

CHOOSE YOUR OWN SPONSORSHIP ADVENTURE

Oak Island is a place of mystery, adventure, and opportunity. We've incorporated these 3 themes into our sponsor partnerships to help deliver an event of deep growth, connection and meaning to our community.

Each level of sponsorship includes traditional perks like brand recognition in our promotional materials and on-site, and a chance to choose from this list of creative, engaging ideas to co-create memorable experiences and collaborations.

MYSTERY

- Product/service placement or prize in Scavenger Hunt
- Product/service placement in Treasure Chest (SWAG bags)
- Product/service placement in Guessing Games, with mailing list sign-up option
- Post-it Magic facilitated group activity
- Swag Surprises in guest rooms

ADVENTURE

- Co-create an Announcement of our sponsorship partnership
- Sponsor a Wellness Break like a zumba/yoga class, nature walk or pool party
- DIY Photo Booth with customized sponsor hashtag & props
- Interactive Art Installation like this [flower wall](#)
- Service/product Demos/Mini Experiences

OPPORTUNITY

- Sponsored LiveStream of Session
- Introvert Corner
- Oceanside Media Charging Station
- Live Smart Wall that captures real-time social engagement
- Literally choose your own adventure—give us your ideas!

**EAGER TO CHOOSE?
READ ON FOR FEATURES OF OUR SPONSORSHIP LEVELS,
AND THE NUMBER OF ADVENTURES
UPON WHICH WE INVITE YOU TO EMBARK.**



PRESENCE

\$	500	750	1000	2500	5000	5000+
Logo on website, newsletter & promotional materials	x	x	x	x	x	x
Sponsor brand displayed on screen in event rooms	x	x	x	x	x	x
Logo on way-finding signage			x	x	x	x
Signage/product/service displayed in main event room		x	x	x	x	x
Choose your own adventure	1	1	2	2	3	3+

LOVE

\$	500	750	1000	2500	5000	5000+
Tickets to Preserve Retreat	1	1	1	2	4	5+
Sponsor love on social media	3	5	8	10	15	20
Highlight blog post on website				x	x	x
Offers/marketing materials distributed to attendees			x	x	x	x
Brand stories shared on social media & on-site			x	x	x	x

Tickets can be used in 2 ways. First, come join us! Second, you can donate your tickets to our BlogJam Booster program, where we provide tickets for attendees that self-identify as members of underrepresented groups.

LEADERSHIP

\$	500	750	1000	2500	5000	5000+
Brand integration experience (we pair you with influencer)					x	x
Joint announcement highlighting sponsorship					x	x
2-night stay at Oak Island Resort					1	2
Sponsored introduction of keynote speaker						x
Opening remarks of workshop/event					x	x

We are happy to accept in-kind, non-monetary sponsorship opportunities, like an exchange of swag/prize goods or a service showcase like a wellness break. This kind of support is welcome and encouraged, and we'd love to chat. Please reach out to us with your ideas.

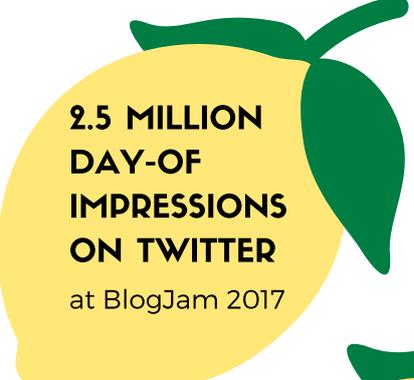
WHO WE ARE

Our community is made up of beginners with whispers of a blogging idea, people who blog part-time as a creative outlet and business bloggers who are making their livings in digital spaces.



**#1 TRENDING
TOPIC IN CANADA
BY 9AM**

Even though we went head-to-head with Daylight Savings Time



**2.5 MILLION
DAY-OF
IMPRESSIONS
ON TWITTER**

at BlogJam 2017



**1500+ COMMUNITY
MEMBERS WITH THEIR
OWN ENGAGED
NETWORKS**

from local to global reach

WHY YOUR SPONSORSHIP MATTERS

Entering its fifth year, BlogJam Atlantic provides an opportunity for the diverse community of bloggers of Atlantic Canada to engage with one another face-to-face and to share experiences and expertise related to blogging through meaningful dialogue and deep work.

Sponsorship enables this event to amplify the voices of local businesses and digital entrepreneurs by ensuring attendees are learning from—and engaging with—the foremost authorities on all topics related to blogging in Canada and beyond. Further, it is a demonstration of recognition of the important creative economy that exists through blogging and content writing.

By providing your product, service, or sponsorship dollars, you are harnessing the power of a focused, concentrated cohort of digital influencers who, in turn, can offer enthusiastic partnerships and valuable connections with their exponential networks of engaged users.

Help us to continue to build a community that is inclusive, supportive, accessible, and dynamic. Bloggers and digital entrepreneurs will see that their valuable contributions are welcomed in Atlantic Canada, both virtually and in the bricks and mortar businesses of our Atlantic provinces.



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