

Launch48 Sponsorship Information

The following document explains Launch48 and the Launch48 conference both being held in September, 2009.

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What is Launch48

Launch48 organises interactive and innovative events for people from a range of professional backgrounds. The goal of the events are to help people create successful online businesses using the web or mobile.

Launch48 intends to assist participants from the early learning stages of a business idea, through the idea definition and development stage, during the growth and funding stages, and celebrate their success as their business matures and succeeds.

Launch48 intends to run a Launch48 Weekend, Launch48 Conference, and Launch48 Awards event in London during 2009.

Launch48 Weekend

Goal: To bring people together to create a web app and business in 48 hours.

Participants: 150

Location: London initially, UK and Europe afterwards

This event has the following structure:

1. Friday night
 - a. Open pitch session. Participants are invited to pitch their ideas, and ideas are voted on. The goal is to settle on 6 ideas that will be created over the next 48 hours.
 - b. Groups are formed around the successful 6 ideas.
 - c. A networking event is run for the participants to chat amongst themselves and begin discussing their ideas.
2. Saturday
 - a. Groups begin working on their online applications.
 - b. Mentors attend the event to advise the groups. Mentors are usually in the web/mobile industry and offer their time and advice freely.
 - c. Board meetings are held periodically to give teams an opportunity to report their progress and receive advice from Launch48 organisers and mentors.
3. Sunday
 - a. Groups continue working on their online applications.
 - b. Groups begin preparing themselves to launch their applications.
 - c. Board meetings are held periodically.
 - d. A presentation session is held at 5 pm and each group presents their progress and in some cases even launching their application.
 - e. Networking event is held, usually dinner at a restaurant.

Launch48 Conference

Goal: To educate participants on a wide range of topics relevant to creating and running their online businesses.

Participants: 100 to 150

Location: London initially, UK and Europe afterwards

This is a day-long conference with 30-40 minute presentations from speakers on a range of topics to prepare participants for Launch48, and starting their own online business. Topics cover all aspects of starting and running an online business.

Launch48 Awards

Goal: To award, acknowledge, and celebrate online innovation across Europe. It will be the biggest award ceremony of its type in Europe.

Participants: 500

Location: London

The event will be a formal evening based in the Grosvenor Square Ballroom, Park Lane, London. The event will be run by a professional MC and supported by professional state of the art audio visual equipment.

There will be a total of 25 awards presented, 20 by Launch48 and 5 by partner organisations that are striving for innovation within Europe.

There will be 10 award categories and 2 awards will be presented for each category. The first award will be awarded by a panel of influential and experienced professionals with experience in the online innovation space. The second award will be based on voting by the public.

The event is planned for late October, 2009.

Launch48 Online

Launch48 operates a network of websites to assist with running successful events and communicating with participants. All websites offer detailed information about their event and sponsorship opportunities.

Launch48.com

URL: <http://Launch48.com>

The primary website for Launch48 Weekend, and the hub for all launch48 websites.

Conference.launch48.com

URL: <http://Conference.launch48.com> (launching soon)

The website for the launch48 conference.

Network.launch48.com

URL: <http://Network.launch48.com> (launching soon)

A social network customised explicitly to assist Launch48 participants to keep in touch during and after the event, and offer additional methods for sponsors, mentors, and investors to reach participants.

Awards.launch48.com

URL: <http://Awards.launch48.com> (launching soon)

Information about the awards, nomination and voting systems.

Sponsorship Benefits

Launch48 is run to benefit its participants. Launch48 tries to offer as many opportunities as it can to help the groups be successful.

Launch48 encourages participants to try sponsor products, and every effort is made to highlight sponsors efforts and generosity.

Sponsors receive the following benefits from associating themselves with Launch48:

- Association with early stage technology entrepreneurs from a range of professional backgrounds
- The opportunity to meet and work with participants
- Brand and product recognition and goodwill
- Hands-on product use and training during the event
- Stay in contact with participants via [network.launch48](http://network.launch48.com)
- Work with Launch48 as they expand to Europe and the UK

Sponsorship Opportunities

Launch48

Naming Rights

The opportunity to have a brand name associated with the Launch48 brand for a period of time. Sponsor branding is included with the Launch48 branding on the Launch48 website, printed material, and press material. Some of the benefits include:

- Offers the ability to be publicly associated sponsor with Launch48
- Includes ability to have promotion material at event
- Work closely with Launch48 as they expand

Promotion

Launch48 offers promotional opportunities for sponsors in a range of methods including:

- At events
- Online via its websites and blogs
- Within network.launch48.com
- Via other social networks such as facebook and twitter
- Through its email newsletters

Technology or Service Sponsor

Technologies and services can be offered to Launch48 organisers and event participants during the event.

At the Launch48 Weekend in February 2009 AWS sponsored AWS infrastructure credits to each team for 3 months, Campaign Monitor supplied 10,000 free emails via their email marketing system, and Huddle supplied free accounts for teams to collaborate during and after the event.

Technology and service sponsorship offers the following benefits:

- Offers unique ability for participants to use their technology during the weekend
- Offers ability for sponsors to teach participants about their technology
- Participants leave with a deep understanding of technology and hopefully with a plan to use it in the future

Technology and service opportunities:

- Hosting, infrastructure, and servers
- Collaboration/project management systems
- Assistance and guidance on technologies
- Domain name registration
- Marketing systems such as email, buzz monitoring, analytics, etc

Launch48 Weekend

Venue

The requirements of a venue for Launch48 are:

- Hold 150-170 people ideally in one space, or the ability to broadcast to multiple spaces that can hold enough people
- Available from 5 pm on Friday 4th of September 2009 to 8 pm on Sunday 6th of September 2009
- Spaces, seating, and tables for 6 groups to work including breakout areas, or other spaces groups can use such as a cafeteria, lounge areas, or multiple meeting rooms
- Separate space for board room meetings that can hold 40 people
- Projection facilities
- Power facilities
- Wireless internet access including access to ports HTTP 80, HTTPS 443, FTP 21, and SSH 22.
- Security
- Toilet and water facilities
- Optional: food and drink facilities

Networking drinks

Occurs after the groups have been formed on Friday during Launch48 Weekend , usually a very exciting time for the participants as they are eager to discuss the idea they are working on and begin planning.

- Networking session at a bar or pub near the venue
- Complimentary drinks
- Complimentary food
- Suitable for 170 people

Networking dinner

Occurs after the Launch48 Weekend presentations on Sunday, this is a chance for people to find out who the other participants are and let their hair down. This is often the first time groups have had a chance to chat.

- Sit-down dinner at a restaurant near the venue
- Complimentary food and drink
- Suitable for 170 people
- Mentors are invited to attend the dinner

Launch48 Conference

Venue

The requirements of a conference venue for Launch48 are:

- Seat 150 people in one space
- Available from 9 am to 6 pm on Friday 4th of September 2009
- Other spaces such as a cafeteria, lounge, or meeting areas
- Projection facilities
- Power facilities
- Wireless internet access including access to ports HTTP 80, HTTPS 443.
- Security
- Toilet and water facilities
- Optional: food and drink facilities

Networking Lunch

Opportunity for conference participants to network and meet with speakers and sponsors.

- Food and drink for 150 people
- Supplied at the conference venue

Launch48 Awards

Sponsorship Packs

Sponsorship packs include the following:

- Promotion during the event
- Information and logo available on the website and printed in the promotional material
- Newsletter sponsorship
- Tickets to event and after party
- Award category sponsorship

Specific Awards

10 award categories are available for sponsorship.

Drinks

Drinks during the event for participants.

DJ/After party

Sponsors for the entertainment during the event at the Grosvenor Square and the after party are available.

Decor

Table centrepieces, napkins, chair covers, etc are available for sponsorship.

Other sponsorship opportunities

Launch48 is also looking for assistance with:

- Name tag and lanyard sponsor
- Food and drink sponsor during events
- Branding of printed materials
- Goody bags
- Additional promotional material
- Discounts and offers for participants

Contact Details

For all sponsorship enquiries please contact

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