



SPONSOR DECK

JULY 11-12, 2020  
KANSAS CITY, MO

The purpose of the **True Crime Podcast Festival** is to give listeners the opportunity to meet and interact with their favorite podcasters. Who knows--they may even find some new favorites!

Photo: Attendees mingle before TCPF2019 begins.



## TCPF2019: BY THE NUMBERS

**515** Unique Attendees

**90** Registered Podcasts

**0** Marketing Dollars Spent

TCPF 2019 was a **single day** event that began as a large meetup for true crime podcasts and blossomed into a full conference due to intense interest from the true crime podcast community.



## THE BASICS

### Date:

July 11-12, 2020

*with preview event Friday, July 10.*

### Location:

Loews Hotel

*(Downtown Kansas City - Opening Spring 2020)*

1515 Wyandotte St

Kansas City, MO 64108

## WHAT'S NEW

### Marketing budget

TCPF2019 was a success with \$0 spent on marketing. This year, in addition to our previous strategies, we are reaching out to an even larger segment of the community by marketing the event locally and nationally.

### More Content

To increase our live episode offerings, we now have 2 stages of live episode recordings on Saturday. Extending the festival to 2 days allows more time for socializing between vendors, podcasters, and attendees.

### Behind the Scenes Info

One of the most requested topics in our feedback surveys from TCPF2019 was more information on how podcasts are actually made, so we added panels and sessions on the creation process!

### Vendor Expo

The addition of our vendor expo opens opportunities for the passionate listeners of true crime to meet the companies that support our community. Since these listeners are often the individuals who decide to start their own podcast, this is a great opportunity for companies to establish relationships and set a lasting impression before they even become podcasters!





## LIVE EPISODES & PANEL DISCUSSIONS

Our festival features **live recordings** of podcast episodes in front of a studio audience. We specialize in cross-over collaborations you won't hear anywhere else.

We also host a lively **panel discussion** stage, where podcasters pull back the curtain for a unique view into the creation of a show. Past topics include how podcasters select their cases, the ethics of amateur investigations, and the importance of diversity and inclusivity.





# PODCAST GALLERY

The main draw of our festival is our large **Podcast Gallery**. Imagine: a hall of tables representing the best in the true crime podcast genre!

We get the podcasters out from behind the microphones--and from behind their tables--to mix and mingle with podcast listeners.

Conversations, selfies, and memories all happen on the floor of our Podcast Gallery.





FRIDAY, JULY 10, 2020

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## PODCASTERS' DAY

- ▶ Friday evening is an event exclusively for registered true crime podcasts.
- ▶ Vendors set up booths before & during the podcasters' dinner.
- ▶ After dinner, podcasters set up their tables, visit vendor booths, & experience the festival for themselves.
- ▶ One stage hosts two sessions, appealing specifically to podcast creators.
- ▶ Cash bar available throughout the evening.



SATURDAY, JULY 11, 2020

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## FESTIVAL DAY 1

- ▶ The festival kicks off on Saturday, the main day of the event.
- ▶ Saturday's panel discussion topics focus on content and content creation for true crime podcasts.
- ▶ Live episodes take place on 2 stages, including a variety of types and sizes of podcasts.
- ▶ Cash bar available after 11 am.
- ▶ Saturday evening there is a reception/mixer for all podcasters & attendees. Vendors are encouraged to attend.

SATURDAY, JULY 11, 2020

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## FESTIVAL DAY 2

- ▶ Sunday is the final day of the festival and is a shorter, more relaxed day.
- ▶ One stage offers sessions focused on the creation and technical side of true crime podcasting.
- ▶ The podcast gallery and vendor expo are open extended hours, giving attendees extra time to visit.
- ▶ Cash bar available after 11 am.



TCPF2020

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# SPONSOR OPTIONS

# PREMIUM SPONSORSHIP TIERS

## DIAMOND

\$40,000  
1 available

- ▶ Podcast Gallery Branding
- ▶ Brand signage at the event
- ▶ Inclusion in all communication (eg. True Crime Podcast Festival, sponsored by X)
- ▶ 30 tickets
- ▶ First choice of vendor booth location
- ▶ Featured listing on website
- ▶ 3 Branding options chosen from the list
- ▶ First choice of additional paid sponsorship options
- ▶ Additional benefits may be agreed upon

## PLATINUM

\$20,000  
2 available

- ▶ Live Episode Stage Branding
- ▶ Brand signage at the event
- ▶ 12 tickets
- ▶ Choice of vendor booth location
- ▶ Featured listing on website
- ▶ 2 Branding options chosen from the list
- ▶ Choice of additional paid sponsorship options
- ▶ Additional benefits may be agreed upon

## GOLD

\$10,000  
4 available

- ▶ Choice of 4 branding options from the list
- ▶ Brand signage at the event
- ▶ 5 tickets
- ▶ Choice of vendor booth location
- ▶ Featured listing on website
- ▶ Priority choice of additional paid sponsorship options

## SILVER

\$4,000  
8 available

- ▶ Choice of 2 branding options from the list
- ▶ Brand signage at the event
- ▶ 2 tickets
- ▶ Choice of vendor booth location
- ▶ Featured listing on website
- ▶ Priority choice of additional paid sponsorship options

### Branding Options List

- ▶ Item or insert in Welcome Bag
- ▶ Email newsletter sponsor
- ▶ Sponsored panel with featured panelist
- ▶ Full page program ad
- ▶ Recording Studio ads/items on display
- ▶ Hotel Drop (fees from hotel will be passed on to sponsor)
- ▶ Item or insert in podcasters' gift bag
- ▶ Drink ticket sponsor for attendees (Price of drink tickets is additional and will be passed on to sponsor)
- ▶ Drink ticket sponsor for podcasters (Additional cost for drinks will be passed on to sponsor)
- ▶ Custom arrangements available.



# EXHIBITION BOOTHS

## SINGLE

8' x 8'  
\$2,000

- ▶ One 6' table with chairs
- ▶ Access to wifi
- ▶ 2 TCPF2020 Passes
- ▶ Logo displayed on website

## DOUBLE

16' x 8'  
\$4,000

- ▶ Two 6' tables with chairs
- ▶ Access to wifi
- ▶ 4 TCPF2020 Passes
- ▶ Logo displayed on website

## QUAD

16' x 16'  
\$6,500

- ▶ Up to four 6' tables with chairs
- ▶ Access to wifi
- ▶ 6 TCPF2020 Passes
- ▶ Logo displayed on website

## MINI

4' x 4' Kiosk  
\$1,250

- ▶ Cocktail table with chair/stool
- ▶ Access to wifi
- ▶ 2 TCPF2020 Passes
- ▶ Logo displayed on website

Exhibitors passes are to be used by company staff who will be working in the booth.

Booth setup is Friday evening before/during the podcasters' dinner. After dinner, podcasters visit vendor booths and interact directly with sponsors.

Vendors Expo is open the following hours. All booths should be staffed at least 80% of the time vendor expo is open.

- Friday, July 10 - 5pm to 10pm (podcaster's day)
- Saturday, July 11 - 8:30 am to 5pm
- Sunday, July 12 - 8:30am to 2pm

Breakdown is Sunday, July 12 from 2pm to 3:30pm.

## SPONSORED EVENTS (ALL EXCLUSIVE)

### PODCASTERS' DINNER

\$30,000

- ▶ Dinner Friday night for all registered podcasters
- ▶ Sponsor signage prominently displayed
- ▶ Logo listed on website
- ▶ Freedom to distribute materials to podcasters at dinner
- ▶ Opportunity to speak to podcasters during dinner
- ▶ Sponsor-named event promoted to podcasters & in podcaster packet

### EVENING RECEPTION/MIXER

\$30,000

- ▶ Saturday evening reception for all attendees
- ▶ Sponsor signage prominently displayed
- ▶ Logo listed on website
- ▶ Sponsor-named event in program
- ▶ Sponsor named event promoted on social media.
- ▶ Introduction at reception with opportunity to give a brief welcome address.

### BOXED LUNCH SPONSOR

\$25,000

- ▶ Sponsor-named program listing
- ▶ Sponsor-named option for pre-purchase online & in emails
- ▶ Sponsor signage prominently displayed
- ▶ Logo listed on website
- ▶ Option to distribute materials with lunches (sponsor must provide materials)
- ▶ Option to brand boxed lunches as allowed by hotel
- ▶ *This cost includes food, but sponsorship only makes boxed lunches available for attendees to **purchase** at a reasonable rate.*
- ▶ *Please inquire if you would rather provide a **free** lunch to attendees, and details can be worked out.*

*Cost of food is included in price (reception/mixer is snacks only)*

*Bartenders are provided by TCPF. Sponsored complimentary drink tickets are optional with additional cost.*

*Drink ticket sponsorship may be made available to other sponsors if sponsor declines the option.*

### PODCASTERS' BREAKFAST – SATURDAY

\$15,000

- ▶ Sponsor-named breakfast available to registered podcasters on Saturday
- ▶ Sponsor signage prominently displayed
- ▶ Logo listed on website
- ▶ Freedom to distribute materials and/or speak to podcasters at breakfast
- ▶ Sponsor-named breakfast listed in podcasters' packet.
- ▶ Sponsored Mimosa/Bloody Mary bar available for additional cost

▶ *Cost of food is included*

### PODCASTERS' BREAKFAST – SUNDAY

\$15,000

- ▶ Sponsor-named breakfast available to registered podcasters on Sunday
- ▶ Sponsor signage prominently displayed
- ▶ Logo listed on website
- ▶ Freedom to distribute materials and/or speak to podcasters at breakfast
- ▶ Sponsor-named breakfast listed in podcasters' packet.
- ▶ Sponsored Mimosa/Bloody Mary bar available for additional cost

▶ *Cost of food is included*

# ROOM & SERVICE SPONSORSHIPS (ALL EXCLUSIVE)

## MAIN STAGE SPONSOR

\$10,000

- ▶ Named sponsor of largest stage - used for opening remarks & panel discussions (Saturday Only)
- ▶ Sponsor-named listing in program & on maps
- ▶ Signage prominently displayed
- ▶ Logo listed on website

## GREEN ROOM SPONSOR

\$10,000

- ▶ Sponsor-named greenroom listed in program & on maps
- ▶ Signage prominently displayed
- ▶ Logo listed on website
- ▶ Opportunity to place materials in greenroom for distribution.

*Cost of refreshments is included in price*

## EVENT WIFI SPONSOR

\$12,000

- ▶ Wifi named for sponsor
- ▶ Signage promoting free wifi to all attendees - including sponsor branding
- ▶ Program listing
- ▶ Logo listed on website

## COFFEE/TEA SPONSOR

\$6,500

- ▶ Sponsor-named refreshment areas listed in program and on maps - for all attendees.
- ▶ Signage prominently displayed
- ▶ Sponsor may provide branded cup sleeves
- ▶ Logo listed on website
- ▶ Opportunity to place materials in or around refreshment tables.

*Cost of drinks is included.*

## RECORDING STUDIO SPONSOR

\$2,500

- ▶ Sponsor-named recording studio listed in program & on maps
- ▶ Signage prominently displayed
- ▶ Logo listed on website
- ▶ Opportunity to place materials in or around recording studio for distribution.

*Other brands' equipment may be used & displayed in studio unless exclusivity agreement is made.*

## CHARGING STATION SPONSOR

\$2,500

- ▶ Sponsor-named charging area listed in program & on maps
- ▶ Signage prominently displayed
- ▶ Logo listed on website
- ▶ Opportunity to place materials in or around charging stations.

*Cost of charging stations not included - must be provided and set up by sponsor or arranged through PSAV, if this is an option, with cost passed on to the sponsor.*



# ADDITIONAL SPONSORSHIPS OPTIONS

## EXCLUSIVE

### ATTENDEE BADGE SPONSOR

\$4,000

Logo/branding on Badge/Lanyard provided to all attendees, podcasters, vendors, etc.

### WORK ZONE SPONSOR

\$3,000

Area within the venue dedicated to individual work.

### DOWNTIME AREA SPONSOR

\$3,000

Area within the venue for attendees to rest, relax, and recharge.

### WELCOME BAG SPONSOR

\$1,000

Provide up to 2,000\* branded bags to be handed out to all attendees at check-in.

### PODCASTER GIFT BAG SPONSOR

\$800

Provide ~250\* branded bags to be handed out to all attendees at check-in.

### HOTEL KEY SPONSOR

\$1000

Branded hotel keys.

*Any fees charged by the hotel for this service are not included and will be passed on to sponsor.*

*\*actual count to be provided closer to event date.*

## NON-EXCLUSIVE

### ITEM IN WELCOME BAG

\$600 Add-On

\$1200 Non-Sponsor

Item to be included in bags given to attendees at check-in.

*Does not include cost of items or printing. Up to 2,000\* items must be provided to TCPF by July 9, 2020.*

### ITEM IN PODCASTER GIFT BAG

\$500 Add-On

\$1,000 Non-Sponsor

Item to be included in bags given to all registered podcasters.

*Does not include cost of items or printing. ~250\* items must be provided to TCPF by July 9, 2020.*

### PROGRAM ADS

\$500 Half Page

\$1,000 Full Page

A printed program will be given to every attendee & podcaster. There are a limited number of ad spaces available within the programs.

Can't find what you need?  
Email us at  
[sponsors@truecrimepodcastfestival.com](mailto:sponsors@truecrimepodcastfestival.com)  
for custom requests.