

RESTORING AMERICAN DEMOCRACY

The Coffee Party Convention



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Sponsorship Invitation

You are invited to become a sponsor for the 1st Annual COFFEE PARTY NATIONAL CONVENTION, September 24-26, 2010 in Louisville, KY.

Since its launch in March of this year, the Coffee Party has grown from an unprecedented Internet phenomenon to a viable grassroots movement of over 350,000 people across the country, many of them linked by a dynamic virtual town hall on Facebook that averages almost 4 million post views per day.

The convention provides a cost-effective opportunity for sponsors to reach an American demographic — we believe the majority — who are weary of partisan politics and hyperbolic rhetoric, and want our country to meet the challenges of the 21st century in a way that is fact-based and solutions-oriented.

www.democracymeetup.com



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A message from Annabel Park, Coffee Party Founder

The Coffee Party is an unusual organization. To my knowledge, there has never before existed a grassroots political movement that has grown out of a Facebook page. In a short time, we have grown from a virtual town hall — every bit as chaotic as it is revolutionary and inspiring — to a legal business entity incorporated as a nonprofit. There are certain pitfalls when building an organization comprised of hundreds of thousands of suddenly very active members, most of whom have never actually met one another. That is why there is so much potential, and so much riding on our convention, when the leaders of the Coffee Party can form relationships, build trust, and take collective action the old fashioned way: face to face.

I have traveled the country during the past seven months, and have met with 15 local chapters. My partner Eric Byler has met with 12. We are proud to report that the Coffee Party is a truly remarkable network of people, united by, yes, technology, but also by an abiding faith in one other and the ideals we have developed together. It is everyday, ordinary Americans, not political professionals, who are pouring their hearts and their energy into this movement, volunteering their time to protect and fortify our democratic process. I passionately believe that the spirit of volunteerism and civic duty exemplified by the Coffee Party is the best hope for America's future. We are Americans willing to put aside our differences for the sake of our country. We are willing to make enormous personal sacrifices to improve our government, and to allow the voice of the People and no other interest, no matter how wealthy or how influential, to determine our destiny.



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What values will Coffee Party Convention Sponsorship Bring

Americans are longing for an energetic, non-partisan, and solutions-oriented approach to political discourse and civic participation. The Coffee Party is a rare achievement of all three ideals. That's why our unplanned, all-volunteer movement went viral so quickly, attracting nearly 300,000 active participants on Facebook, with almost 4,000,000 post views per day. Our appealing, media-friendly message of civility and trans-partisan dialogue has allowed us to create an email list of over 65,000.

Sponsorship of the first annual Coffee Party convention will allow your company to catch this rapidly growing movement on the upswing, close to its inception. Not only will convention-goers from around the country be exposed to your brand in a context of deep appreciation, our on-line audience consisting of regionally, culturally, and politically diverse citizens will also associate your brand with the positive feelings that drew them to the Coffee Party, including a renewed faith in the democratic process and renewed hope that an individual voice can make a difference.

The program

Over the spread of just three days we hope to accomplish a host of things with the largest of these being the solidification of relationships between members and chapters.

All of our events are centered on creating the dialogue necessary to help our members become better at grassroots activism. With sessions like:

“Across the Political Divide: A Transpartisan Dialogue,” a round table moderated by Joseph McCormick.

“Mock Constitutional Convention,” chaired by Lawrence Lessig, Founder of Change Congress & Professor at Harvard Law School and Mark McKinnon, communication strategist for John McCain and George W. Bush.

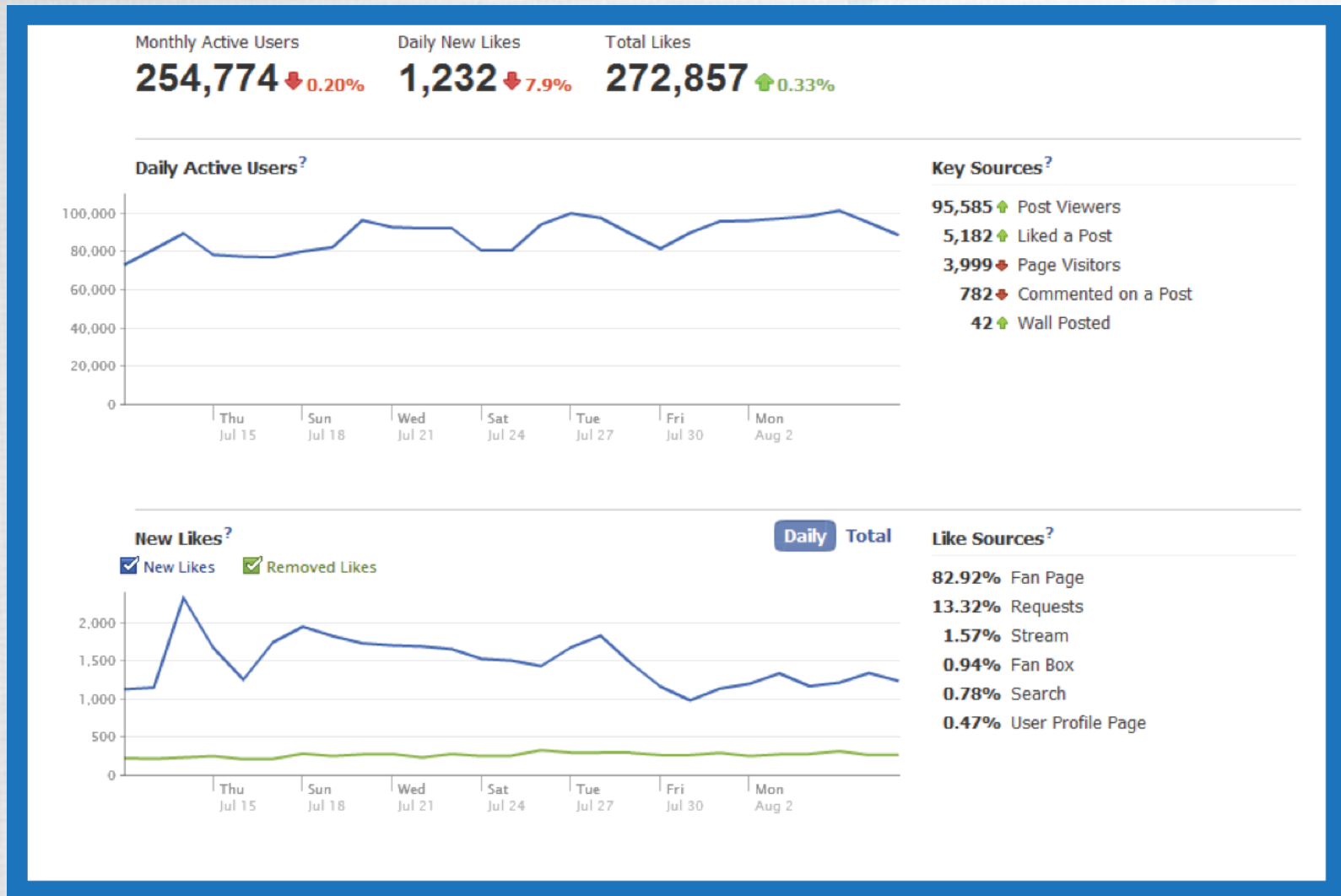
“Movement Music: Tune in to America”

A home-brewed celebration of politics and passion, rhythm and harmony, showcasing Coffee Party movement music by established and emerging artists.

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Coffee Party Demographics

As you can see from the graphic below, the vast majority of our nearly 300,000 Facebook fans (adding about 1,500 per day) are active users who participate at least once a month, while an average of over 90,000 participate daily. These numbers will continue to grow as the convention nears and as Coffee Party plays an intriguing role in the 2010 elections.



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Demographics Continued

Daily Post Views

2,374,014 ↓ 37%

Daily Post Feedback

7,636 ↑ 62%

Daily Story Feedback²

Likes
 Comments
 Unsubscribes



Most Recent Posts

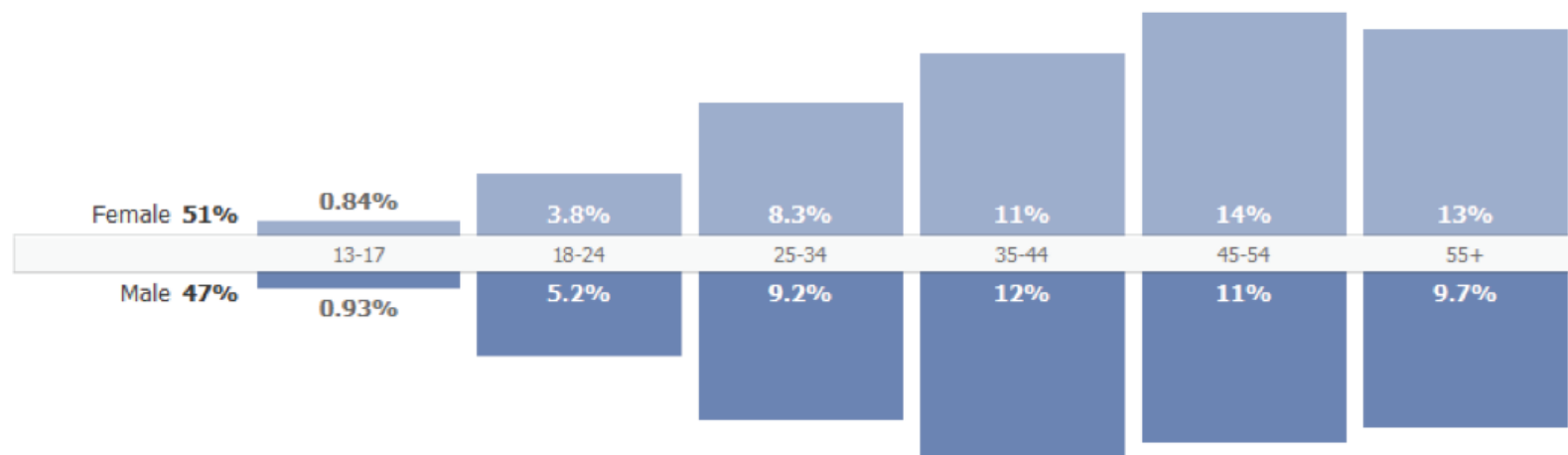
Message	Posted ▾	Impressions	Feedback
"It may have started as a reaction to the Tea Party, but it...	3 hours ago	26,625	2.7%
Say no to Kneejerkian thinking!	7 hours ago	351,311	0.30%
Good morning, Coffee Portiers! Good news today. The...	12 hours ago	408,116	0.28%
This seriously great song, Wake Up Stand UP, is one of the...	22 hours ago	641,551	0.046%
Meet Us in Louisville for Coffee Party's first National...	Yesterday at 1:50pm	671,848	0.045%
What do you think?: "The tea party is unlikely to even...	Yesterday at 8:56am	622,126	0.10%
"What's different is the heat, the volume, the level of...	Sunday at 4:10pm	825,073	0.15%
Reject the politics of division. Choose to be united as a...	Sunday at 11:48am	842,666	0.15%
"According to a new report from the College Board, the U.S....	Sunday at 6:31am	808,255	0.19%
Civility Pledge: "As a member or supporter of the Coffee...	Saturday at 10:04pm	861,625	0.21%

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Demographics Continued

Demographics

Gender and Age



Countries

- 94.06% United States
- 0.81% Canada
- 0.52% United Kingdom
- 0.39% Germany
- 0.21% Spain
- 0.20% Australia
- 0.17% France
- More

Cities

- 3.01% New York
- 2.34% Chicago
- 2.18% Seattle
- 1.79% Los Angeles
- 1.70% Washington
- 1.50% Philadelphia
- 1.37% Atlanta
- More

Language

- 94.05% English (US)
- 3.51% English (UK)
- 0.37% Spanish
- 0.30% English (Pirate)
- 0.25% German
- 0.18% French (France)
- 0.13% Spanish (Spain)
- More

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Why Louisville

The Derby City: Louisville, Kentucky, is our nation's sixteenth largest city and is the location for the inaugural Coffee Party Convention.

From its founding in 1778, by George Rogers Clark, Louisville has been a thriving center of commerce on the Ohio River and a city steeped in a rich cultural heritage. From the Louisville Slugger Museum to the Muhammad Ali Center, from downtown's 4th Street Live to the historic Louisville Belle, you will not find another city with a livelier urban life or with the choices Kentucky's largest city has to offer.

Louisville offers another outlook for the Coffee Party and creates a broader sense of non-partisan openness that welcomes those of every creed!

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The different Sponsorship levels

Below are the various sponsorship opportunities available. Each provides a different level of interaction and access during the convention. Program advertising spaces are also available, as described on the following page.

SPONSOR LEVEL	WEB	Email Blast	Exhibit	Program	Branded Event	Branded Featured Event
\$500- Exhibitor			★			
\$1,000- Sponsor	★		★	★		
\$2,500- Silver Sponsor	★	★	★	★		
\$5,000- Gold Sponsor	★	★	★	★	★	
\$10,000-Premier Sponsor	★	★	★	★	★	★

**Nonprofit organizations are encouraged to make in-kind donations to the Coffee Party.
All in-kind donors will be mentioned in our marketing materials along side our sponsors.**

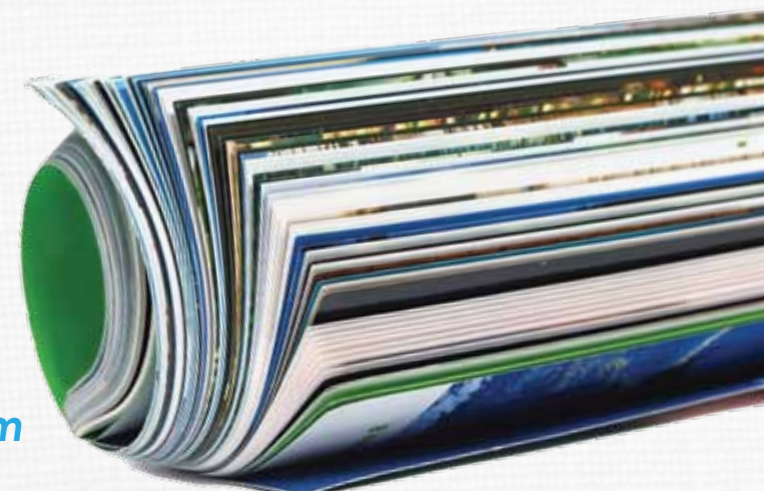
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Advertise in the Coffee Party Convention Program

Our convention program will be distributed to all convention participants, and will also be live on the convention website. The larger advertisements in the printed version will also get larger and more frequent placement on the website. Participants will be relying on the program several times a day to select one of several workshops and panels offered during each session, to learn about fellow participants and sponsors, and to find their way around the hotel, the convention space, and the city.

SPONSOR LEVEL	H	W	
\$75.00 Signature page			Logo or name on the signature page only
\$125.00 1/4 page ad	1.875	2.5	1/4 page (online and in program)
\$175.00 1/2 page ad	3.75	5	1/2 page (online and in program)
\$225.00 Full page ad	5	7.5	Full page (online and in program)

If you have sponsored the convention at the \$1,000 level or higher you will automatically receive an ad in the program.
(\$1,000-1/4p, \$2,500-1/2p, \$5,000-full p,\$10,000-full p)



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Thank you

With its high-profile media exposure and extensive on-line presence, the Coffee Party convention Sept. 24-26 is going to be remembered for many years as a young movement's first, decisive step toward a lasting, positive impact on America's political culture. By helping us promote and foster informed and involved civic engagement, your company will embody and reflect the patriotic, non-partisan, and respectful values that appeal to the vast majority of Americans.



COFFEE PARTY CONVENTION
SEPTEMBER 24-26TH, 2010 LOUISVILLE, KENTUCKY

To Sponsor Today Contact:

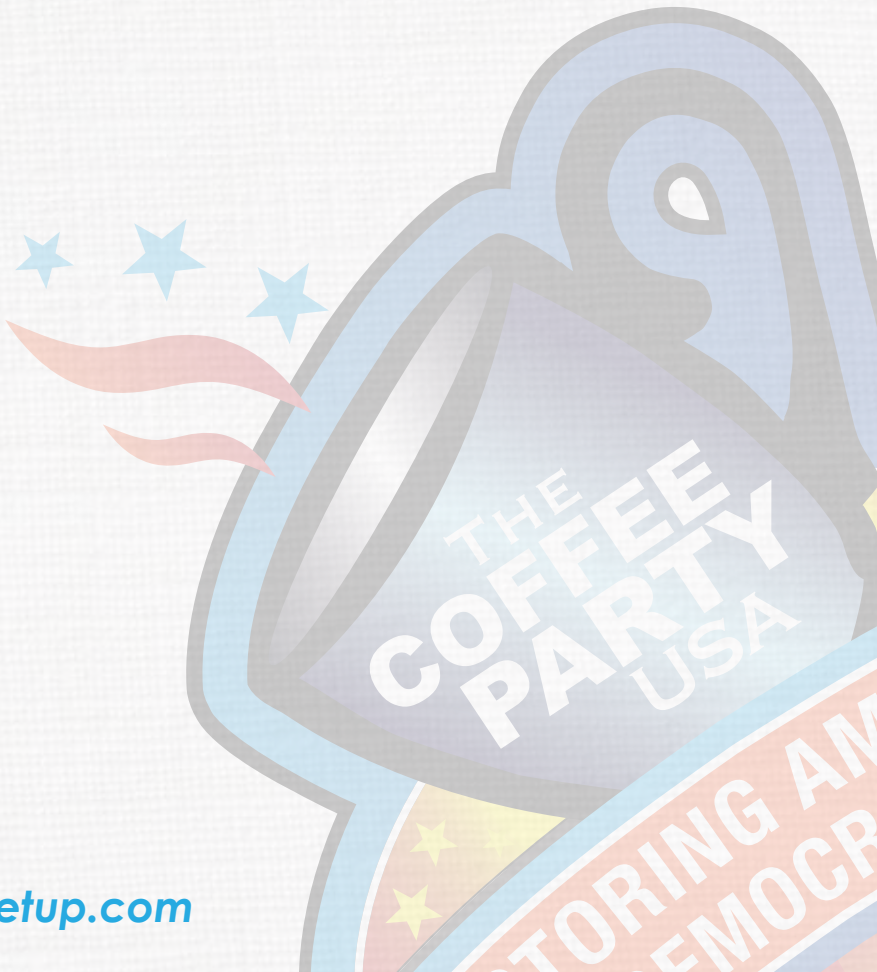
Brian Endicott Convention Chair
coordinator@democracy.meetup.com

Christine Farmer Sponsorship Committee
sponsorships@coffeepartyusa.com

website: www.coffeepartyusa.com **facebook:** www.facebook.com/coffeeparty **Twitter:** twitter.com/coffeepartyusa.com

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