



# Twestival Houston February 12, 2009

@ Caroline Collective  
6:00pm – 10:00pm

## Sponsorship Package

***Twestival = Twitter tweetup + Festival with a social conscience.***

*The event aims to bring together Houston's vibrant new media community for a good cause, giving those who communicate through Twitter the opportunity to meet each other face to face and enhance the relationships they have built online, while raising money for a deserving charity through sponsorships and donations.*

## Twestival Background

The first Twestival occurred on September 25, 2008, at Doon Bar in London. Over 200 early adopters attended to raise money for The Connection at St Martins (<http://www.connection-at-stmartins.org.uk/>). The event developed viral buzz as the new media community blogged and tweeted extensively about it. The strength of this viral effect was demonstrated the day of the event, when "Twestival" became one of the most blogged-about terms worldwide (<http://blog.twitter.com/search?q=twestival>). Mentions in the UK blogosphere included:

- [TechCrunch UK](#)
- [Current TV](#)
- [Diffusion PR](#)
- [Huddle](#)
- [Londonist](#)
- [Sizemore](#)
- [Benjamin Ellis](#)
- [Social PRobiotic](#)
- [One Size Fits One](#)
- [Jazamatazz](#)
- [Richard](#)
- [This Is Now](#)
- [Fake Plastic Noodles](#)
- [The A to E](#)

**This viral buzz not only raised important awareness for the charity, but also for Twestival Sponsors, who received significant traffic through the Twestival promotions and website.**

*"As an early sponsor Huddle benefited tremendously from getting involved in Twestival. Apart from kudos and having our name associated with a fantastic and wonderfully organised event with a social conscience, we received more than 100+ visits directly from the Twestival site, not counting all traffic via Twitter. Twestival is a great initiative and we're very happy to have been a part of it."*

- Zuzanna Pasierbinska-Wilson, Head of Marketing Communications, Huddle.net

## Twestival Houston 2009

The original Twestival organizers are building on this success by expanding the Twestival into a global event, with **over 105 cities worldwide** participating. Houston, as the fourth largest city in the United States and home to a diverse population and vibrant digital community, has been selected as one of the premiere cities for Twestival 2009.

This year, we will raise money for [Charity:Water](#). Right now, **1.1 billion people on the planet don't have access to safe, clean drinking water**. That's one in six of us. **Unsafe water and lack of basic sanitation cause 80% of all sickness and disease, and kills more people every year than all forms of violence, including war**. Many communities in developing nations often have a supply of clean drinking water below the ground, but no way to get to it.

This is where [Charity: Water](#) comes in. Drilling a well can cost from \$4,000 - \$12,000USD – a price that keeps water out of reach for places where people must live on less than \$1 a day. Charity:Water brings safe, clean drinking water to people in developing nations by funding sustainable clean water solutions – such as wells – in the areas of greatest need.

## Make History : Join Us as a Sponsor!

**Houston's goal is to raise \$4000 to build a well!** You can help us deliver safe, clean water to a community in need by becoming: a **Well Builder** (\$500), entitling you to provide marketing materials at the event and being featured in all promotions; a **Partner** (\$250), giving you the opportunity to benefit from all online promotions; or by being a private donor or volunteer. This year's Twestival venue – Caroline Collective – will also allow Well Builders the opportunity to project live footage onto the walls, where all sponsor logos will be featured.

For more information, please visit [www.twestival.com](http://www.twestival.com) or contact **Grace Rodriguez** via Twitter DM (<http://www.twitter.com/gracerodriguez>) or email ([grace@aynbrand.com](mailto:grace@aynbrand.com)). Thank you!