-area design, marketing, and advertising professionals to promote your business, make connections, build relationships, and most importantly, be remembered
- **Cassette Tape** exhibit table, and opportunity to distribute branded swag and marketing materials to attendees
- **Cassette Tape** highlighted logo placement and/or name inclusion on event materials (printed and digital) with links where applicable:
 - Facebook event page
 - Eventbrite page
 - Event website
 - Emails
 - Social media posts
- Unique “Thank You” posts announcing sponsorship on social media with link back to company website

8-TRACK

EVENT SPONSOR \$500

Benefits of sponsorship include:

- 2 event tickets for your team and guests
- Opportunity to engage—on a personal level—with up to 300 Baltimore-area design, marketing, and advertising professionals to promote your business, make connections, build relationships, and most importantly, be remembered
- Opportunity to display branded swag and marketing materials at check-in table
- **8-Track** logo placement and/or name inclusion on event materials (printed and digital) with links where applicable:
 - Facebook event page
 - Eventbrite page
 - Event website
 - Emails
 - Social media posts
- **8-Track** group “Thank You” post announcing sponsorship on social media

ABOUT US

AAF BALTIMORE

baltimoreadvertising.com

AAF Baltimore is the premier organization for communications professionals in the B-more area. Our mission is to promote & support the thriving local advertising & marketing community through webinars, legislative monitoring, networking events, awards competitions, recruitment assistance, & more.

AIGA BALTIMORE

baltimore.aiga.org

AIGA is the professions oldest and largest professional membership organization for design. We advance design as a professional craft, strategic advantage, and vital cultural force, and we work to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future.

AMA BALTIMORE

amabaltimore.org

The American Marketing Association's Baltimore Chapter is Maryland's leading provider of networking, educational programming, and resources for marketing professionals. AMA Baltimore provides extensive opportunities for marketers to expand their networks, grow professionally, and learn about current industry trends.

B'MORE CREATIVES

bmorecreatives.com

B'More Creatives is a free group that connects over 1000 creative, professional women in a cohesive way that fosters growth, collaboration, and a productive learning environment. We do this through online exchange, in-person events, and our mentor program.

GIRL DEVELOP IT BALTIMORE

girldevelopit.com/chapters/baltimore

Girl Develop It provides affordable hands-on workshops for adult women interested in learning web and software development in a judgment-free environment. Founded in NYC in 2010, Girl Develop It now has 53 chapters across the country. The Baltimore chapter was launched in 2014 and has over 1000 members.

PCB

productionclubofbaltimore.org

PCB is a Baltimore-based organization whose mission is to inspire and educate creatives and production artists in and around Baltimore and Maryland. Through our events we aim to demonstrate and discuss production techniques to inspire designers and creatives. As the roles of creative and production has evolved, we're expanding our organization to include wider range of production industries including videographers, photographers, developers and animators. PCB: Powering Creative in Baltimore.

SHAG

shag.squarespace.com

The Society for History and Graphics (SHAG) presents a monthly program in Baltimore, Maryland (USA) to further attendees' knowledge of the history of graphic design and allied arts including illustration, architecture, book arts, and photography. Programs are free and open to anyone. Soon after each meeting, information about the next program is published on this web site.