

2010

# Sponsorship Package

## 3rd Annual Virtual Worlds Best Practices in Education Conference

Use of 3D rendering technology has been making its way more and more into mainstream education in both academic and business settings. This conference is for those educators who need an opportunity to connect with others on the cutting edge in the use of virtual worlds and how to best apply them in a practical setting. Unlike other conferences on virtual world education and technology, this conference is for educators, by educators, having consistently delivered value for money far in excess of any other conference of its type available anywhere in the world today.



### Conference Overview

**From:** Friday March 12, 2010 at 12:01am PDT

**To:** Saturday March 13, 2010 at 23:59pm PDT

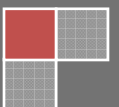
**Cost:** VWBPE is a FREE conference made possible by the generous contributions of time, money, and facilities by volunteers and conference partners.

**Website:** <http://www.vwbpe.org>

### Contact Information:

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VWBPE Executive Committee  
Virtual Worlds Best Practices in Education  
March 12-13, 2010





## VWBPE Background

Use of 3D virtual technology has been making its way into mainstream education, non-profit and business settings. This 3rd Annual Virtual Worlds Best Practices in Education Conference (VWBPE10) is the definitive event bringing together educators/trainers, practitioners, administrators and policy makers from around the world to present, discuss and review ongoing developments in the field of 3D virtualization, its applications, and opportunities.

The conference will provide a virtual venue where high quality academic papers, in addition to grassroots practical application modeling, roundtables, and discussions, will be presented to leading businesses and academics in the field of virtual collaboration. All papers and proposals are selected through a peer-review process to ensure that all presentations represent leading edge work which is current and relevant.

Pathfinder Linden stated: "I strongly believe this fantastic conference is a watershed moment for education". The recorded sessions were archived on Treet TV's Website and have drawn thousands of viewers during the past year. Similarly, blog posts, articles, wiki's, twitters, and plurks have reached thousands of more educators and related professionals around the world fostering an ongoing interest in the importance of the conference, its reach, and affects.

The past two conferences have attracted a growing following. In 2007, the SLBPE (Second Life Best Practices in Education) attracted over 1700 leading educators and researchers from over 15 countries. In 2009, the VWBPE conference saw over 3,600 participants from over 25 countries. A doubling of attendees is anticipated for the 2010 conference.

The impact of the conference will be dramatic and provide an ideal platform for advertising and sponsorship.

## Sponsorship

Sponsorship provides a number of benefits to your organization during and after the conference. As a sponsor of this event, your organization can associate its name with a high profile and growing annual event. One that reaches a broad international audience, is growing in global recognition, and has become a sustainable event on an annual basis.

As a sponsor, your organization gains the following competitive advantages:

- High visibility with leaders in the field of 3D virtualization and collaboration
- Opportunities to raise brand awareness globally both during the conference and after
- Opportunities to promote your products/services through presentations and/or exhibits
- Outreach to a broad spectrum of teachers, administrators, business and government leaders

## Sponsorship Packages

Our goal is to raise \$15,000 USD between December 12, 2009 and March 12, 2009. The funds raised will provide for venue design and set-up, high-definition and low-definition video streaming of the conference in real-time to the internet, transcription for those people who are hearing impaired, community development social activities and other incidental expenses. How much or how little of these activities depends on our sponsors.

The VWBPE Committee is asking for your support at one of three sponsorship levels Gold (\$1500), Silver (\$1000), Bronze (\$500) or Blue Ribbon (any amount under \$500).

### Gold Sponsor (\$1500 x 1)

Company name and logo displayed on

- Premier placement on Conference Homepage on VWBPE website with hyperlink
- Premier placement on Sponsor Page on VWBPE website with hyperlink
- Premier placement on Sponsor Board in Second Life
- HD Video Recording (Pre-Roll) on Keynote and Special Guest Speakers
- LD Video Gold Sponsor mention multiple times throughout the 2 days

### Silver Sponsor (\$1000 x 3)

- Preferred placement on Conference Homepage on VWBPE website with hyperlink
- Preferred placement on Sponsor Page on VWBPE website with hyperlink
- Preferred placement on Sponsor Board in Second Life
- HD Video Recording (Pre-Roll) on Special Guest Speakers
- LD Video Silver Sponsor mention multiple times throughout the 2 days

### Bronze Sponsor (\$500 x 20)

- General placement on Conference Homepage on VWBPE website with hyperlink
- General placement on Sponsor Page on VWBPE website with hyperlink
- General placement on Sponsor Board in Second Life
- LD Video mention at least once throughout each of the 2 days

### Blue Ribbon Community (varying amounts over \$50 and under \$500)

- Honourable mention placement on Sponsor Page on VWBPE website with hyperlink
- General placement on Blue Ribbon Community Board in Second Life
- LD Video Sponsor mention at least once throughout both of the 2 days



## Virtual Gift Bags and Sponsor Board Locations

Each year VWBPE encourages all for-profit and non-profit organizations to contribute something to the Virtual Gift Bag. In the past these items have included virtual clothing (branded and unbranded), toys, tools, samples, scripts, coupons, etc.. In the past we have had upwards of 100 different items offered to the conference participants. If you have something to add please just pass it along in world to either SL Avatars responsible for social and gateway. MLani Montgomery or Kavon Zenovka.

Sponsor boards will be placed at each of the main speaking venues, the social area, and gateway. Visitors pick up their virtual gift bags at the gateway area. The Blue Ribbon Community board will be located at the main gateway to the conference only.