2009 b2b twitterer of the year

Sponsors

Peacock Sponsors

NetProspex

Pinpointe.

Bluebird Sponsors

webdivatechnologies

Nightingale Sponsors

MARKETING CONSIGLIERE

Meadlowlark Sponsors

RIGHT SOURCE MARKETING

Canary Sponsors

urbanigloo

SOCIAL MEDIA CLUB

BtoB bloggers

capitolcommunicator

THE CORPORATE CABAL

Judges

Mark Amtower
Amtower & Company

Shashi Bellamkonda
Network Solutions

Rohit Bhargava
Ogilvy

Kipp Bodnar
Howard Merrell & Partners

Katherine Canipelli
marketingFOLIO

Suzi Craig
Fathom

Nigel Dessau
AMD

Rebekah Donaldson
Business Communications Group LLC

Ben Hanna
R.H. Donnelly Interactive

Casey Hibbard
Compelling Cases, Inc.

Kent Huffman
BearCom Wireless

Chris Koch
ITSMA

Sheri Larsen
Northern Light

Mike Moran
Converseon

Jessie Paul
Paul Writer Strategic Advisory

Maria Pergolino
Marketo

Tom Pick
KC Associates

Joe Pulizzi
Junta42

Charlie Riley
St. Bonaventure University

Alex Romanovich
Social2B

Michael Sweeney
Right Source Marketing

Scott Townsend (2008 Winner)
United Linen & Uniform Services

Debbie Weil
WordBiz Report

December 2009

Re: B2B Twitterer of the Year Awards Sponsorship Opportunities

Dear Marketer,

Now in its second year, the **B2B Twitterer of the Year (B2BOTY)** award recognizes B2B organizations for outstanding contributions in practicing, promoting, and/or enhancing business via the micro-blogging sensation **Twitter**.

I am pleased to announce that this year's Program is gaining momentum - With a growing list of impressive B2B professionals on the judging panel, the awards will warrant much attention and produce great accounts of Twitter successes.

We would like to invite your organization to become a Sponsor for the B2B Twitterer of the Year award program and take advantage of exposure to a significant B2B audience.

Your sponsorship will help underwrite the various costs to produce and promote the awards. Sponsorship levels lightly reflect the unconventional and popular way that Twitter has come into our daily business lives: **Bluebird**, **Nightingale**, **Meadowlark**, and **Canary**. Each level is very affordable and would be a tremendous value to your organization. Among some of the benefits (depending on sponsorship level):

- Linked logo placement on B2BTOTY.com site for one year
- Logo inclusion on official email template
- Follow Friday recommendations and shout outs on Twitter
- Mention in press releases
- Collateral material included with awards presented to winner

Please review the attached Sponsorship matrix to determine which level is most suitable for your needs. Your organization's participation can go a long way gaining visibility in this exciting sector of marketing. If you have any questions in the meantime, please contact me at **703-626-2101** or **jzuccaro@b2btoty.com**.

Regards,

Joseph Zuccaro
Program Chair, B2B Twitterer of the Year Awards

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Sponsorship Opportunities

Would you like to be seen by a BIG "FLOCK" of leading B2B Twitterers & Marketers?

Now in its second year, the **B2B Twitterer of the Year Award** recognizes B2B organizations for outstanding contributions in practicing, promoting, and/or enhancing professional business via the micro-blogging sensation **Twitter**. Businesses like yours have an opportunity for exposure to **a wide B2B audience** by participating as a sponsor in this growing event.

Major Sponsorship Levels

Sponsorship Opportunities		Sponsorship Level			
		Bluebird	Nightingale	Meadowlark	Canary
		$2,500	$1,000	$500	$200
Benefit	Website Logo Placement for 1 Year	◆	◆	◆	◆
	Website Logo Size (max)	200x200	160x160	125x125	90x90
	Inclusion in Twitter List for 1 Year	◆	◆	◆	◆
	Link to Sponsor Website	12 mos.	6 mos.	3 mos.	n/a
	Facebook Fan Page Logo	◆	◆	◆	
	Follow Friday Tweets*	◆	◆	◆	
	Post-Judging Access to Nominations	◆	◆		
	Company Materials Included w/awards	◆	◆		
	Inclusion in Email Template	◆	◆		
	Weekly Shout-out Tweets*	◆			
	Mention in Press Releases	◆			
	Inclusion in Promotional Flyers	◆			

Sponsorship checks must be received by November 15, 2009.
**** For up to two weeks past winner announcements. Sponsors must have Twitter account or URL to tweet about.***

Other Sponsorship Levels

Peacock/Custom Sponsor - Organizations willing to underwrite more than the Bluebird Sponsorship Level may be accommodated. Please use the contact information below to discuss how to create a sponsor level appropriate for your firm.

Media Sponsor – Bona fide national trade press can obtain Bluebird Sponsorship privileges in a trade agreement for that value in addition to Tweeting weekly nomination reminders with link to nomination webpage, and mention in one official blog.

In-Kind Sponsors - If your organization is interested in providing an in-kind gift for use by winners, please contact us. Depending on the dollar value of the package you donate, you will receive sponsorship privileges similar to those listed in the chart above.

Nomination Deadline is 12/18/2009.
Winners will be announced in late January to early February 2010

Address any Sponsorship questions to:
Joseph Zuccaro - jzuccaro@b2btoty.com - 703-626-2101

2009 b2b twitterer of the year

Sponsorship Agreement

This document outlines the sponsorship agreement "Agreement" between _____ ("Sponsor") and the B2B Twitterer of the Year Awards ("B2BTOTY")

Terms

1. B2BTOTY reserves the right to reject a sponsor for any reason, including, but not limited to, such factors as questionable business practices, those having a mission conflicting with the B2BTOTY, or those who desire to assume control of an event through sponsorship.
2. In consideration of the sponsorship, Sponsor will receive the benefits and services of sponsorship commensurate with the level of sponsorship indicated. Although B2BTOTY will take reasonable efforts to maximize the number of nominations and Twitter Followers, and Facebook Fan Page registrants for the program through the use of promotional materials, B2BTOTY makes no guarantee regarding the number of actual results.
3. All fees are final and non-refundable. Sponsorship seniority is established and sponsor benefits begin upon receipt of signed agreement and full payment.
4. Sponsor grants B2BTOTY the unlimited right to display, exhibit, use and reproduce Sponsor's name and logo and any quote for the purpose of promotion of the event or program and in all promotional materials.
5. Sponsor enters into the Agreement with the full understanding that the Agreement may not be terminated once the promotional materials for the event or program are distributed. In the event that the final announcements are delayed due to conditions or factors beyond the control of B2BTOTY, including but not limited to, natural disasters and other acts of God, Sponsor agrees to be bound by the Agreement as if the event or program awards took place on the date originally scheduled.
6. The Agreement and these terms and conditions constitute the entire agreement between Sponsor and B2BTOTY with respect to sponsorship of the event or program. Any amendments or modifications to the Agreement must be executed in writing by both parties.
7. Sponsor agrees that failure to pay the sponsorship amount indicated on the Agreement constitutes a breach of the Agreement which may subject Sponsor to collection efforts or legal action. In the event that B2BTOTY institutes collection efforts or legal action to collect any unpaid amounts due under the Agreement, including interest, Sponsor shall be obligated to pay B2BTOTY's service fees, reasonable attorneys' fees, and other costs and expenses incurred in the collection effort or legal action.

Level Chosen: _____ Peacock ($_____) _____ Bluebird ($2,500) _____ Nightingale ($1,000)
_____ Meadlowlark ($500) _____ Canary ($200)

Signature:	_____	
Date:	_____	
Sponsor Contact Name:	_____	Joseph Zuccaro
Title:	_____	Founder
Sponsor Name:	_____	B2B Twitterer of the Year Awards
Sponsor Contact Email:	_____	jzuccaro@b2btoty.com
Sponsor Street Address:	_____	4417 Whimsey Lane, Olney, MD 20832
Phone Number:	_____	301-358-4950