



media and sponsor kit

encuentro nuestra voz

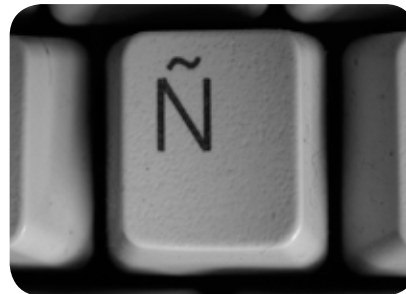
Encuentro Nuestra Voz is a conference for bloggers, citizen journalists, social media experts and other individuals and institutions interested in the online participation of Spanish speakers in the United States.

mission

Encuentro Nuestra Voz seeks to identify and address the needs and challenges of Spanish-speaking Web 2.0 users in the US, while bringing together and strengthening existing on-line communities.

why you should be interested

- There are more than 40 million Spanish speakers in the United States, half of which are Internet users. This percentage is growing rapidly ⁽¹⁾. The percentage of Spanish-speaking Internet users with high-speed Internet (77%) is higher than the United States average ⁽²⁾.
- User-generated content in Spanish language in the US has the largest unrealized potential of any community, as one third of Hispanic Internet users will be 18 or younger by 2010 ⁽³⁾.
- Content, services, influence and decision-making are migrating online. Spanish speakers are using the Web to create and share content, and to connect to each other.
- Spanish speakers in the US are a part of a much larger community, composed of 500 million people in 25 countries around the world.



1) Pew Internet & American Life Project. Latinos Online, March 2007.
2) The AOL Latino 2006 Hispanic Cyberstudy, September 2006.
3) Internet World Stats, Demographics and Growth of Hispanic Internet Usage in United States, April 2006.

where and when?

- San Francisco, California, at a major venue to be announced shortly.
- July 2009. Definite dates will be announced shortly.

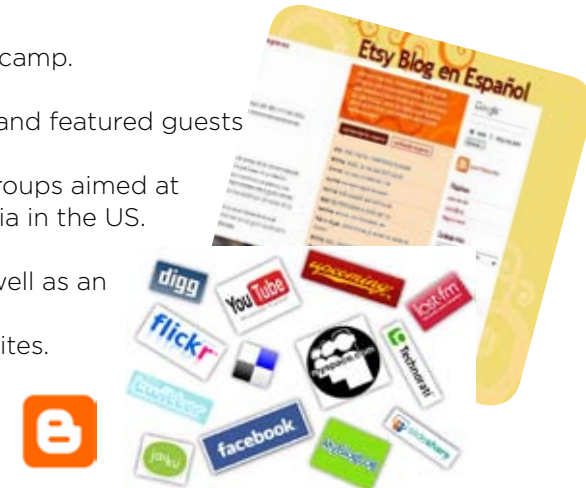
who will be there?

- Spanish-speaking IT and Web 2.0 professionals.
- Journalists and communication professionals interested in the Web 2.0 in Spanish.
- Educators, sociologists, and active members of the Hispanic communities.
- Bloggers and citizen journalists.
- Avid social network users -of Twitter, Facebook, Flickr, YouTube,...
- A roster of special guests and keynote speakers, including David Sasaki (Rising Voices), Kara Andrade (Spot.US), Manuel Maqueda (PeriodismoCiudadano.com), Elia Varela (Global Voices-Maneno.org), Lena Zúñiga (Sula Batsu). Pending confirmation: Dan Gillmor (University of Arizona, Citizen Media Center) and Rosental Calmon Alves (Knight Center for Journalism in the Americas).
- This event has a national scope, and an international projection.



format and agenda

- Mixed format: half of the event will be a conference; the other half an 'unconference' or barcamp.
 - A 'TED-style' conference will offer an opportunity for social media experts and featured guests to share their knowledge, vision, and leadership.
 - An unconference will lay the framework for discussions, actions and workgroups aimed at identifying and addressing the needs and challenges of Spanish social media in the US.
- Specific action items include the creation of blogging workshops for Spanish speakers as well as an online-directory of Spanish language blogs and social media.
- The event will be streamed live and broadcast through numerous outlets and social media sites.
- The event will be followed by a social gathering.
- Encuentro Nuestra Voz is a carbon-neutral, zero-waste event.



sponsorship opportunities

- Sponsorship opportunities include:
 - Primary Sponsor: \$2,000 +
 - Sponsor: \$500-\$1,000
 - Supporter: \$100-\$500.
- Where the money goes:
 - Venue rental
 - Enhanced broadband WiFi.
 - Organic food and drinks.
 - Banners and display materials.
 - Administrative costs (15% of budget or less).
 - Carbon footprint offset.
 - Social party: drinks, snacks, venue, DJ
 - Plane tickets for non-local guest speakers. Speakers are not paid.

exposure

- Your logo prominently displayed on all promotional materials and on web site. Size and placement proportional to contribution.
- Encuentro Nuestra Voz will be extensively advertised and featured in online media, newspapers, radio and television, with a focus on Spanish-speaking media. Univisión has already confirmed coverage.

organizers

- Nuestra Voz, a nonprofit, 501(c)(3) sponsored project.
- In partnership with PeriodismoCiudadano.com leading news source and resource on citizen-powered media worldwide.

