



iSummit '08 

Inspired by Japan

Sapporo

Partnership Opportunities

4th Global iSummit
29 July - 1 August, 2008
Sapporo, Japan



iCommons





Inspired by Japan

Introduction

An annual exploration of the emerging opportunities for co-ownership, co-creation and the widespread distribution and sharing of knowledge, ideas and creativity in the digital age

Celebrating the power of the Internet to enable human development and global cultural exchange

iSummit is the most dynamic global event devoted to DIGITAL CULTURE. Inspired by Japanese innovation and hosted in Sapporo -- a city fast becoming recognised for its modern, creative, technology-oriented approach to business and public initiatives -- this year's iSummit will be a ground-breaking event that showcases the pioneering practices promulgating digital culture around the world.

The summit holds global significance in the advancement of digital culture and defines new approaches to learning, development, art, business and current and future social entrepreneurial projects.

A meeting of minds - iSummit draws an audience of entrepreneurs, artists, philosophers, activists, educators and free-thinkers from all continents, setting the pace for the creation, adoption and leverage of new digital technologies and trends.



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Engage with the leaders and innovators shaping tomorrow.

For more information please contact: Heather Ford, Executive Director, iCommons Telephone: +27 (0)11 327 3155 - Johannesburg, South Africa
Email: heather@icommmons.org

Unique opportunities exist for companies leading the digital revolution to support this foremost event.

iSummit Sponsorships

Tiered sponsorship packages are available, providing unique opportunities to engage with the leaders and innovators shaping tomorrow.

Platinum Sponsors

Gold Sponsors

Silver Sponsors

Second Life iSummit Sponsorship

A parallel virtual iSummit in Second Life that will showcase cultural collaboration and address the potential of new digital sharing practises will provide a high-impact opportunity for interaction with Second Life residents actively transforming and advancing digital culture.

Network Event Sponsorships

Support our high profile network events - cultural exchange and entertainment platforms that form a fundamental part of the annual iSummit programme.



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Platinum

Partnership investment: \$50,000

Platinum sponsorship packages offer significant exposure, including visibility at the Second Life iSummit, as well as providing unique platforms to engage with the iSummit audience. Tailored interactive promotions that enrich the iSummit experience may also be developed in line with partners' communications' objectives.

Promotional rights

- Use of iSummit 2008 marques and logos
- "Official Partner" web button

Media value

- *Publicity*
 - Sponsorship mention in press releases
- *Print exposure*
 - Logo in all print advertising
- *Electronic exposure*
 - Logo and designation on iSummit homepage
 - Hyperlinked logo and profile on iSummit partners' page

Official Partner Network

- Invitations to exclusive Partners Dinner (4)
- Access passes to Partners Lounge (4)
- Contact list of all official partners

Conference attendance

- Complimentary iSummit registration (4)

Acknowledgements

- Verbal acknowledgment in opening plenary

Conference exposure

- Logo on promotional signage at the main venue
- Logo, designation and write-up in iSummit programme
- Logo: iSummit partners' pages - iCommons Annual '08
- Opportunity to distribute own publication

Post conference materials

- 30" ad in iSummit online video
- Logo and designation in iSummit online video

Second Life iSummit exposure

- Logo on promotional signage at the main venue

Gold sponsorship packages provide valuable benefits of association. Tailored interactive promotions that enrich the iSummit experience may also be developed in line with partners' communications' objectives.

Promotional rights

- Use of iSummit 2008 marques and logos
- "Official Partner" web button

Media value

- *Publicity*
 - Sponsorship mention in press releases
- *Electronic exposure*
 - Hyperlinked logo and profile on iSummit partners' page

Official Partner Network

- Invitations to exclusive Partners Dinner (2)
- Access passes to Partners Lounge (2)
- Contact list of all official partners

Conference attendance

- Complimentary iSummit registration (2)

Acknowledgements

- Verbal acknowledgment in opening plenary

Conference exposure

- Logo, designation and write-up in iSummit programme
- Logo: iSummit partners' pages - iCommons Annual 2008
- Opportunity to distribute own publication

Silver sponsorship packages provide valuable benefits of association and access to the iSummit audience.

Promotional rights

- Use of iSummit 2008 marques and logos
- "Official Partner" web button

Media value

- Electronic exposure
 - Hyperlinked logo and profile on iSummit partners' page

Official Partner Network

- Invitations to exclusive Partners Dinner (2)
- Access passes to Partners Lounge (2)
- Contact list of all official partners

Conference attendance

- Complimentary iSummit registration (2)

Conference exposure

- Logo, designation and write-up in Summit programme
- Logo: iSummit partners' pages - iCommons Annual 2008
- Opportunity to distribute own publication



Inspired by Japan

Network Event Sponsors

Partnership investment: \$20,000

Support our high profile network events – cultural exchange and entertainment platforms that form a fundamental part of the annual iSummit programme.

These exciting events will explore Japanese innovation and culture and will provide further opportunities for delegates to interact and share ideas and experiences with one another.

- **Dinner at Okurayama Ski Jump, 29 July '08.** This is the site of the 1972 Winter Olympics and it offers a spectacular view of the city.

- **A summer picnic at the beautiful Moerenuma Park, 1 August '08.** Designed by sculptor Isamu Noguchi, the park is must-see for any visitor to Hokkeido.

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Inspired by Japan

Network Event Sponsors

Partnership investment: \$20,000

Network event partners will benefit from a direct association with the sponsored event and will have the opportunity to display branded signage onsite.

Promotional rights

- Use of iSummit 2008 marques and logos
- "Official Partner" web button

Media value

- *Electronic exposure*
 - Hyperlinked logo and profile on iSummit partners' page

Official Partner Network

- Invitations to exclusive Partners Dinner (2)
- Access passes to Partners Lounge (2)
- Contact list of all official partners

Conference attendance

- Complimentary iSummit registration (2)

Conference exposure

- Logo, designation and write-up in Summit programme
- Logo: iSummit partners' pages - iCommons Annual 2008
- Opportunity to distribute own publication

Network event naming rights

- Verbal acknowledgement in welcome announcement
- Opportunity to display branded signage

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Inspired by Japan

Second Life Sponsor

Partnership investment: \$50,000

A parallel virtual iSummit in Second Life will showcase collaborative projects and address the potential of new digital sharing practises - providing a high-impact opportunity for interaction with SL residents actively transforming and advancing digital culture.

Through interactive workshops, discussions, film screenings, concerts and art exhibitions, Second Life participants will have opportunities to share best practices and learn about various projects and issues in Second Life related to free digital culture. The keynote sessions of the real life iSummit will also be simulcast in Second Life.

In order to sustain the progress and momentum following the iSummit, we will also be hosting discussion sessions about iCommons community issues in Second Life, such as how to make it easier to license creative works in Second Life and how to connect Second Life content, creators, and initiatives, events and projects with their real life counterparts.

The values and ideals of the iCommons community are shared by the majority of residents in Second Life, thus the parallel iSummit in Second Life will work to bridge these two worlds through interactive, mixed reality events.

By exploring new avenues for cultural collaboration through Second Life, we hope to broaden the audience and expand global sharing culture.



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Second Life Sponsor

Partnership investment: \$50,000

The presenting sponsor of the Second Life iSummit will have the opportunity to develop a unique platform for engagement with Second Life participants.

Promotional rights

- Use of iSummit 2008 marques and logos
- "Official Partner" web button

Media value

- *Publicity*
 - Sponsorship mention in press releases
- *Print exposure*
 - Logo in all print advertising
- *Electronic exposure*
 - Logo and designation on iSummit home page
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Official Partner Network

- Invitations to exclusive Partners Dinner (4)
- Access passes to Partners Lounge (2)
- Contact list of all official partners

Conference attendance

- Complimentary iSummit registration (2)

Acknowledgements

- Verbal acknowledgment in opening plenary

Conference exposure

- Logo, designation and write-up in iSummit programme
- Logo: iSummit partners' pages - iCommons Annual '08
- Opportunity to distribute own publication

Post conference materials

- Logo and designation in iSummit online video

Second Life iSummit exposure

- Presenting Sponsor
- Logo on promotional signage at the main venue



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