



C

content camp

sponsor prospectus

September 17-19, 2019

Map it out. Get it done. Create momentum.

contentcampworkshop.com

Jennifer
BOURN

What Is Content Camp?

Content Camp is the first live workshop-style conference designed exclusively for experienced, successful micro business owners who are ready to take their business to the next level and reach more clients and customers with strategic content.

The working conference will bring together creative entrepreneurs, freelancers, and micro agencies from a variety of industries for three powerful days to not only gather insights on content strategy, blogging, and content marketing but to work on their business.

Every detail of the event — from the beautiful venue and the carefully designed curriculum to the networking and training materials — is crafted to provide attendees a remarkable experience.

Attendees will be:

- Challenged to think about their business and customers in a whole new way
- Exposed to new frameworks for content creation and delivery
- Guided through hands-on exercises that will have a critical impact on their content
- Encouraged to test new ways to achieve their goals
- Inspired to take bold action

And, attendees will be taking action and working on their content at the event.

Content Camp is breaking the typical conference mold, and in the process, creating an exciting opportunity for sponsoring companies.

Instead of listening to a lineup of speakers, taking copious notes, and leaving with too many things to do and feelings of overwhelm, at **Content Camp**, attendees will be gaining clarity so when it comes to their content, they can map it out, get it done, and create momentum. They will leave having already taken meaningful action that will make an immediate difference in their business.

The goal is to also connect attendees with sponsoring companies that can support their content marketing objectives and help drive their businesses goals forward.

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About Content Camp

Content Camp is in the early planning stages. It will be held September 17-19, 2019 in Roseville, California approximately 40 minutes from the Sacramento International Airport.

The event will begin Tuesday, September 17 at 9:00 am and end Thursday, September 19 at 5:30 pm. Throughout the event, there will be training presentations and hands-on workshops to help attendees create a clear content strategy, craft compelling brand stories, and architect their blog strategy so they can attract more business and create more cash.

Content Camp Schedule

At Content Camp, attendees will spend three amazing days surrounded by like-minded, driven business owners, focusing on the most important communication tool of all: content.

✓ DAY 1: MAP IT OUT

Day 1 is all about building a powerful platform for content marketing. Attendees will gain clarity around their offers, market position, brand stories, and marketing messages, uncover how they shape their content strategy, and map out exactly what content they need to attract ideal clients, close more sales, and move business forward. This will ensure attendees know what to say and how to say it when creating content in the future.

✓ DAY 2: GET IT DONE

Day 2 is all about creating content that connects with the attendee's audience. Attendees will finalize a unique content plan that supports their monetization strategy and write engaging brand stories that resonate with their clients. They will also "get it done" by outlining an entire year's worth of blog posts and other content marketing assets they can use to generate leads, attract new business, and create exciting opportunities.

✓ DAY 3: BUILD MOMENTUM

Day 3 is all about maximizing the return on content marketing. Attendees will discover options to promote and distribute their content so they can expand their brand and increase visibility, they'll focus on conversion opportunities, and they'll explore strategies to repurpose the content they create in a variety of formats so they can grow their business and boost their bottom line with less work and less stress.

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Content Camp Workshop Sessions

The entire event is workshop-style, which means every single session will have attendees working on their business and taking action.

A small group of hand-selected experts will be joining event host Jennifer Bourn to deliver some amazing workshops, including:

✓ **KEYWORD RESEARCH**

Attendees will learn the ins-and-outs of effective keyword research and gain access to the Pathfinder SEO software FREE, so they can follow along with an SEO expert, do keyword research for their business on the spot, and ask questions. Attendees will have a batch of focus keywords created by the end of the session.

✓ **BRAND STORYTELLING**

Attendees will learn five step-by-step formulas to craft a variety of brand stories to turn strangers into leads and leads into customers. They will also use the formulas to write their own brand stories, client stories, and client attraction stories during the session.

✓ **BLOG CONTENT PLANNING**

Attendees will learn conversion strategies for their blog and get blog ideas that will help turn visitors into fans, subscribers, leads, and customers. They will map out opportunities to increase the ROI of their blog and generate sales during the session.

✓ **AUDIO/VIDEO REPURPOSING**

Attendees will record a short audio or video clip and learn how to repurpose audio and video clips for social media newsfeeds, stories, and ads using FREE tools. They will repurpose their audio/video clip and create assets ready to post by the end of the session.

✓ **FACEBOOK ADS**

Attendees will learn a proven framework for writing Facebook ads that convert and see examples from real businesses. They will also write a real Facebook ad for their own business and be able to get feedback from a pro during the session.

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Content Camp Is Happening In Roseville, California

Nestled in the foothills of Placer County, Roseville is halfway between San Francisco and Lake Tahoe, 40 minutes from the farm-to-fork capital of America, and just a short drive from the world-famous wine regions of Napa Valley and Amador County.

✓ **VENUE: THE FALLS EVENT CENTER**

240 Conference Center Drive, Roseville, CA 95678

Located next to The Fountains and Galleria at Roseville, The Falls Event Center is a new, stunning, modern event venue with ample natural light, a private outdoor patio, and lots of free parking.

✓ **HOTEL: HYATT PLACE ROSEVILLE**

220 Conference Center Drive, Roseville, CA 95678

If you're traveling from out of town, the Hyatt Place Roseville is where you'll want to stay. Located mere steps from the venue, the hotel is close to restaurants, shopping, fun activities, and much more.

Content Camp Tickets

Content Camp Tickets will be priced at:

→ **EARLY BIRD:** \$250

→ **FULL PRICE:** \$350

Content Camp Is Produced By Jennifer Bourn

With 20 years experience as a designer, 13 years as a micro agency owner, and 10 years as a blogger, Jennifer has worked with hundreds of micro service-based businesses to build brands, establish profitable online platforms, and claim authority positioning in their niche. She is also a sought-after speaker and writer who has attracted worldwide attention for her courses and workshops.

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About Content Camp Attendees

Content Camp is tailored to micro businesses with 1-10 employees that are often virtual or distributed with no official office.

- ✓ The owners are 25-50 years old and are experts in their niche who provide high-value services.
- ✓ They are making between \$100K and \$1 Million in revenue each year.
- ✓ They have been in business between 1 and 10 years.
- ✓ They have left a full-time job to start their own business or are actively scaling a side-hustle in preparation of leaving a full-time job to start their own business.
- ✓ They actively invest in branding, marketing, social media, training, and their website and are looking to elevate their online platform, improve their search rankings, and make more money through content.
- ✓ They work from home and are looking for strategies, systems and tools that make them more productive and profitable without having to add more people.

The entrepreneurs, freelancers, and micro agencies targeted with **Content Camp** promotions are:

- Web designers
- Web developers
- Graphic designers
- Brand strategists
- Photographers
- Virtual Assistants
- Graphic designers
- Bloggers
- Copywriters
- Authors
- Course creators
- Coaches
- Consultants
- Speakers
- Automation experts
- Public relations experts
- Marketing professionals
- Social media strategists
- Health and fitness experts
- Lifestyle experts
- Email Marketing experts

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Content Camp Sponsorship Package

Gold Sponsorship

Investment: \$1,500 | 5-2 Available

Gold Sponsors receive the highest level of visibility and prominence before, during, and after the event, as well as:

- ✓ Your logo displayed prominently on event materials
- ✓ A 15-minute session where you can introduce your company to attendees
- ✓ A list of attendees with contact information for event follow up
- ✓ A booth to greet attendees and showcase promotional materials/swag
- ✓ A full-page black-and-white print ad in the event handbook
- ✓ Two tickets to the event

Silver Sponsorship

Investment: \$500 | 4-3 Available

Silver Sponsors receive visibility and prominence during the event, as well as:

- ✓ A shared space to greet attendees and showcase promotional materials/swag
- ✓ A full-page black-and-white print ad in the event handbook
- ✓ One ticket to the event

Custom Sponsorships

Don't see a package that works for you? Custom sponsorship package options are available.

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Sponsorship Terms And Conditions

The following sponsorship terms and conditions apply to all sponsors of **Content Camp** dated September 17-19, 2019, to be organized by Bourn Creative, LLC and held at The Falls Event Center in Roseville, California. A sponsorship agreement does not constitute a joint venture or principal-agent relationship between the the sponsor and the organizer.

The number of sponsorship opportunities is limited. As a result, payment of sponsorship is due up front to secure your spot at the event.

Sponsors May Provide:

- ✓ The sponsor's name and logo
- ✓ Slogans that are an established part of the sponsor's image
- ✓ The sponsor's brands and trade names
- ✓ Sponsor contact information (such as telephone numbers, email addresses, and URLs)
- ✓ Factual (value-neutral) displays of actual products
- ✓ Displays or handout materials (such as brochures) with factual, non-comparative descriptions or listings of products or services
- ✓ Branded swag and promotional items
- ✓ Price information, or other indications of savings or value, if factual and provable
- ✓ Inducements to purchase or use the Sponsor's products or services, for example by providing coupons or discount purchase codes (subject to approval)
- ✓ Calls to action, such as "visit this site for details", "call now for a special offer", "join our league of savings", etc.
- ✓ The Content Camp organizer has the right to request and review sponsor materials in advance of the event, to require changes to any materials in advance, or to reject materials that are not in alignment with the spirit of the event.

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Sponsors May Not Provide:

- Claims that Jennifer Bourn, Bourn Creative, or Content Camp endorse or favor the sponsor or its products or services.
- On-site advertising outside of the booth/table space included in the sponsorship package of choice.
- Events that conflict or compete with Content Camp activities, workshops, associated events, and parties.

Sponsor Expectations:

Sponsors are able to use the name of the event and logos/marks provided by the organizer in connection with promotion of its sponsorship. Likewise, the organizer is authorized to use the sponsor's logo in event promotions and materials as dictated by the sponsorship level of choice.

Sponsors must have the booth/table ready to greet attendees by 9:00 am on September 17, 2019. This means the booth will be completely setup, swag unpacked, and boxes removed from the ballroom by that time.

All sponsors are expected to follow the code of conduct that states there shall be:

- ✓ No discrimination on the basis of economic or social status, race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, marital status, age, or disability.
- ✓ No incitement to violence, harassment, or promotion of hate and no being a jerk.
- ✓ No spamming of attendees.
- ✓ No booth activity during the event workshops and sessions.

Please keep in mind that a breach of these requirements is a serious matter, and could result in a breach of this sponsorship agreement and termination of your sponsorship without a refund.

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Interested In Sponsoring **Content Camp?**

That's awesome!

To secure your spot or ask questions, please contact:

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