



An international one-day conference for freelancers in the internet industry

## Going Solo Leeds: being a freelancer in a connected world

### About Going Solo

Going Solo is a unique conference, focused on the new web-enabled generation of freelancers and small business owners. After a very successful first event in Lausanne, Switzerland, the conference is taking place again in Leeds, UK. There are plans to produce the event elsewhere in Europe and in the US.

Over 100 professionals are expected for an intensive one-day education experience, where a core group of international speakers will cover future trends, current best practices, and business experience. The goal of the event is to provide a platform for freelancers and small business owners to build business relationships, acquire new tools and knowledge, and establish a larger European community of practice.

### Who is attending Going Solo?

Going Solo attracts entrepreneurial freelancers, niche business owners, and professionals working in media, tech, design, publishing, and related service industries. Through their extended networks of practice, these attendees touch several leading businesses and nonprofits across Europe, shaping purchasing decisions and guiding corporate strategy.

### What are the benefits of sponsorship?

As a sponsor, your company will gain direct access to this select group of highly competent professionals on the cutting edge of the media, tech, design, publishing, and related service industries. These freelancers are an influential audience looking to Going Solo for solutions to help them be more successful at what they do. These solutions come from Going Solo's content and from the sponsors' products and services. As a Going Solo Sponsor, your company will be associated with a leading European event targeting internet professionals.

*Going Solo is a Going Far event. Going Far aims to produce intimate events on focused topics in and around Europe. Content is high-quality and has an impact on what people are actually doing. Going Far seeks sponsors that can add value to the attendees' conference experience.*

### Event details

**Date:** Friday, Sept 12th, 2008

**Time:** 8am

**Venue:** Old Broadcasting House, 148 Woodhouse Lane, Leeds LS2 9EN, UK

**Website and media:**

<http://leeds08.going-solo.net>

For more information regarding sponsorship opportunities at Going Solo, e-mail [sponsorships@going-solo.net](mailto:sponsorships@going-solo.net) or call Stephanie Booth +41786254474

### Media Partnership

Going Solo is looking for cross-promotional media partners, who can help get the word out about the event, and drive registrations and sponsorships. We offer:

- Logo on Going Solo Website
- Logo slide in rolling slideshow presenting sponsors and partners on a screen in the lobby
- 1 media pass
- 2 special partner discounts for the event (30% off ticket price)
- 5% referral fee through use of code OR
- 10% discount through use of code (max. 10 registrations)

## Going Solo Sponsorship Options

### Platinum Sponsor - £4,000



- Logo and company description on Going Solo website and blog
- Blog post introducing the company on Going Solo conference blog
- Company introduction by Stephanie Booth at the conference
- Handout in attendee conference packages (1 page or booklet)
- Signage throughout conference venue
- Slide in rolling slideshow presenting sponsors and partners on a screen in the lobby
- 5 conference admissions
- 2 opportunities to introduce conference speakers
- 10 special sponsor discounts for the event (30% off ticket price)
- Company Display Station featuring elevated cocktail table, LCD monitor, power outlet
- Dedicated post-conference email blast to attendees sent by Going Solo
- Podcast interview featuring your product or services published and promoted on Going Solo web site
- Preferred sponsorship opportunity for subsequent conferences

### Gold Sponsor - £2,500



- Logo and company description on Going Solo Website and Blog
- Blog post introducing the company on Going Solo conference blog
- Company announcement by Stephanie Booth at the conference
- Handout in attendee conference packages (1 page)
- Signage throughout conference venue
- Slide in rolling slideshow presenting sponsors and partners on a screen in the lobby
- 3 conference admissions
- Special sponsor discounts for the event (30% off ticket price)
- Company Display Station featuring elevated cocktail table, LCD monitor, power outlet
- Company listing in post-conference email communication by Going Solo

**Silver Sponsor - £1,250**

- Logo and company description on Going Solo Website and Blog
- Blog post introducing the company on Going Solo conference blog
- Company announcement by Stephanie Booth at the conference
- Handout in attendee conference packages (1 page)
- Signage throughout conference venue
- Slide in rolling slideshow presenting sponsors and partners on a screen in the lobby
- 2 conference admissions
- 5 special sponsor discounts for the event (30% off ticket price)

**Lunch Sponsor - £1,750**

- Logo and company description on Going Solo Website and Blog
- Blog post introducing the company on Going Solo conference blog
- Handout with lunch plates
- Company introduction by Stephanie Booth
- Signage in food service and lunch area
- Slide in rolling slideshow presenting sponsors and partners on a screen in the lobby
- 2 conference admissions
- 5 special sponsor discounts for the event (30% off ticket price)

**Company Pitch - £500**

- Present a 3 minute pitch to attendees during a conference break. *This opportunity can be added to any sponsorship package (limited opportunities available).*

**Screen Time - £100** for the first minute, £50 per extra minute (max. 5 minutes)

- Rolling screen time in the lobby to present or promote product or company. *This opportunity can be added to any sponsorship package (limited opportunities available).*

**Micro Sponsor - £250**

- Logo on Going Solo Website
- Logo slide in rolling slideshow presenting sponsors and partners on a screen in the lobby
- 2 special sponsor discounts for the event (30% off ticket price) or 1 minute presentation/video on screen in lobby (rolling)