



# BlogCamp16

## Proposal



# About the Organiser

## BloggingGhana

BloggingGhana is Ghana's biggest organisation of bloggers and social media enthusiasts. Founded in 2009 and incorporated in 2011, the organisation focuses on the promotion of social media in areas such as citizen activism, governance, brand awareness, sensitization and general education.

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### Our Goals

#### Serve as a Network

Serve as a forum for bloggers to network and enhance ideas.

#### Promote & Educate

Promote responsible citizen journalism.

Educate the general public on the opportunities in social media.

#### Build Capacity

Build capacity among bloggers through education, fundraising and events.

Access new audiences for members' blogs through a mutual website and other activities.



**BLOGGINGGHANA**

# Our Reach and Network

**41,036 followers**



**14,600 followers**



**8,700 fans**



**22,200 visits**



DRIVE  
PASSION  
AND



# BlogCamp16

**Accra** – June 11<sup>th</sup> 2016



BlogCamp is a full day conference hosted by BloggingGhana annually to provide a platform for learning and sharing on all topics concerning social media. BlogCamps have been hosted since 2012. This event attracts the active online community from all walks of life.

**More than 600** attendees turn-up for such events and **more than 300** others view join the event from afar by joining our livestream channel of following our updates on Facebook, Instagram And Twitter.

Break-out sessions present attendees with an intimate environment to discuss and learn about a subject

During the Blog workshops, attendees who are new to blogging and social media are assisted to create accounts on blogs and other social media networks.

Sponsors and corporate partners who join us for BlogCamps get the opportunity to exhibit and present to the audience.

# BlogCamp16

Pre-event Activities **Sept'15 – Jun'16**



## #ByTheFireside

This is an offline activity hosted **monthly**. It gives an opportunity to bloggers (story tellers) to present popular blog posts to a live audience in a Tedx style. This offers the audience the opportunity to engage the blogger and ask questions they otherwise wouldn't be able to ask.

## Universal Blog Posts

**Once a month**, bloggers within our blogging network write on the same theme/topic and publish around the same period to emphasise the importance of the. In the past, we have written about Food, corruption, technology etc. These posts are either observed to commemorate an important international day or highlight a trending topic in the country.

## Twitter Town Halls

Town halls are **monthly** discussions we host mainly on twitter to engage our followers on certain topics. The town halls could take the form of a debate or an open discussion with a bigger audience.

# BlogCamp16

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## Photowalks

To increase visual online content **quarterly**, we embark on a walk with our smart device to capture photos of objects or scenes bordering a particular theme. In the last photowalk our bloggers captured the culture and lifestyles of the people of Kumasi. Photos taken by the participants are published on Facebook, twitter and Instagram.

## Universal Blog Posts

Campus storms are **quarterly** series of social media workshops delivered by our experienced bloggers in a day. The workshops include blogs, twitter and Instagram training sessions. These are meant to expose the students to other popular social media channels whiles revealing tips and best practices for students.

## BlogCamp Conference

BlogCamp conference is the ultimate **annual** gathering of bloggers and all players in social media in Ghana. This is a full day conference for attendees to learn and share whiles they interact with new technologies and sponsors.

# Benefits and Sponsorship opportunities



Ghana 3.0  
#ByTheFireSide

# Benefits to sponsors

## **Brand Awareness**

As a sponsor, you get the opportunity to participate in more than 10 BlogCamp16 related activities from now till June 2016.

## **Access to Influencers**

As a sponsor of Blogcamp, you get the opportunity to leverage our influencers and their online audience. BloggingGhana has more than 30 top influencers who wield online and offline reputation.

## **Sales & Marketing**

As a blogcamp sponsor, your team is allowed to sell or market to the attendees who attend all blogcamp related activities.

## **CSR**

By supporting bloggers and their activities, your corporate social responsibility image is enhanced. You also promote the concept of freedom of expression.

## **Online Boost**

Your logo and brand will be promoted via our various social media channels. This strategy helps increase your followership and traffic.

## **Social Media Training**

As part of the sponsorship package, your staff gets to benefit from BloggingGhana's social media training. Our team of experts are also available to provide you with feedback on your social media strategy.

## **Offline Reach**

BlogCamp's print, radio and television partners include Citi, Joyfm, Viasat, Graphic and Tv3. As a sponsor, there is an opportunity to spread your message through these channels.

## **Increase your rank**

Through blog posts and online mentions you get the chance to increase the visibility on your company and services.



# Gold

## Gold Sponsorship

1. A slot for a 10 min presentation at BlogCamp conference
2. A 5min presentation at all monthly #ByThefireside events
3. Opportunity to display banners and pull-ups during all activities
4. An opportunity to engage attendees at BlogCamp16 conference
5. Name and logo printed on T-shirts and all signage
6. Acknowledgement as a Gold Sponsor
7. Mentions on our partner radio station : Citifm, Joyfm, Livefm
8. Opportunity to join BlogCamp team on one radio interview
9. Weekly online follow recommendations
10. BloggingGhana coverage of 2 event through tweets and blog posts
11. Display of logo on the BloggingGhana aggregator
12. 6 Blog posts on any of your organization's services or products
13. Opportunity to be part of all offline and online events
14. Boosting of your organization's online marketing and campaigns
15. Opportunity to leverage up to 3 of BloggingGhana's top influencers
16. 5 Free tickets to the Blogging and Social Media Awards



# Silver

## Silver Sponsorship

1. A slot for a 5 min presentation at BlogCamp16 conference
2. Opportunity to display banners and pull-ups during all activities
3. An opportunity to engage attendees at BlogCamp16 conference
4. Name and logo printed on T-shirts and all signage
5. Acknowledgement as a Silver Sponsor
6. Mentions on our partner radio station : Citifm, Joyfm, Livefm
7. Opportunity to join BlogCamp team on one radio interview
8. Weekly online follow recommendations
9. BloggingGhana coverage of 1 event through tweets and blog posts
10. Display of logo on the BloggingGhana aggregator
11. 2 Blog posts on any of your organization's services or products
12. Opportunity to be part of all offline and online events
13. Boosting of your organization's online marketing and campaigns
14. Opportunity to leverage up to 2 of BloggingGhana's top influencers
15. 2 Free tickets to the Blogging and Social Media Awards



# Bronze

## Bronze Sponsorship

1. Opportunity to display banners and pull-ups during all activities
2. An opportunity to engage attendees at BlogCamp16 conference
3. Name and logo printed on T-shirts and all signage
4. Acknowledgement as a Bronze Sponsor
5. Mentions on our partner radio station : Citifm, Joyfm, Livefm
6. Weekly online follow recommendations
7. BloggingGhana coverage of 1 event through tweets and blog posts
8. Display of logo on the BloggingGhana aggregator
9. 1 Blog posts on any of your organization's services or products
10. Opportunity to be part of all offline and online events
11. Boosting of your organization's online marketing and campaigns



## Negotiated Sponsorship

If you wish to negotiate your own customized package or provide in-kind sponsorship, we can reach an agreement.



# Past Sponsors



Ghanyobi.com

vodafone



# Interested?

Talk to us!

**E-mail**

info@blogcampGhana.com

**Event Website**

BlogcampGhana.com

**Phone #**

0244709575

**Twitter**

@BloggingGhana

DRIVE  
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AND

