



THE LARGEST ONLINE COMMUNITY
OF TECHNOLOGY PROFESSIONALS IN TEXAS

2012 SPONSORSHIP PROGRAM

HOW CAN DOOR64 HELP YOUR TECHNOLOGY COMPANY?

Why promote your company
with Door64 in 2012?

We can help with:

- Talent acquisition
- Brand exposure
- Lead generation
- Product launch
- New location / branch launch
- Service promotion
- Customer appreciation events

WHAT IS DOOR64?

Door64 is a 20,000-member technology organization in Austin, Texas, creating high-value engagements between tech companies and professionals. We have helped many Austin-area tech businesses with brand awareness, talent recruiting, launches, and product/service promotion through online and face-to-face events.

The Door64 event was a great success for Freescale... It allowed us to get great exposure at an incredibly affordable price... We ended up hiring two engineers.

- S. Schuler, Freescale Semiconductor

As a co-sponsor of a Door64 Happy Hour, I want to say thank you... We had a great time, and some of the leads materialized into new business for us.

- H. Thornton, Expanding Security

We consider ourselves lucky to have door64 working for us. Since we're growing our business organically, we're very concerned about bang for the buck; and there aren't many places you can get so much exposure for so little invested.

- E. Overton, Dillotronics

THANK YOU TO OUR 2011 DOOR64 SPONSORS!

Season Sponsors: *charles* SCHWAB



To discuss how Door64 can help your company in 2012, contact us at info@door64.com

SPONSORSHIP OVERVIEW

DOOR64 HAPPY HOURS

Monthly networking events draw hundreds of local technology professionals and highlight one technology company. Excellent for brand awareness, lead generation, and/or hiring.

SEASON SPONSORSHIPS

Annual sponsorships include Platinum sponsorship to all Door64 large-scale events, website + email advertising, and more.

SXSW® INTERACTIVE PARTY

Premier party held in downtown Austin to kick off SXSW® Interactive Conference. Sponsor opportunities available.

DOOR64 HAPPY HOUR EVENT SPONSORSHIP

INVESTMENT: \$5,000: Door64 Happy Hours are popular events here in Austin. These unique evening events offer excellent opportunities to showcase sponsoring companies while promoting and supporting professional networking among Austin's technology professionals in a casual, high-energy social atmosphere.

WHY SPONSOR A DOOR64 HAPPY HOUR IN 2011?

- **Recruit top technology candidates:** Save tens of thousands of recruiting dollars like other companies have done through sponsoring Door64 Happy Hours to find quality candidates en masse.
- **Launch your company, brand or branch:** Inform technology professionals from local businesses about what your company does!
- **Customer Lead Generation:** Get immediate product/service promotion and capture leads from prospective customers.

BENEFITS

Sponsors of Door64 Happy Hour events enjoy many benefits, including:

- **Personalization:** We are flexible, and happy to work with each event's sponsor to ensure the event is unique and a great success.
- **Promotion:** We heavily promote your event within the 20,000-member Door64 community, including in our LinkedIn group, on Facebook, and on Twitter.
- **Logistics:** We handle the event coordination logistics, so sponsors just need to show up and have a great time!
- **Targeted Invitations:** Sponsors identify specific Door64 members to target as attendees, and Door64 will create personalized invitations to those individuals to attend the event.
- **Third-party Invitation:** We encourage sponsors to invite individuals in their own database to attend the event, and we are happy to facilitate email invitations as the event host upon request.
- **Pre-Event Branding:** We proudly display your logo graphic and some company information on our highly-visited event registration page so attendees can learn about your company leading up to the event.
- **Event Table:** At the event, your company will be provided a large table for promotional items, flyers, and other give-aways for attendees.
- **Signage:** Your company may bring signage to the event, and we can work with your company to determine which signage will be most appropriate for the event venue.
- **Event Venue:** Our events have been held at several downtown Austin event venues in the past, and we are happy to discuss other potential venue options (additional costs may apply, depending upon the venue selected).
- **Business Cards:** The sponsoring company is encouraged to collect business cards of attendees at the event, and these business cards become the property of the sponsor.

**If desired, the sponsor may split the event cost with another vendor/customer/partner operating in a co-marketing arrangement.*

DOOR64 HAPPY HOUR EVENT DETAILS

- Door64 Happy Hours officially run for three hours, from 5:30 PM to 8:30 PM on the respective weekday evening.
- The event sponsor is provided at least one large table at the event for showcasing the company, disseminating flyers and promotional items, as well as displaying signage.
- Hors d'oeuvres are generally supplied for attendees by Door64.
- Attendees register for the event at no cost.
- The event sponsor may bring as many company representatives as desired to engage with the attendees during the event. A minimum of three representatives is suggested, though more are welcome.
- Business cards collected at the event by the event sponsor become the property of the event sponsor. The online event registration list is never given out, per our privacy policy.
- Although we do not guarantee attendance numbers, we attempt to manage 200-300 people per event.
- Mid-way through the event, we generally take time to thank the sponsor publicly, and give away one or more door prizes provided by the sponsor. The sponsor will have an opportunity to speak to attendees for a short duration.
- Door64 Season Sponsors who desire to participate in a given Door64 Happy Hour will each receive an area designated for them.

ADDITIONAL SERVICES

For an incremental cost, we provide value-added customizations for event sponsors that provide additional benefits:

- **Restricted Events:** Although Door64 Happy Hour events are generally open to all members of the Door64 community, sponsors may opt to restrict the event to only a certain types of individual (based on industry, education, skills, experience, executive level, etc.). In this instance, the event is actively marketed to the desired individuals, and likewise registration is actively restricted. This type of focused event incorporates targeted invitations to individuals, and we work with the sponsor to identify local groups and organizations that likely contain the individuals of the desired profile.

To discuss this option, please contact us.

DOOR64 SEASON SPONSORSHIPS

INVESTMENT: \$30,000 / YEAR: For businesses who desire ongoing promotion in our 20,000-member community of Austin-area technology professionals, we have Door64 Season Sponsorships available to promote your company for continuous brand exposure throughout the 2012 calendar year.

WHY PROMOTE YOUR COMPANY AS A DOOR64 SEASON SPONSOR IN 2012?

- **HR / Recruiting:** Support ongoing recruitment of countless technical candidates for a fraction of the cost of traditional candidate-search services.
- **Brand Marketing:** Leverage long-term brand marketing and ongoing exposure to our Austin technology community, supporting top-of-mind awareness.
- **Ongoing Customer Lead-Generation:** Achieve ongoing product or services visibility in the Austin area through continuous and combined online and in-person interactions with potential customers or partners.

BENEFITS

We recognize that Door64 Season Sponsors exhibit a special commitment and dedication to our Austin-area technology community. As such, we proudly shine the spotlight on our Season Sponsors with prominent recognition. Season Sponsors enjoy many year-round benefits, including:

- **Door64 Tech Fair Platinum Sponsorship:** Platinum Sponsorship of all 2012 Door64 Tech Fair large-scale events.
 - **Door64 Happy Hour:** Receive one complimentary sponsorship for one Door64 Happy Hour in 2012. See previous section for the associated benefits.
 - **Door64 Happy Hour Exposure:** Formal presence at all Door64 Happy Hour events of your choice with area for literature and promotional items.
 - **Ongoing Advertising:** Continuous and prominent advertisement rotation on the highly-ranked Door64 website throughout 2012.
 - **Newsletter Advertising:** Your company logo and link to your website are featured in every Door64 newsletter in 2012 that reaches nearly 10,000 technology professionals each week, predominantly in the Austin area.
 - **Branding and Cross-Branding:** Your company logo is prominently displayed in all Door64 promotional materials, and in affiliate materials when contractually allowed.
 - **Promotion of Company Events:** Upon request, Door64 will promote your local company events, including seminars and webinars, lunch-and-learns, and other relevant engagements on our calendar and in our newsletter.
 - **Featured Job Postings:** Five featured job opportunities on the highly-visited Door64.com online job board and Door64 weekly newsletter.
- Media Rights:** Rights to use photos and video taken at Door64 events in your own media campaigns.

GETTING STARTED

Please contact us at info@Door64.com to get started.

SXSW® INTERACTIVE PARTY

INVESTMENT: \$5,000: Looking for affordable exposure at SXSW® Interactive? Parties during this event can easily run upwards of \$20,000. Instead, sponsor the Door64 party on the night before SXSW® Interactive. Nine sponsorship slots are available to showcase your company to both Austin natives and out-of-town guests.

DATE: Thursday, March 8th. Doors open at 6PM.

LOCATION: Six Lounge and the Tap Room, 117 West 4th Street, Austin Texas

ATTENDEES: 1000 estimated, nominal admittance charge.

BENEFITS

- **Promotion:** Door64 will heavily promote the party within the Austin-area technology community, including in our LinkedIn groups, Facebook, and Twitter. We also will promote through our various local promotional partners.
- **Logistics:** We handle the event coordination logistics, so sponsors just need to show up and have a great time!
- **Targeted Invitations:** Sponsors identify specific Door64 members to target as attendees, and Door64 will create personalized email invitations to those individuals.
- **Third-party Invitation:** We encourage sponsors to invite individuals in their own database to attend the event, and we are happy to facilitate email invitations as the event host upon request.
- **Complimentary Passes:** As a sponsor, you will receive complimentary passes for up to four of your representatives to attend the event and host your table.
- **Pre-event Branding:** We proudly display your logo graphic and some company information on our highly-visited event registration page so attendees can learn about your company leading up to the event.
- **Event Table:** At the party, your company will be provided a large table for promotional items, flyers, and other give-aways for attendees.
Signage: Your company may bring signage for your table, as well as one free-standing banner.
- **Business Cards:** You are encouraged to collect attendee's business cards at the event (e.g. to register for a door prize). Business cards become your property for post-event follow-up.

OTHER DOOR64 EVENTS PLANNED FOR 2012

2012 DOOR64 TECH FAIR

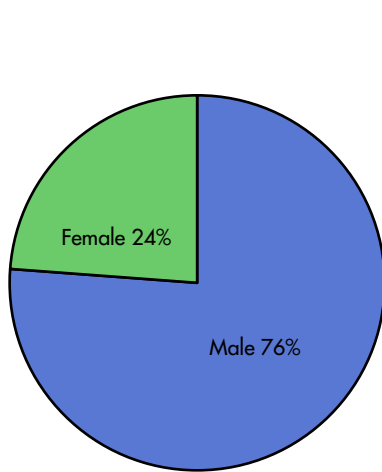
Our unique annual community showcase of Austin-area technology companies, user groups, and organizations.

EMERGING TECHNOLOGY CONFERENCE

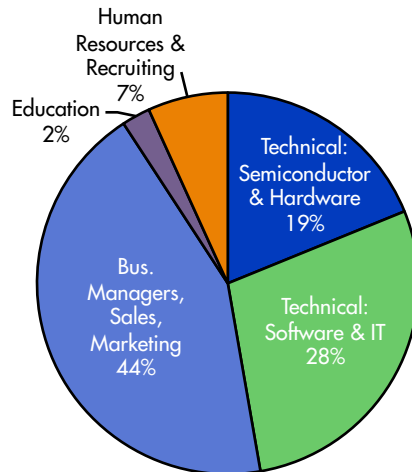
Focused conference on what entrepreneurs need to know in terms of investment, incorporation, commercialization, and planning for the exit.

COMMUNITY DEMOGRAPHICS *

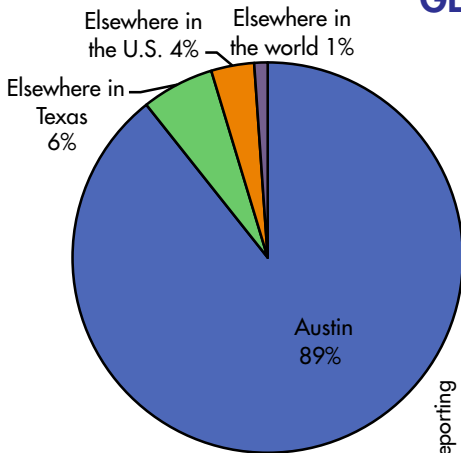
Based in Austin, Texas with a membership of over 20,000 technology professionals from analysts, developers, and engineers to directors, CEO's, and entrepreneurs, the following graphs depict various segments of our community.



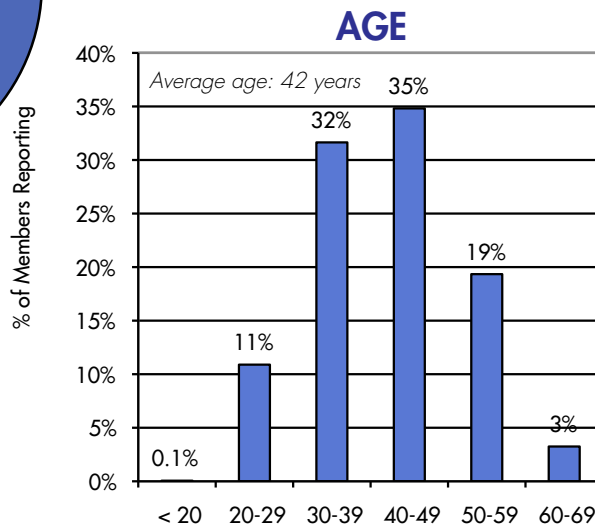
GENDER



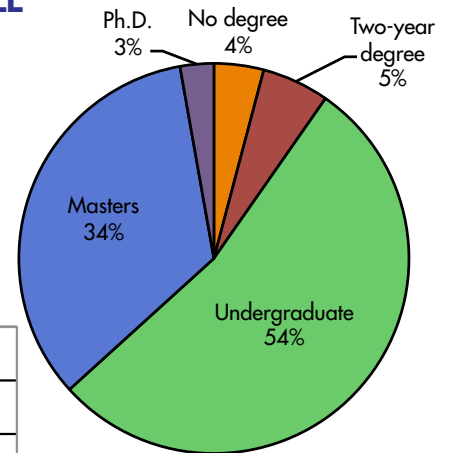
ROLE



LOCATION



AGE



HIGHEST EDUCATION

*Statistics accurate as of January 2010.

CONTACT

For inquiries, and to discuss ideas for other potential engagements with Door64, please contact us.

Website: www.door64.com/contact

E-mail: info@door64.com

Phone: 607-699-1625 (Google Voice)

