

CRAIGSLIST
FOUNDATION
BOOT * CAMP
empowering communities



8th Annual
Boot Camp
Empowering Communities
June 2, 2011
Sponsorship Proposal

For more information, contact Diana Kimbrell, 415-331-1334.

CRAIGSLIST FOUNDATION BACKGROUND

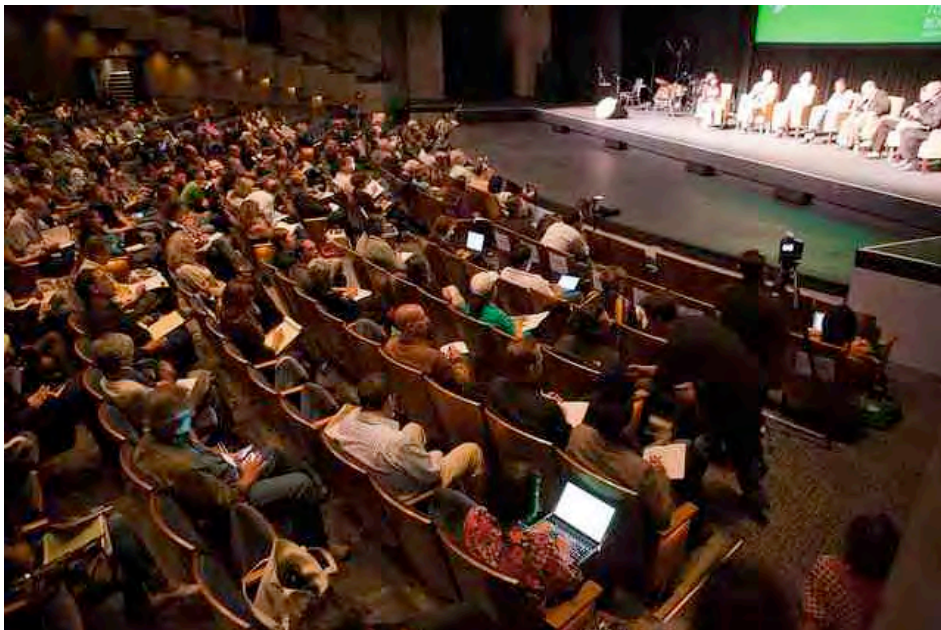
Founded in 2000, Craigslist Foundation's (CLF) original mission was to provide nonprofits with the resources, technology and leadership development needed for effectiveness. To that end, in 2004 we created Boot Camp, a day-long annual event targeted to existing and future leaders of nonprofits. In 2008, we began conducting research with our constituents, and reconsidered the variables that make a nonprofit successful. Our key questions were, "Are nonprofits more effective today than in the past?" and, "Who is responsible for the larger public good?"

We noticed a recurring theme in the answers: No single entity or sector is wholly responsible for the common good. Nonprofits are one part of a complex web of organizations, systems and structures seeking a better and more sustainable world. As our society becomes more specialized and fragmented, the ability to act across different silos for the public good is increasingly difficult.

In response to this, we expanded Boot Camp in 2009 to encompass a broader spectrum of community stakeholders – nonprofits, citizens, community organizers, governments, and businesses – to introduce like-minded people, demonstrate ways they can collaborate, and share tools, tactics and resources for community building. By helping form new pathways for engaging together, the participants are encouraged to take greater responsibility for where they live, work, and play.

In addition to in-person gatherings, in 2009 CLF began exploring how to broadly disseminate stories of community success, including Boot Camp content and resources. With the support of a grant from the John S. and James L. Knight Foundation, we are about to launch an online platform, named LikeMinded, for sharing what works in strengthening communities and neighborhoods across America. We recognize that the ability to rapidly discover, communicate about and provide connection to what's successful is key to marshalling people's time, talent, and treasure in support of their local communities.

Craigslist Foundation is a leader nationwide, helping neighborhoods and communities become more vital, democratic, sustainable cornerstones in our everyday lives. We believe that intentional, collaborative, cross-sector efforts are required at local levels if we are to build vital, democratic, sustainable societies for the future.



CRAIGSLIST FOUNDATION BOOT CAMP – UCSF MISSION BAY CONFERENCE CENTER

Craigslight Foundation (CLF) believes that strong communities and neighborhoods are the cornerstone of our society, and we must be intentional as a collective in strengthening them. Boot Camp is a unique event, which is focused on helping people learn how to create a positive impact in the locales where they live, work, and play. Over 750 Boot Camp attendees will have an opportunity to discover resources, engage with like-minded people, and be inspired by success stories from local and national leaders, grassroots activists and neighborhood volunteers. Online, Boot Camp offers year-round learning and connections through event session podcasts, with more than 160,000 downloads over the last five years.

This is the 8th Annual Boot Camp, and it has become one of the most widely anticipated, well-attended programs on the San Francisco Bay Area community calendar. More than 12,000 Boot Campers have participated since 2004. In 2009, CLF expanded its nonprofit capacity building mission and Boot Camp's focus to bring together, cultivate conversation among, and showcase effective community leaders and programs that span citizens, residents, and all sectors: nonprofit, government, philanthropy, and business.

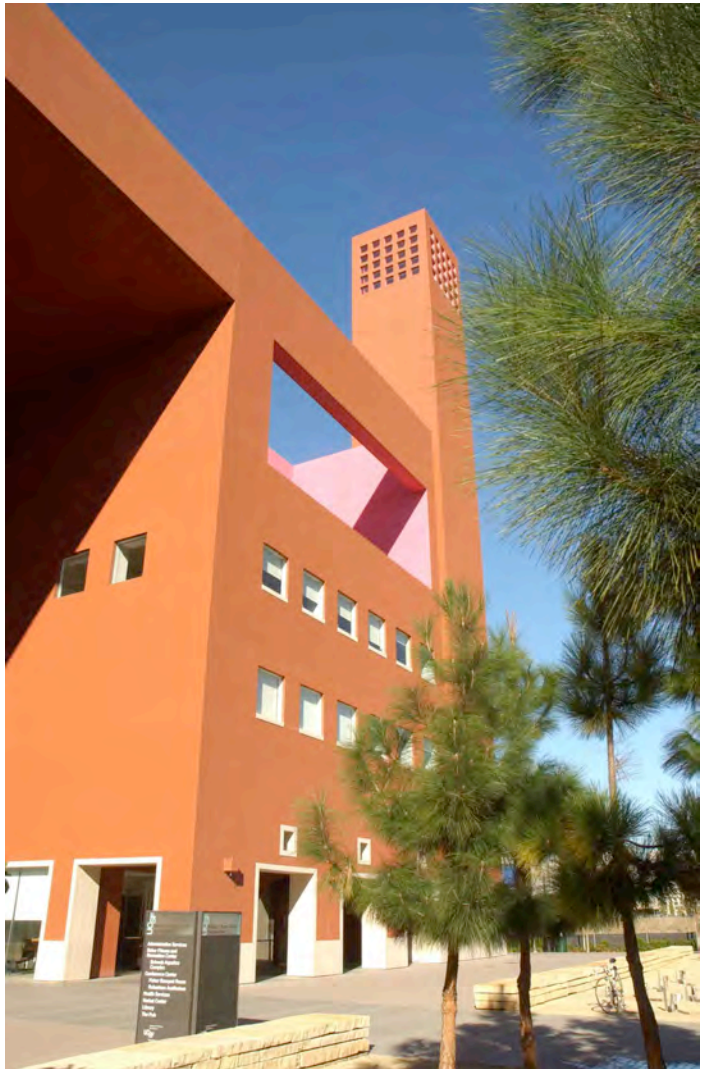
The Boot Camp event will include:

- A morning keynote presentation
- More than 24 breakout presentations, workshops and roundtables
- Afternoon action labs led by presenters in high demand
- Closing cross-sector panel discussion
- Continental breakfast, lunch and snacks
- Lively musical performances
- Exhibit atrium, coaching, chair massage and more

For 2011, Boot Camp has a new venue at the UCSF Mission Bay Campus located at 1675 Owens St., San Francisco. As a public university campus, Mission Bay allows us to retain the familiar collegial and casual feel that exemplifies Boot Camp in an atmosphere conducive to learning.

We are very excited to move our event here as it offers easy transportation options below:

- Muni light rail and bus
- BART
- CalTrain
- Biking routes and public racks
- Walkable routes
- Plenty of parking



DEMOGRAPHICS OF BOOT CAMP 2010

Boot Camp attracts people committed to social change, such as emerging and seasoned community leaders, representatives from business, government, philanthropy and nonprofits, as well as passionate individuals. Below is a sampling from last year's Boot Camp of attendees and occupations:

Total attendees: 859

Sponsor and exhibitor attendees: 35

Presenters: 77

General attendance: 747

70% of our attendees are employed in the nonprofit, philanthropy and social sectors
(nonprofit/social, community or neighborhood building, social enterprise and philanthropy)

Our attendees are...

68% employed by small organizations with a budget of under a \$500,000 annually

12% employed by medium organizations with a budget of \$500,000-\$3 million annually

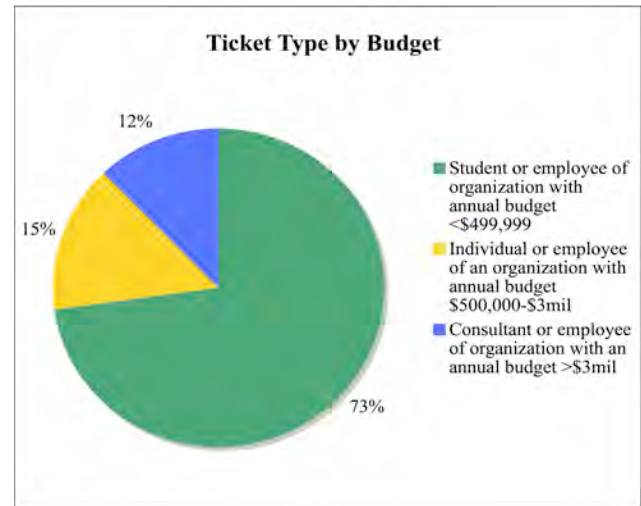
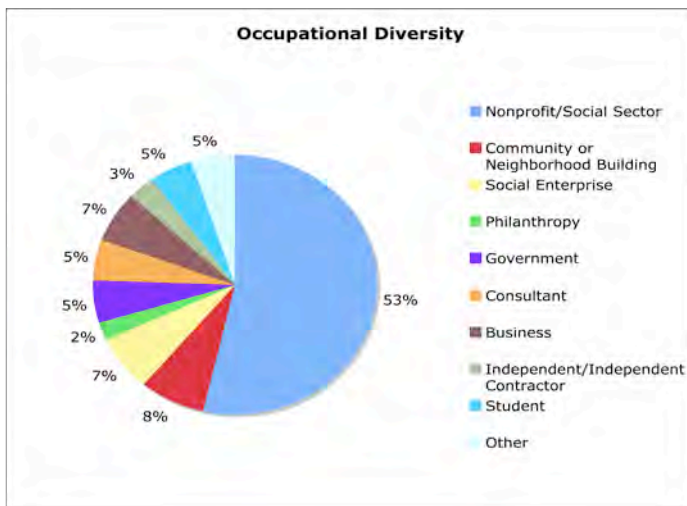
7% employed by large organizations with a budget of more than \$3 million annually

5% are students

5% are consultants

3% are independent or independent contractors

44% of our attendees are leaders with director-level titles or higher, including executive director, CEO, COO, founder, owner, development director, board chair, etc.



2010 data collected from all attendees at the time of registration.



WHAT TO EXPECT AT BOOT CAMP

The focus of Boot Camp is simple — to connect, motivate and inspire greater community impact. Attendees learn how to take action in interactive workshops; meet people who can help them change their community, and get fired up by stories of successful community transformations.

KEYNOTES & EXCEPTIONAL PRESENTERS

This year's keynote speaker is Aimee Allison, founder of OaklandSeen (www.oaklandseen.com) and former KPFA morning show host. Her diverse experiences and multi-cultural background, from soldier to community activist to corporate manager will ensure a full house and spark many conversations. Past keynote presenters included: Arianna Huffington, Chip Conley, Aimee Allison and Ami Dar.

WORKSHOPS

Attendees discover solutions, inspiration, resources, success stories and more in 20+ unique workshops not found in other conferences. Some of the most popular 2010 workshops were: Fostering Collaboration Among Social Entrepreneurs, The Abundant Community, Measuring Social Impact, Local Actions, Neighborhood Effects: Greening Your Community, Public Spaces: How to Save Our Urban Backyards and many more.

EXHIBITS

Sponsors, exhibitors and partners are a great mix of service providers that can support your community empowering efforts. Boot Camp offers over 30 exhibitors that attendees can engage with throughout the day that represent the whole aspect of community: business, government, nonprofit and media.

TIME FOR YOU

Unlike other conferences, Boot Camp provides space for attendees to take a moment and breathe; be alone to make private phone calls, meditate, check emails, etc. For those wanting activity, Boot Camp provides outdoor physical activity to keep the body and mind limber and alert.

NETWORKING

Facilitated networking provides the framework for attendees to connect, collaborate and be inspired by one another. In addition, there are numerous opportunities for casual networking throughout the day.



2011 Boot Camp Sponsor Levels

Community Advocate \$2,500

ADVERTISING PROMOTION

Placement of company logo on:

- Boot Camp website with link to company website
- Post-event email blast
- 1/4 page BW ad in digital program booklet

BOOT CAMP EVENT

- 6 ft. exhibit table with two chairs
- Ability to hang company banner on exhibit table
- Four tickets to Boot Camp
- Logo on signage at locations throughout Boot Camp
- Handout included in event bag
- Logo on slide loop in plenary sessions at start and close of day

Community Connector \$5,000

ADVERTISING PROMOTION

Good placement of company logo on:

- Pre-event email blasts
- Boot Camp website with link to company website
- Post-event email blast
- 1/3 page BW ad in digital program booklet
- One Twitter post
- One Facebook post

BOOT CAMP EVENT

- Naming rights to one session with signage and company logo
- 6 ft. exhibit table in good location with two chairs
- Ability to hang company banner on exhibit table
- Six tickets to Boot Camp (includes exhibit staff)
- Logo on signage at strategic locations
- Premium product in event bag
- Logo on 50 Volunteer t-shirts
- Logo on slide loop in plenary sessions at start and close of day

Community Collaborator \$10,000

ADVERTISING PROMOTION

Good placement of company name and/or logo on:

- Pre-event email blasts
- Boot Camp website with link to company website
- Post-event email blast
- 1/2 page 4-C ad in digital program booklet
- Newspaper and online ads
- Two Twitter posts
- Two Facebook posts
- Logo on Facebook event page

BOOT CAMP EVENT

- Recognition/Thank You from stage at morning keynote
- Naming rights to one session with signage and company logo
- One 10x10 exhibit space with 6 ft. table in good location
- Eight tickets to Boot Camp (includes exhibit staff)
- Logo on event bag
- Logo on signage at strategic locations
- Premium product in event bag
- Prominent logo on 50 Volunteer t-shirts
- Prominent logo on slide loop in plenary sessions at start and close of day

Community Catalyst \$25,000

ADVERTISING PROMOTION

Prominent placement of company name and/or logo on:

- Pre-event email blasts
- Boot Camp website with link to company website
- Post-event email blast
- Post-event thank you blog
- Full page 4-C ad opposite keynote bio in digital program booklet
- Newspaper and online ads
- Name on all press releases
- Pre-event PSA's
- Post-event podcasts on Boot Camp website
- Three Twitter posts
- Three Facebook posts
- Logo on Facebook event page

BOOT CAMP EVENT

- Recognition/Thank You from stage at morning keynote
- Recognition/Thank You from stage at closing panel
- Pink Patio sponsorship of Keynote/Presenter reception including:
 - Signage
 - Recognition
 - Two passes to attend reception
- Naming rights to four sessions in one room
- One 10x10 exhibit space with two 6 ft. tables in premier location
- Event Scholarship for four attendees
- Ten tickets to Boot Camp (includes exhibit staff)
- Logo on signage at strategic locations
- Two vertical floor banners:
 - On stage entire day
 - In room for 4 sessions entire day
- Prominent logo on event bag
- Prominent logo on signage at strategic locations
- Premium product in event bag
- Prominent logo on 50 Volunteer t-shirts
- Prominent logo on slide loop in plenary sessions at start and close of day

CRAIGSLIST
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COMMUNITY CATALYST*

*Only two non-competing Community Catalyst Sponsors allowed

\$25,000

The Community Catalyst Sponsor will receive a customized sponsorship that is tailored to the objectives of Sponsor, including providing employee engagement and morale building opportunities. Customization will be developed in conjunction with Sponsor to maximize the return on investment specific to Sponsor's needs allowing Sponsor to be fully integrated in to the Boot Camp experience/event. This Sponsor Level is designed to extend benefits prior to, during and beyond Boot Camp, and offers category exclusivity to Sponsor.

- ADVERTISING AND PROMOTIONAL BENEFITS

Prominent placement of company name and/or logo on:

- Pre-event email blasts to CLF and Community and Networking Partner lists
 - Craigslist Foundation Boot Camp website with link to company website
 - Post-event email blast to Boot Camp attendees
 - Post-event thank you blog
 - Full page four-color ad opposite keynote bio in digital program booklet
 - Newspaper and online ads promoting Boot Camp
 - Name included in Craigslist Foundation Boot Camp press releases
 - Pre-event PSAs where possible (print, TV and radio)
 - Post-event podcasts on Craigslist Foundation Boot Camp website for 12 months
 - Three Twitter posts
 - Three Facebook posts
 - Logo on Facebook event page
- BOOT CAMP ON-SITE BENEFITS
 - Recognition and thank you from stage at morning keynote session
 - Recognition and thank you from stage at closing panel discussion
 - Pink Patio Sponsorship of Keynoters/Presenters Reception, including
 - Signage at reception
 - Recognition and thank you at reception
 - Two passes to attend reception
 - Naming rights to four different sessions in one room
 - One 10x10 exhibit space with two 6ft tables in premier location
 - Ability to provide event Scholarship (4 attendees) for one organization of company's choice or for company's employees as part of an engagement/morale campaign
 - Ten tickets to Boot Camp (includes exhibit staff)
 - Ability to bring 2 company vertical floor banners to be placed:
 - On stage for entire day
 - In room for 4 sessions entire day
 - Prominent logo on Boot Camp bags distributed to all attendees
 - Prominent logo on signage at strategic locations throughout Boot Camp
 - Premium product included in Boot Camp bag distributed to all attendees
 - Prominent logo on 50 volunteer Boot Camp t-shirts
 - Prominent logo placement on slide loop in plenary sessions at start and close of day

COMMUNITY COLLABORATOR

\$10,000

The Community Collaborator Sponsor will receive a customized sponsorship that is tailored to the objective of Sponsor. CLF staff will work with Sponsor to ensure goals of Sponsor are met and fully maximized at Boot Camp.

- **ADVERTISING AND PROMOTIONAL BENEFITS**

Good placement of company logo on:

- Pre-event email blasts to CLF and Community and Networking Partners
- Craigslist Foundation Boot Camp website with link to company website
- Post-event email blast to Boot Camp attendees
- ½ page four-color ad in digital program booklet
- Newspaper and online ads promoting Boot Camp
- Two Twitter posts
- Two Facebook posts
- Logo on Facebook event page

- **BOOT CAMP ON-SITE BENEFITS**

- Recognition and thank you from stage at morning keynote session
- Naming rights to one session including signage with company logo
- One 10x10 exhibit space with 6ft table in good location
- Eight tickets to Boot Camp (includes exhibit staff)
- Logo on Boot Camp bags distributed to all attendees
- Logo on signage at strategic locations throughout Boot Camp
- Premium product included in Boot Camp bag distributed to all attendees
- Logo in good placement on 50 volunteer Boot Camp t-shirts
- Prominent logo placement on slide loop in plenary sessions at start and close of day

CRAIGSLIST
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COMMUNITY CONNECTOR

\$ 5,000

- ADVERTISING AND PROMOTIONAL BENEFITS

Good placement of company logo on:

- Pre-event email blasts to CLF and Community and Networking Partners
- Craigslist Foundation Boot Camp website with link to company website
- Post-event email blast to Boot Camp attendees
- 1/3rd page BW ad in digital program booklet
- One Twitter post
- One Facebook post

- BOOT CAMP ON-SITE BENEFITS

- Naming rights to one session including signage with company logo
- 6 ft. exhibit table in good location with two chairs
- Ability to hang company banner on exhibit table
- Six tickets to Boot Camp (includes exhibit staff)
- Logo on signage at locations throughout Boot Camp
- Premium product included in Boot Camp bag distributed to all attendees
- Logo on 50 volunteer Boot Camp t-shirts
- Logo on slide loop in plenary sessions at start and close of day

COMMUNITY ADVOCATE

\$2,500

- ADVERTISING AND PROMOTIONAL BENEFITS

Company logo on:

- Craigslist Foundation Boot Camp website with link to company website
- Post-event email blast to Boot Camp attendees
- ¼ page BW ad in digital program booklet

- BOOT CAMP ON-SITE BENEFITS

- Six foot exhibit table with two chairs
- Ability to hang company banner on exhibit table
- Four tickets to Boot Camp (includes exhibit staff)
- Logo on signage at locations throughout Boot Camp
- Handout included in Boot Camp bag distributed to all attendees
- Logo on slide loop in plenary sessions at start and close of day

Q&A's:

1. Where does the money go?

All sponsorship funds and registration fees go directly to Craigslist Foundation, a publicly supported 501(c)3 organization. These funds allow us to continue providing resources and events so that neighborhoods and communities grow stronger together.

2. What is your sponsorship goal?

Our sponsorship goal for 2011 is \$175,000. We charge a modest attendance fee, therefore it is only through corporate subsidies that we're able to make this important event so affordable to community leaders.

3. What is the focus of the Foundation's work?

Craigslist Foundation empowers people and organizations to strengthen and revitalize their neighborhoods and communities. By in-person events such as Boot Camp and other educational events and online with LikeMinded and webinars, Craigslist Foundation brings people together to help them improve where they live, work, and play.

4. Is Craigslist Foundation endowed by craigslist?

No. Craigslist is our Presenting Sponsor for Boot Camp and fully supports our efforts to help make communities stronger, but does not endow Craigslist Foundation.

5. Is Craig involved with Craigslist Foundation?

Craig Newmark and craigslist launched Craigslist Foundation as a way to give back to the community. Craig has been on the board of Craigslist Foundation and now serves as an engaged advisor.

6. What are the deadlines to ensure my logo on all literature?

San Francisco Business Times deadlines for 1/2 page ads (BW) are: March 29th, May 10th, and May 20th. *Diablo Magazine* deadline for 1/2 page (4-C) is March 20th and the A-list email newsletter deadline is April 13th. More deadlines will be listed as they are secured.

7. Can I have product exclusivity with my sponsorship?

Craigslist Foundation cannot offer category exclusivity to our sponsors, except for the two Community Catalyst Sponsors. We will work to ensure that each sponsor is given sufficient separation from competitive sponsors as much as possible.

8. Who are your media partners?

We currently have the *San Francisco Business Times*, SFist.com, *Stanford Social Innovation Review* and *Diablo Magazine* as our media partners. We are also in talks with KPFA and other broadcast outlets.

9. Where can I find out more information on Craigslist Foundation Boot Camp?

You may visit the website at: www.craigslistfoundation.org or contact Paige Buck, Director of Craigslist Foundation Conference & Camps at: paige@craigslistfoundation.org.

10. Who have been some of Craigslist Foundation's sponsors and funders?

We are honored to have had some strong supporters over the years. Listed here are just a few: craigslist, Salesforce.com, John S. and James L. Knight Foundation, eBay, Nonprofit Suite, Bank of America and Google.

11. Who are Craigslist Foundation's collaborators or partners?

To date, we have over 30 partners who have joined us in our mission of empowering neighborhoods and communities, and the list is growing. Here are just some of our collaborators: Philanthropy for Active Citizen Engagement, International City/County Management Association, Americans for the Arts, PBS and Corporation for National and Community Service.