

Sponsor Prospectus



The BuiltWorlds team is taking a Road Trip. And we want YOU to create our itinerary.

There are certain places across the globe where innovation is seemingly in the water. Places where emerging tech is coming to life and where new business paradigms are transforming how we build. With Road Trip, it's our goal to tell story of the cities, companies, and principal players driving real change.

Where are we going?

Think your company headquarters. Or the site of your newest innovation initiative. The hub that's incubating your next big idea. Wherever innovation is happening, we want to bring the full power of our platform and Member Network.

Sponsor a BuiltWorlds Road Trip and our team will:

- Provide wall to wall, written and video coverage on the latest happenings in your company and city
- Host a BuiltWorlds Meet-Up where you can showcase your most innovative projects in front of industry thought leaders.
- Tell your innovation story across all of our social media channels

We've already got trips planned to Paris, London, Los Angeles, San Francisco, and Boston (give us a shout if you want to be a part of these Road Trips) and we can't wait to add your city to our list.

So clear your calendars. The BuiltWorlds team is coming to you.

Why sponsor a Road Trip?



It's raining content

It's not always easy to toot your own horn so let us do it for you. Leverage our editorial and marketing expertise in the built environment to showcase your company at its most cutting edge. Showcase your knowledge. Your expertise. Your thought leadership. And do it all using BuiltWorlds' skilled team of reporters. During each Road Trip, Builtworlds will be embedding a reporter to document the trip.

Here's what they will produce:

- **BuiltWorlds Road Trip Vlog**

It's BuiltWorlds meets Anthony Bourdain: Parts Unknown. Over the course of one week, we will be diving deep into your local built world tech scene, exploring hotbeds of technology and innovation and interviewing major industry players, tech companies, and universities to uncover the powerful emerging ideas driving the future of the industry. As a sponsor, we will highlight your involvement in your city's tech movement and give you a starring role in our production.

- **BuiltWorlds Sessions Video**

An original, documentary-style video geared towards built industry companies looking to share their innovation story in unique and creative fashion. No one likes sitting through an obvious sales pitch but almost everyone loves a good story. Let us help you tell yours.

- **Written Pieces**

- **Road Trip Preview** - Before we hit the road, we'll give our community a sneak peak of the Road Trip itinerary.
- **Spotlights** - Our embeded reporter will conduct on-site interviews to tell your company's innovation story, explore your newest products and profile thought leaders at your firm
- **BuiltWorlds Road Trip Round-Up** - At the end of the Road Trip, we'll write a Round-Up article recapping the stops we made, the people we met and the new ideas we encountered.



Partaay

Legitimately fun. The best speakers. High energy. All the right people.

BuiltWorlds Events are not what you'd expect from a typical industry event. The digital movement is important, but there's no substitute for building relationships in person and BuiltWorlds Events are how you get connected with the major players from around the industry.

Each Road Trip includes a BuiltWorlds Meet-Up, an intimate networking event celebrating the local innovation scene in your city. This typically consists of either an intimate sitdown dinner with 15-30 people or a larger reception for 30-50 people, depending on the itinerary.



Hashtags for days

A great story is no good if your audience never sees it. That's why, as a BuiltWorlds sponsor, we'll promote your role in our Road Trip (particularly during the office visit and Meet-up) as well the content we produce for you to our social media community on Facebook, Twitter, and LinkedIn and Instagram accounts.



Road Trip Lives Forever

A trip we won't soon forget. For each roadtrip, we house our week's worth of content coverage (and credit sponsors) on it's own custom landing page so our coverage stays evergreen and our readers can stay current on the most important things happening in your city.

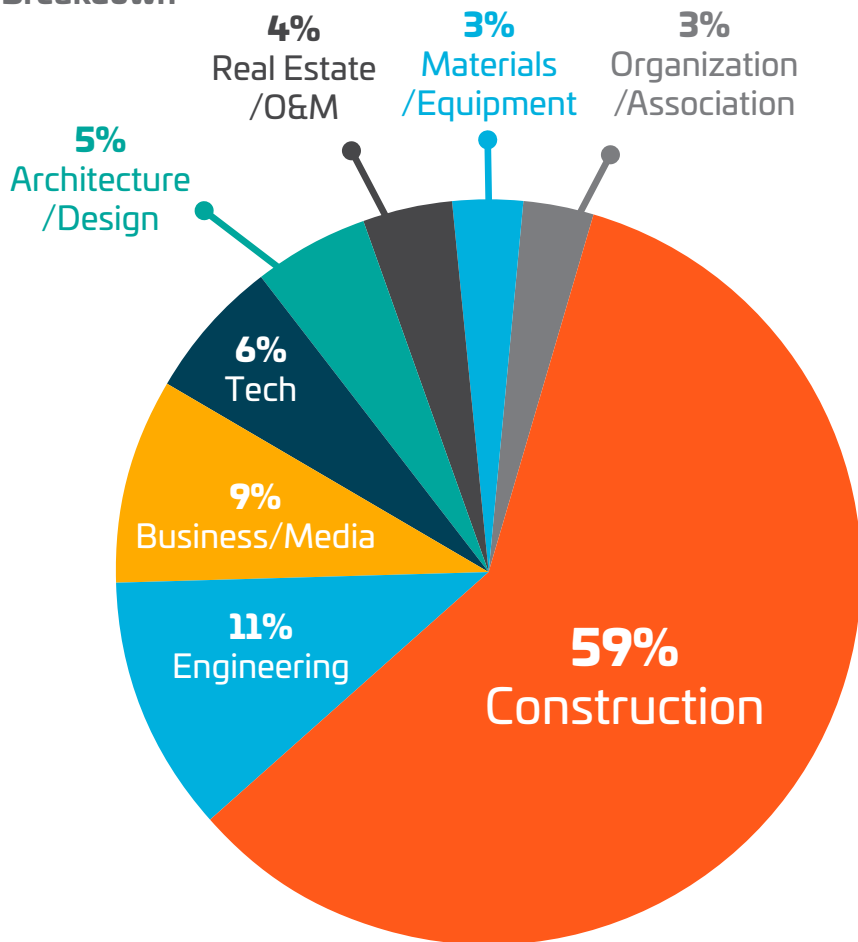
Knowledge you can't get anywhere else. Connections that transform businesses. That's why people come to BuiltWorlds.

Our events host thousands of thought leaders from around the globe every year. Our written and video content continues to produce numbers unheard of from a niche, B2B industry organization.

And when you sponsor a BuiltWorlds Road Trip, you tap into that same track record of success and innovation, now laser-focused on telling your story and sharing it with our deeply engaged community.

Here's the breakdown of who we're reaching, how we're reaching them and how we continue to grow our community:

Audience Industry Breakdown



Newsletter **50,000**



Readership/Newsletter Subscribers

Average open rate: **10%**

Average click through rate: **1%**

Events newsletter

Average open rate: **37%**

Average click through rate: **5%**

Website traffic **60,000**



Average pageviews per month

YOY % growth: **40%**

Views per article: **200-7,500**

Average time spent per page on content: **2:50 min.**

Social media **458,000**



Average impressions per month

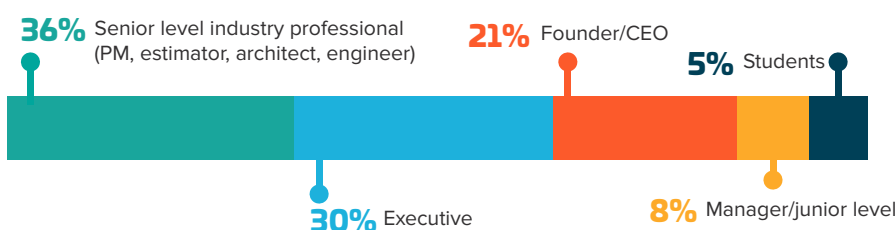
Number of followers:

Facebook: **1,200** (5% monthly growth)

Twitter: **3,200** (4% monthly growth)

LinkedIn: **1,400** (7% monthly growth)

Breakdown by Seniority



Demographics **Male: 74%**



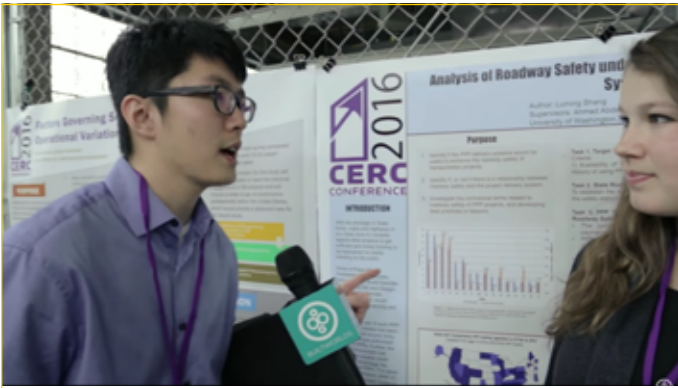
Female: 26%

Age:

35% are millennials between 25-34

72% are < 45 years old

The Anatomy of a BuiltWorlds Road Trip



Video

In Seattle, the BuiltWorlds team explored how student research is changing the built environment and heard fresh perspectives from both students and industry professionals at the University of Washington's New Frontiers in Construction conference.



Content

In Paris, the team examined the rise of cultural and entertainment built projects and toured the Prix de l'Arc de Triomphe as the latest example of this trend.



Event

In Las Vegas at the World of Concrete conference, the BuiltWorlds team hosted an exclusive meetup for members attending WoC.

Social

In Boston, we kept our followers updated as we zigzagged across the town to visit our friends at Autodesk, Smartvid, and Triax.



Road Trip Sponsorship Opportunities

Premier Sponsorship - \$10,000

- Segment in *Road Trip Vlog*
- Featured mention in (written) *Road Trip Preview* and *Road Trip Round-up*
- Official Sponsor of Meet-Up event and acknowledgment during the event (includes attendee list and social media coverage)
- Office visit on Road Trip
- Primary logo placement as “Premier Sponsor” on Road Trip landing page
- Primary logo placement as “Premier Sponsor” on all marketing materials
- Live social media coverage featuring your company (tweets, videos, photo gallery, etc).

Supporting Sponsorship - \$2,500

- Mention in (written) *Road Trip Preview* and *Road Trip Round-up*
- Office visit on Road Trip
- Logo placement as “Supporting Sponsor” on Road Trip landing page
- Live social media coverage featuring your company (tweets, videos, photo gallery, etc).

Spotlight - \$2,000

- Receive a Spotlight article diving into the work your company is doing or a thought leader in your company
- Includes on-site interview by BuiltWorlds reporter
- Article will be published and live on Road Trip landing page

Sessions Videos - \$4,000 + travel expenses

- Receive a Sessions video that tells your innovation story in unique and creative fashion
- Includes on-site interview by BuiltWorlds reporter
- Video will be published and live on Road Trip landing page

For more info about how to get involved, email partnerships@builtworlds.com