



What is **ProductCamp**?

ProductCamp is a collaborative user organized, *un*-conference, focused on Product Marketing Product Management and Innovation topics. At **ProductCamp** there are no "attendees", since everyone participates in some manner: presenting, leading a roundtable discussion, helping with logistics, securing sponsorship, or volunteering. Your value is directly proportional to what you "pay" into it. The more active you are the more you get in return.

What is great about **ProductCamp**?

ProductCamp is a unique opportunity to learn from, teach to, and network with professionals involved in the Product Management, Marketing, and Development process from across the entire Colorado Front Range area! This experience is conducive to excellent one-on-one dialogue that is informative for both attendees and company sponsors. You cannot replace face-to-face interaction.

- The best place to find your next great Product Manager or Marketing talent!
- Company exposure to some of the most tech-savvy, connected people in Colorado
- Chance to share your ideas and takeaways with the smartest Product Managers and Marketers
- Ensure that your Product Management and Marketing teams keep up their professional development training!
- And it's FREE for people to participate!

Is **ProductCamp** new or has there been a precedent established? If so, what type of turn out has there been?

ProductCamp is not new. **ProductCamps** have been self organized in many major US metropolitan areas for several years.

- [ProductCamp Austin](#) held their fifth event in January, 2011 with 600+ registrants that were supported by 26 sponsors.
- [RMPcamp](#) held its first event in November, 2010. 120 people attended the event from a list of 180 registrants. At that time it was a new record for first Pcamp attendance. There were 8 sponsors.
- [ProductCamp Silicon Valley](#) just held their 2011 event in April with 600+ attendees.
- [ProductCamp Atlanta](#) reached maximum capacity for their event on August 21st.

- Other **ProductCamps** have also been held at: Toronto, Seattle, Southern California, Boston, Minneapolis, Berlin, and London

Tell me more about **Rocky Mountain ProductCamp** -

This is our third event in Colorado. The time, energy, and momentum are now right to build on the success of our first RMPcamp and first New Product Smack Down. Our event, **RMPcamp** for short, will be from 8:00 AM to 4:00 PM on Saturday, October 29, 2011. It will be held at the Auraria Campus (home to the Community College of Denver, CU Denver, and Metro State University), centrally located in downtown Denver with easy access from I-25 and unlimited parking. It will be convenient to those living in the Front Range (Boulder, Castle Rock, Colorado Springs, Fort Collins, and Pueblo, as well as the hometown convenience for those in Denver) but we expect to attract attendees from outside Colorado. We are targeting for a registration rate of 400 Product and Marketing Professionals with at least 300 in attendance at the event.

Sponsorship Opportunities

We want this event to be a success that lives up to the precedent set in other major cities. **There is no entry fee for participants to attend this event** so we rely on the support of sponsors to cover our costs.

The volunteer organizing team was originally made up of Members of the Board of the Rocky Mountains Chapter of PDMA (RMPdma) and RMPdma members. We have successfully recruited members from other organizations and the organizing group has 12 members strong and growing.

We have two types of sponsors: **Individual** and **Company** Sponsors.

Individual:

Anyone can sponsor ProductCamp.

You will get recognition in Sponsors Page with a Link back to your website.

Company: See sponsorship opportunities and sponsor benefits



Company Sponsorship Opportunities

Bronze \$250 donation

- Friend benefits + 1 Page Flyer to be distributed to attendees

Silver \$500 donation

- Bronze benefits + Announced at ProductCamp Opening and Closing Sessions
- Logo included in PowerPoint Sponsors Slide
- Booth during Lunch Break Session
- Able to distribute additional literature to all attendees

Gold \$1,250 donation

- Silver benefits + Larger logo placement included in PowerPoint Sponsors Slide
- 3 Minutes to speak to attendees during the lunch session
- 3 Sentences and Logo with Link in ProductCamp email reminders
- Premium Logo Placement

Platinum \$2,000 donation

- Gold benefits + Larger logo placement included in PowerPoint Sponsors Slide
- Potential for Press Coverage
- 3 Minutes to speak to attendees during the lunch session
- 3 Sentences and Logo with Link in ProductCamp email reminders
- Premium Logo Placement

Diamond - There will be only one Diamond Level sponsor \$4,000 donation

- Platinum benefits + 5 Minutes to speak to attendees during the opening session
- 2 Personalized Email sent to attendees 2 weeks and 1 week before the event
- 1 Personalized Email sent to attendees within one month after the event

Only sponsoring companies are able to donate prizes such as books, training, or software and will also be listed as a Contributor. Also, In-Kind sponsors will be the equivalent as Gold Sponsors unless determined otherwise by the organizing committee.

Can I also give some branded freebies to be included in the bag and/or given away during RMPcamp?

Yes. We welcome branded freebies and are open to any other sponsorship suggestions / ideas. Just send an email to Dick Lee or Sue Jotblad. Sponsors are also welcome to distribute literature at their booth during the event.

When do we need to commit for the sponsorship?

Premium sponsorships are provided on a first come, first served basis so the sooner you let us know, the better. Checks should be made out to **Rocky Mountain ProductCamp LLC**. Contact the Sponsorship Committee to confirm your participation.

Sponsorship Checks should be mailed **by September 30, 2011** to:

Rocky Mountain ProductCamp LLC
10120 Ottertail Court
Colorado Springs CO 80920

Freebies should also be sent to Mike Jones, at the same address, by October 20th. Please let us know in advance, what you plan to give away so that we can avoid similar freebies.

What else can I do?

Spread the word! The more sponsors we can secure, the more value we can deliver. The success of this event is based on the number of people who participate on the day so the more we can spread the word the better. For more details and registration, please visit our web site <http://rmpcamp.org>.

If you have any questions about Sponsorships, please contact:

Dick Lee or Sue Jotblad, Sponsorship Committee

Dick Lee
1-720-291-0758
Dick_lee@valueinnovations.net

Sue Jotblad
1-303-530-7593
suejotblad@yahoo.com

**THANK YOU FOR INTEREST IN, AND SUPPORT OF,
THE 2nd ROCKY MOUNTAIN PCAMP**