



Explore, Taste - Not for Profit Blogger Conference

Sponsors Pack

By blogAway.org
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Invitation to Sponsor Hands on L'Aquila

blogAway's 'Hands on L'Aquila' blogging conference offers businesses and organisations a unique, international marketing opportunity in responsible investment. It builds brand awareness both to a local and international audience made up of travel, food and wine devotees in the blogosphere and across social media.

Our not-for-profit conferences are held in locations that are recovering from a natural disaster but which boast a wealth of topography, food, wine and culture, appealing to those with interests in these areas or those simply looking to improve or monetize their blog. Each workshop (English language) is led by a group of speakers who excel in their respective fields and will act as a guide on making and maintaining a creative and successful blog.

Want to get involved? Simply select the right type of sponsorship for your company:

Your Sponsorship Supports

- The community of an area that is recovering from a natural disaster – the 2009 L'Aquila Earthquake and the resultant economic challenges it brings with it.
- Two local causes which benefit youth, culture and tourism; blogAway will donate all profits after costs from the 2-day workshops to these two carefully selected causes.
- Local business which will reap the benefits from press and newly optimized English language bloggers in the promotion of the location as a travel destination and highlight the region's products.
- Abruzzo-based bloggers are offered a 10% discount to attend and network.

Your Company Receives

- The attention of a host of international and loyal bloggers and local companies to your products, services and projects.
- An increase in your brand's physical and virtual reach.
- Guaranteed social-media coverage throughout the 2 day workshop.
- Recognition as a promoter of social responsibility

Who, What, Where

Hands on L'Aquila will convene for 3 days in the old Medici hilltop town of Santo Stefano di Sessanio, 1250 masl, described by The NY Times as 'poetically aged' and selected as one of 'I Borghi piu belli d'Italia'. It sits on Campo Imperatore, Italy's 'Little Tibet' which the UK Times included in its Top 10 Adventures of a Lifetime.

Less than 2 hours drive from Rome and Abruzzo International Airport in Pescara, makes the conference inviting to Italian, International and European bloggers alike.



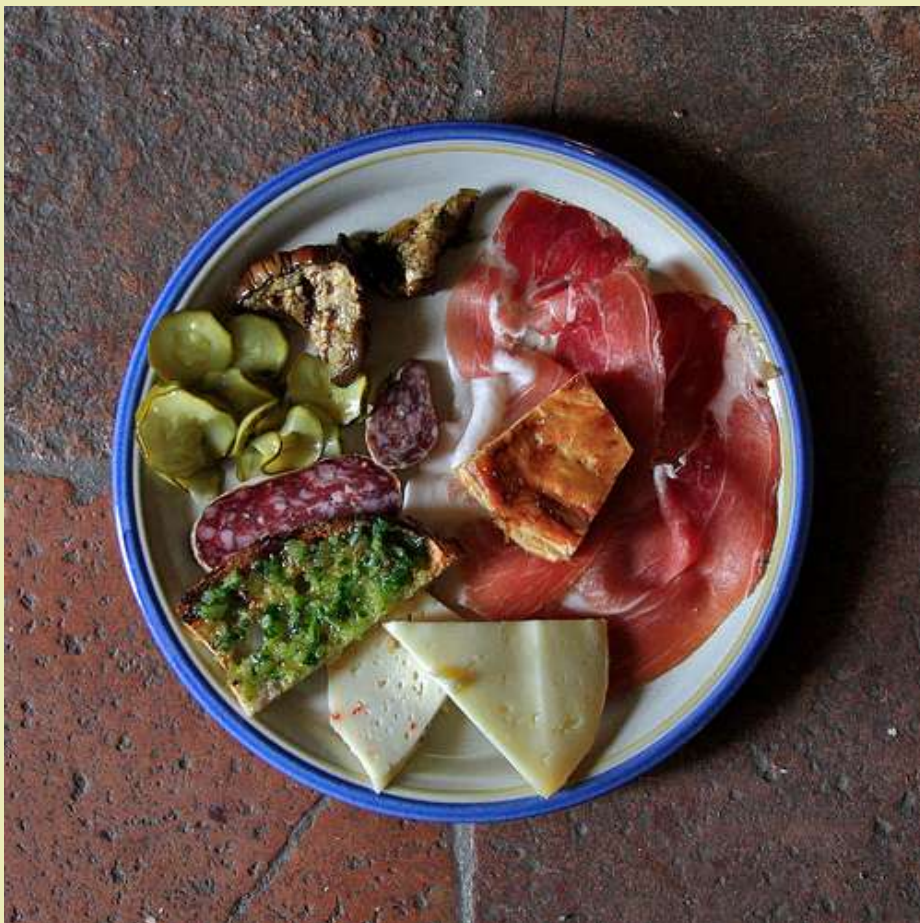
For local, Abruzzo based companies we recommend selecting one of our tiered options to become a:

Local Sponsor

This is an opportunity to support the popular social events and exchanges with media, bloggers and supporters. You receive formal recognition in our local press releases and at the particular event, a 50% discount on a one-day conference pass, sponsor listing & link to website to mention just a few benefits.

Don't forget that along with the guaranteed return there the tweets, Facebook postings and blog posts from the conference attendees themselves.

<i>Sponsor</i>	<i>Guaranteed Return</i>
Thursday 27th September €200 – Pre- conference reception for press & guests (food) €250 – Pre- conference reception for press & guests (wine)	• Text and link on blogAway sponsors page • 1 Post on the blogAway.org blog • Inclusion in local press releases • 2 facebook mentions by blogAway • 2 Tweets by @blogAway2
Friday 28th September or Saturday 29th September €300 – Happy Hour food donation €350 – E300 Happy Hour wine donation	• Logo, text and links on blogAway sponsors page • 1 Post on the blogAway.org blog • Inclusion in local press releases • 2 facebook mentions by blogAway.org • 2 Tweets by @blogAway2
Saturday 29th September €500 – Sponsorship of Abruzzo Food & Tour Fair	• Logo, text and links on blogAway sponsors page • 1 Post on the blogAway.org blog • Inclusion in local press releases • 2 facebook mentions by blogAway.org • 2 Tweets by @blogAway2



Sponsor	Guaranteed Return
Friday 28th or Saturday 29th September €500 – All Day Session Sponsor with formal recognition in all printed and online literature on the day <i>Limited to 2 sponsors only</i>	• Logo, text and links on blogAway sponsors page • 1 Post on the blogAway.org blog • Inclusion in international press release • Inclusion of logo on all session related material offline & online • 2 facebook mentions by blogAway.org • 2 Tweets by @blogAway2
Friday 28th September & Saturday 29th September €500 – Commune or Province Sponsorship Promote travel and the gastronomy of a local area. We invite 5 businesses for €100 each to represent the sights and food of an Abruzzo town or province at an information table inside the conference room throughout all sessions. <i>Limited to 2 sponsors only</i>	• Logo, text and links on blogAway sponsors page • 1 Post on the blogAway.org blog • Inclusion. in int. & national press releases • Logo included in all printed material • 2 facebook mentions by blogAway.org • 2 Tweets by @blogAway2

For international and larger Abruzzo based companies we recommend:



<i>Sponsor</i>	<i>Guaranteed Return</i>
Ongoing €1000 - Media Partner Help make our intimate conference accessible to a wider audience by sponsoring the audiocast of all sessions and the broadcast video of Market Day.	• Your Logo placed prominently with text and links on blogAway sponsors page • 1 Post on the blogAway.org blog • Joint press release with blogAway and your company • Logo to be included on login • Sponsor listing & logo and linkback on website and all virtual attendees logins & downloads • Recognition during the event • 2 facebook mentions by blogAway.org • 2 Tweets by @blogAway2
Friday 28th September & or Saturday 29th September €500 – Lunch Sponsor Your payment for the Sagra style lunch on Friday and Market Day lunch on Saturday will showcase Abruzzo products and Enable attendees to Network Limited to 2 sponsors	• Your Logo placed prominently with text and links on blogAway sponsors page • 1 Post on the blogAway.org blog • Joint press release with blogAway and your company • Highlight in pre-conference literature and daily printed registration literature • Recognition during the event • 2 facebook mentions by blogAway.org • 2 Tweets by @blogAway2 • Opportunity to give a talk on your related product i.e. wine

Sponsor	Guaranteed Return
Thursday 27th September Friday 28th September & Saturday 29th September €1000 - Associate Sponsor This is limited to eight Companies only. Your donation underwrites the heart of the conference: printing, speaker honoraria, equipment and so much more.	• Your Logo placed prominently with text and links on blogAway sponsors page • 1 Post on the blogAway.org blog • Joint press release with blogAway and your company • Highlight in pre-conference literature and daily printed registration literature • Recognition during the event • 2 facebook mentions by blogAway.org • 2 Tweets by @blogAway2 • Sponsor badge for your website • Option to place a pop-up banner in the conference room • 1 2-Day Pass to all events
Friday 28th September & Saturday 29th September €500 - Blogger Sponsor This donation enables Bloggers living in Abruzzo to receive a 10% two-day pass discount. These sponsorships will provide 2 bloggers a scholarship to attend the conference. See scholarship requirements listed on the website.	• Your Logo placed prominently with text and links on on blogAway sponsors page • 1 post on the blogAway.org blog • Joint press release with blogAway and your company • Highlight in pre-conference literature and daily printed registration literature • Recognition during the event • 2 facebook mentions by blogAway.org • 2 Tweets by @blogAway2

€500 – Blog Critique Sponsor Attendees are invited to have their blog analyzed and have emailed a professional critique on Thursday 27th September for an additional €50. Each blog will be given tips on improving optimization, tone, usability, social media and possible monetization techniques to employ. Limited to 2 sponsors only	• Your Logo placed prominently with text and links on blogAway sponsors page • 1 Post on the blogAway.org blog • Joint press release with blogAway and your company • Logo included in the critique emailed to the conference attendee • Recognition during the event • 2 facebook mentions by blogAway.org • 2 Tweets by @blogAway2 • Sponsor badge for your website • 1 2-Day Pass to all events
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Confirmed Speakers April 2012

Judith Harris, Writer, Journalist for WSJ & Guest Blogger I-taly.org
<http://www.judith-harris.com>

Domenica Marchetti, Cookery Book Writer & Journalist
<http://www.domenicacooks.com>

Alessandro di Nisio, Founder
<http://www.paesaggidabruzzo.com>

Katie Parla, Writer, Journalist for The NY Times, The Guardian, National Geographic, Rough Guide, Fodor's
<http://www.katieparla.com>

Want to become a sponsor today, go to:
<http://www.blogaway.org/sponsor/sponsor-hands-laquila-blogging-conference/>

Press Release: Get Away Blogging Workshops that Boost your Blog and a Local Economy

blogAway was founded as a unique responsible way to learn how to create, optimise and maintain a blog through workshops held in interesting international locations. Each workshop is led by a group of speakers active in their fields.

Each chosen area is recovering from a natural disaster and the subsequent economic challenges that such disasters bring. All profits after costs from the workshops are donated to two local causes. Local businesses are invited to participate fully to boost the local economy through the Sagra style lunches, receptions, and the Market & Tour Fair.

blogAway's first 2-day conference titled 'Hands on L'Aquila' welcomes bloggers to the breathtaking Italian region of Abruzzo, Italy to explore its natural beauty, taste its coveted artisanal products, contemplate its environmental future and marvel at its preservation despite the L'Aquila earthquake 2009.

Hands on L'Aquila will convene for 3 days in the old Medici hilltop town of Santo Stefano di Sessanio, 1250 masl, described by The NY Times as 'poetically aged' and selected as one of 'I Borghi piu belli d'Italia'. It sits on Campo Imperatore, Italy's 'Little Tibet' which the UK Times included in its Top 10 Adventures of a Lifetime. Just an hour and a half from Rome and one hour from Abruzzo International Airport in Pescara makes the conference inviting to Italian, International and European bloggers alike.

blogAway was founded in November of 2011 by Sammy Dunham and Helen Free. Not surprisingly, blogAway was conceived through a blogging connection; both share a personal history in Abruzzo and a strong desire to support the region in its time of renewal. From the start they envisioned blogAway, as a non-profit enterprise.

The workshop sessions are all in the English language with an Italian translation available and cover core subjects such as food & travel writing, photography, search engine optimization, social media and understanding analytics. The workshop is for bloggers of all levels and niches - personal, food, travel, and business.

The conference begins informally Thursday 27 September with available local tours followed by an evening press reception. The 2-day workshop begins on 28 September and consists of seven 45 minute sessions per day. Tickets are limited to 60 participants. Ticket prices are as follows: Abruzzo residents €200 + €20 admin

fee; Non Abruzzo residents €250 + €20 admin fee; press reception €30; downloads €25 each. Payment is through paypal.

The monies for the Hands on L'Aquila workshop will be donated to two carefully selected causes. The University of L'Aquila's Computer Science Department, badly damaged in the 2009 earthquake, will receive funds for 5 prize winning PH.D students to create the second phase of the Bus-on-Air app. Funds will also be dispersed to Tracturo Magno a group of devoted scholars and practitioners who work in the recovery of shepherd culture so vital to the regions' identity. Santo Stefano di Sessanio Onlus - Supporting Community & Tourism in S. Stefano di Sessanio will be the recipient of the suggestion bank for improving their website and fundraising capabilities.

Monies raised through ticket sales will be bolstered by both international and local sponsorship. Visit to review the many ways your organization or business can support the conference and its beneficiaries.

For more information about blogAway, details on the Hands on L'Aquila Blogger Workshop, accommodation, registration, or sponsorship opportunities visit www.blogaway.org, follow us on twitter by following [@blogaway2](https://twitter.com/blogaway2), or join us on [facebook](https://www.facebook.com/blogaway2)

To contact the founders and organisers Sammy Dunham or Helen Free please contact: hello@blogaway.org

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Sponsorship & General Questions – Helen Free, Washington DC, USA – [helen\[@\]blogaway.org](mailto:helen[@]blogaway.org), Skype – helen.free53