

Sponsorship



Photo by Melissa Carlson Creative



**Social Media
Breakfast**
Madison

What is Social Media Breakfast Madison?

Social Media Breakfast Madison is a non-profit, volunteer-run organization that holds monthly events focused on social media. Our events are regularly attended by over 200 people, from a wide spectrum of Madison's most innovative social media users and influencers, including CEOs, Executive Directors, Organization Presidents and marketing/sales professionals. Our goals are to educate, share information on best practices, and provide networking opportunities for our attendees.

Why Sponsor Social Media Breakfast Madison?

Our Audience

Our attendees are leaders in the digital and online industries from the Greater Madison Metro Area. They are the local influencers that act as amplifiers for ideas, concepts and messages. They are active participants on Twitter, Facebook, LinkedIn, Instagram and any other new platform you can think of. If something digitally exciting is happening in the Madison area, our attendees probably know about it. Heck, there's a good chance one or two of them initiated it!



Due to their influence, our attendees can help amplify your brand or message and provide a measurable return on investment.

Our audience brings with them perspectives and experiences from the fields of marketing, public relations, web development, corporate communications, information technology, and so much more. Their broad and varying backgrounds offer a diverse field to draw from and many are thought leaders for their organizations.

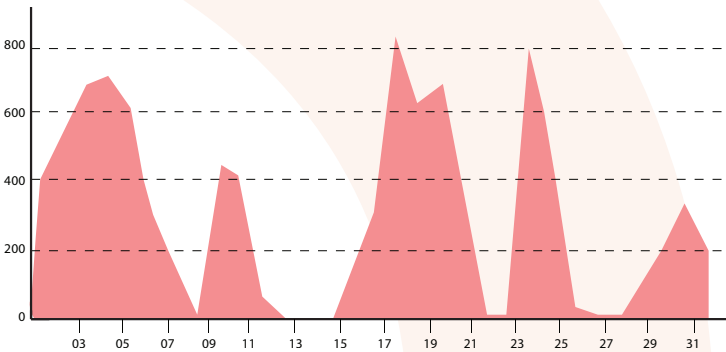


Paulius Musteikis Photography

Our Reach and Influence

Our messages reach thousands within Madison on a monthly basis. Our Facebook page has over 2000 likes, our Twitter account has over 3,600 followers and our Instagram and LinkedIn accounts reach another 1,000 combined.

As a recent sampling, look at the number of unique users reached via our Facebook and Twitter. In January of 2017, we reached just shy of 10,000 users on Facebook.



On Twitter, our reach is even more impressive. We regularly reach over 20,000 people monthly with a message specifically related to social media.

January 2017 Summary

Tweets	Profile visits	New followers	Tweet impressions	Mentions
55	1,825	17	22.7K	78

What Your Dollar Supports

Your sponsorship helps make each Social Media Breakfast possible. We spend this money on:

- Food and beverages for attendees
- Reserving a venue that can accommodate 200+ of Madison's best and brightest
- Audio/visual equipment to make our presentation possible
- Bringing in well-known speakers from outside of the Madison area so that they may share their knowledge with us
- Monthly Podcast where we interview the month's featured speaker
- Scholarships for our community members that provide continued social media education. This can be through attending the nation's top social media conferences or it can be applied to approved college level social media related classes.



This helps ensure our community stays up-to-date with the most cutting edge technologies and practices in the ever-changing landscape of social media.

Overall, if you want to reach Madison's best digital influencers, then you've found your spot. Let's talk: smbmad@gmail.com.

Sponsorship

Our events would not be possible without our sponsors, who help us to educate our community on social media and ensure that Madison continues to earn its place as a leading city in the world of digital entrepreneurship and innovation. We think it's pretty special that so many influencers gather at 7:30 in the morning each month to talk about social media. Help us continue this program and push our message even farther.

PLATINUM

**\$8,000/year (\$665/month)
or \$7,500/year when paid upfront in full**

Single month sponsorship at Platinum Level

\$750 gets you all of the above for the month of sponsorship

Before Event

- 10 Unlimited tickets reserved per event upon request
- Your company or organization's logo and link to website placed on Eventbrite invitation (sent out to 3500 plus subscribers)
- Logo and link placed on Social Media Breakfast Madison website
- 10 second sponsorship mention during our monthly podcast

During Event

- 60 seconds to speak during event introduction each month on topic of your choosing
- Table for promotion
- Logo prominently displayed on signage and introduction slide
- Opportunity to place literature on seats

Post Event

- Logo and link placed in monthly blog
- Logo and link placed in monthly newsletter

Other Benefits

- Access to send one promotional email per quarter from the Social Media Breakfast Madison list of 3500 plus influencers
- A promoted "Boosted Post" on Facebook with your marketing message to our audience
- Consideration to present or be on a panel once annually
- Promote up to 3 events per month through Social Media Breakfast Madison social media channels
- Mentions on Social Media Breakfast Madison social channels before, during, and after each monthly event
- 10 tickets reserved for annual appreciation event

GOLD

**\$4,000/year (\$333/month)
or \$3,800/year when paid upfront in full**

Single month sponsorship at Gold Level
\$380 gets you all of the above for the month of sponsorship

Before Event

8 Unlimited tickets reserved per event upon request per month

Logo and link placed on Eventbrite invitation (3500 plus subscribers)

Logo and link placed on Social Media Breakfast Madison website

During Event

- Logo displayed on signage and introduction slide
- Opportunity to place literature on seats

Post Event

- Logo and link placed in monthly blog
- Logo and link placed in monthly newsletter (3500 plus subscribers)

Other Benefits

- Consideration to present or be on a panel once annually
- 8 tickets reserved for annual appreciation event
- Mentions on Social Media Breakfast Madison social channels before, during, and after each monthly event

SILVER

\$2,000/year (\$166/month)
or \$1,800/year when paid upfront in full
Single month sponsorship at Silver Level
\$180 gets you all of the above for the month of sponsorship

- 6 tickets reserved per event upon request per month
- Logo displayed on signage and introduction slide
- Logo and link placed on Social Media Breakfast Madison website
- Opportunity to place literature on seats
- 6 tickets for annual appreciation event
- Mentions on Social Media Breakfast Madison social channels before, during, and after each monthly event (Facebook, Twitter, LinkedIn, YouTube, Instagram)

Want to sponsor for just a month?
Maybe our “a la carte” option is right for you!

With the a la carte option, you can choose from the following:

- One month of tabling at entrance, \$250
- 60 seconds to address our audience, \$250
- Don't see what you want? Email us at smbmad@gmail.com and we can work something out.

Is your restaurant, catering company or coffee shop interested in providing a sponsorship in the form of food and/or coffee? Contact us for details.



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