



September 13

benefiting

**Houston Area
Women's Center**

3:30p-8:00p

Caroline Collective

4820 Caroline

Get tickets + info at :

amiando.com/twesth

@twesth | @hawcyl

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. Mentions in the media and blogosphere included:

- [Mashable](#)
- [New York Times](#)
- [The Guardian](#)
- [TechCrunch UK](#)
- [Current TV](#)
- [Huddle](#)
- [Londonist](#)
- [Sizemore](#)
- [Benjamin Ellis](#)
- [Social PRobiotic](#)
- [One Size Fits One](#)
- [Jazamatazz](#)
- [Richard](#)
- [This Is Now](#)

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

Twestival – the volunteer-run "Twitter + Festival" charity fundraising event for people who socialize through the micro-blogging service Twitter – returns in September with a local twist: Following the success of the first global Twestival, the "tweet-up with a social conscience," on February 12, 2009, in which 202 cities around the world participated to raise funds for [Charity:Water](#), Twestival Houston will raise funds for local non-profit Houston Area Women's Center (HAWC). The event will take place on September 13, 2009, at Caroline Collective (4280 Caroline) to help support HAWC's Children's Court Services program, the advocacy service for children who have been victims of or witnesses to violent crimes.

The first Twestival rallied over 250 attendees in Houston, inspired thousands around the globe, heightened invaluable awareness, and raised \$250,000 to provide clean drinking water for international communities in need. This time, Twestival again gives every city the opportunity to host their own event, but each community can select their own local charity to benefit. Twitter users in Houston nominated twenty-eight charities to benefit; and through a competitive online poll voted to support the Houston Area Women's Center.

Support Houston Area Women's Center : Join Us as a Sponsor!

Twestival Houston's goal is to raise \$3000 to help Houston Area Women's Center in their mission to end domestic and sexual violence. Every dollar raised through Twestival Houston will support HAWC's Children's Court Services program, the advocacy service for children who have been victims of or witnesses to violent crimes. But we can't do it without YOU! Please help us help HAWC by becoming a sponsor at <http://amiando.com/twesth>.

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