



# COMMUNITY LEADERSHIP SUMMIT

## Sponsorship Details for CLS West: January 14<sup>th</sup> 2012

### What is CLS West?

CLS is a special type of event for community leaders that encourages its attendees to participate in short presentations, interactive panels and “unconference” breakout discussions. From the first successful event at OSCON in July '09, the CLS proved to be an effective method for discussing and exploring community-related issues.

### Typical Activities:

- Lead or participate in talks, interactive panels or group discussions about different ways to manage communities
- Identify and discuss challenges faced by both online and offline communities
- Bounce ideas off of other community innovators
- Learn about business models and discover opportunities
- Meet potential customers and business partners

### Typical Attendees:

Between 100 and 200 people per event  
All types & levels: Community Managers, Community Organizers, User Group Leaders, VP Marketing, Technical Evangelists, Product Evangelists, and others

### Sponsorship Packages

#### Silver Sponsorship: \$500

- Small logo and link listed on event web page and the home page
- Small logo to be displayed on materials, projection screen, and other appropriate times. Listed as sponsor in event announcement
- Listed in event blog posts and follow-up email to attendees

#### Gold Sponsorship: \$1000

- Same as Silver, plus the following:
- 5 minute Lightning Talk to all attendees at the beginning of event
- Logo listed above Silver sponsor logos

#### Platinum Sponsorship: \$2000 (Maximum of One)

- Same as Gold, plus the following:
- Logo listed above all other sponsors
- Recognized as Lead Sponsor at beginning and end of event
- Make special announcement during the Community Dinner

For more information, contact CLS West Sponsorship Chair:

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