



## Sponsorship Information for Sweets and Tweets

The next Sweets and Tweets is Thursday, Feb. 25, 2010. [Anil Dash](#), founder of DC-based [Expert Labs](#), and one of the most influential tech-culture geeks in the world, will be our speaker.

### Overview



[Sweets and Tweets](#) is a series of talks featuring leading voices from DC's diverse technology community. Up to 75 attendees are treated to provocative discussion along with award-winning cupcakes from the ultracool Internet café Baked & Wired, located in Georgetown. The topic of discussion is, broadly, the use of social media by government, nonprofits, trade associations and Fortune 500 companies in the greater DC area.

The first three events sold out almost immediately after announcing the date, speaker and topic. Speakers have included Gov 2.0 celeb [Mark Drapeau](#) and entrepreneur / politico [Mark Walsh](#) (currently CEO of GeniusRocket.com).

Event producer Debbie Weil has been a card-carrying member of DC's Digerati since the 1980s. She is a Top Twitterer in DC with over 7,200 followers. She is also a leading corporate social media consultant and author of the original and definitive book about corporate blogging, THE CORPORATE BLOGGING BOOK. Learn more and read Debbie's blog at [www.debbieweil.com](http://www.debbieweil.com).

### What the Anchor Sponsor Gets

In the weeks leading up to the event our sponsor gets a *huge amount of virally driven publicity*. Twitter mentions by [@debbieweil](#) and others drive thousands of page views to the event page where the sponsor's logo and company information are featured. Attendees *live tweet* the event using hashtag **#sweetevent**. This coverage is retweeted, aggregated and blogged about by Debbie and others. *Federal News Radio*, *Smart Brief on Social Media* and other local media have also covered Sweets and Tweets.

Photos and coverage of July '09 Sweets and Tweets:

<http://www.debbieweil.com/consulting/news/sweets-and-tweets/>

Photos and coverage of November '09 Sweets and Tweets:

<http://www.debbieweil.com/blog/sweets-and-tweets-get-traction-in-dc-with-cupcakes-and-gov-20/>



## Speaking Opportunities

As this is an informal event, there are opportunities for the sponsor to be a speaker, depending on the topic. Event producer Debbie Weil works with sponsors as “content partners” who provide useful information and provocative fodder for discussion.

## Sponsorship Levels

### **Anchor Sponsor (\$1,500)**

The anchor sponsor is the focus of all online promotion. The Anchor Sponsor may provide or suggest a speaker, in consultation with event producer Debbie Weil.

*Bronze Sponsor (\$250):* Logo and link will be included on the registration page.

Please note: a dedicated site for the event is under construction.

## Speakers

The first event (April '09) featured Web manager Andrew Wilson from HHS who spoke about how the CDC, FDA and HHS collaborated to use social media to publicize tainted peanut butter products. The second event (July '09) featured Mark Walsh, a well-known venture capitalist, entrepreneur and politico and the CEO of GeniusRocket.com. He spoke about crowdsourcing and how it will upend traditional advertising. The third event (November '09) featured Mark Drapeau, who spoke about the Two Dirtiest Words in Government 2.0 (Social Networking).

## Date and Time

Sweets and Tweets is generally held on a Tues, Wed or Thurs evening from 6:00 – 7:30 PM at Baked & Wired, 1052 Thomas Jefferson St. NW, Washington DC 20007. Attendees arrive soon after 6 PM for networking, cupcakes and coffee (the venue does not serve alcohol). Around 6:30 they listen to the speaker's informal presentation (no slides!) for 15 – 20 minutes. Lively Q & A follows for up to 30 minutes. Business cards are exchanged. Attendees pick up informational material put out by the sponsor(s).



## Sample of Twitter Coverage of November '09 Sweets and Tweets:

<http://topsy.com/tb/sweetsandtweets3.eventbrite.com/>


### Social Networking: the Two Dirtiest Words in Gov 2.0 (a... - Eventbrite)

[sweetsandtweets3.eventbrite.com](http://sweetsandtweets3.eventbrite.com) - [view page](#) - [cached](#)

Debbie Weil presents Social Networking: the Two Dirtiest Words in Gov 2.0 (a Sweets and Tweets event) -- Tuesday, November 17, 2009 -- Washington

Tweets filter tweets


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**tsuder**  
Influential  
Name Tom Suder  
Location UT:  
39.123808,-77.435206  
Bio Business owner passionate about better collaboration.

@cheek\_geeky @debbieweil 's event <http://bit.ly/2UhjTa> Topic: <http://bit.ly/3983hW> #gov20 at Baked & Wired <http://pic.gd/3ef949>  
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Influential  
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Location UT:  
39.123808,-77.435206  
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**cdorobek**  
Highly Influential  
Name cdorobek  
Location Juneau, AK  
Bio Federal News Radio 1500 AM anchor

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**clearedjobsnet**  
Influential  
Name ClearedJobsNet  
Location Falls Church, VA  
Bio Job Board for Professionals with Security Clearance & a Community for exchanging career ideas, jobs & military transitioning support

Can't wait! RT @debbieweil: SOLD OUT! Fab cupcakes at #SweetEvent tonite @BakedandWiredDC w/ @cheeky\_geeky @NBHD\_America <http://bit.ly/GZ04W>  
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**davidharry**  
Name David Harry  
Location Baltimore, MD / Washington, DC  
Bio Road cyclist, runner | Federal IT project manager, Navy veteran | Washington Capitals fan | Gov 2.0

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