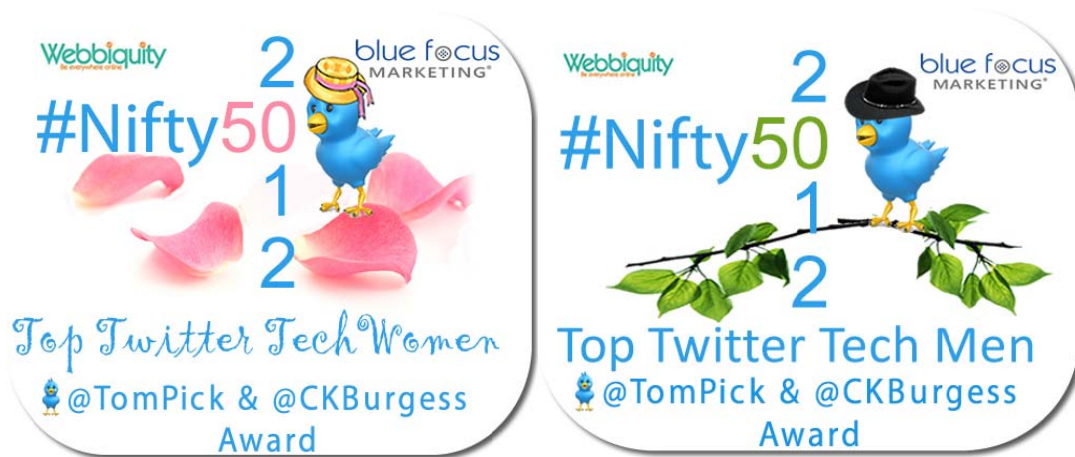

#NIFTY50 TOP MEN AND WOMEN OF TWITTER

SPONSORSHIP PROPOSAL



EXECUTIVE SUMMARY

Each year, the #Nifty50 Twitter award honors 100 top professionals—50 men and 50 women—who actively share content and engage others on the Twitter social networking platform. Because of the viral nature of social media, news of the awards and winners is spread globally on the Internet.

Beginning in 2012, one corporate sponsor will have the opportunity to be the exclusive sponsor* of the #Nifty50 awards program. This sponsor will receive extensive recognition in the blog posts announcing the winners, through announcements about the awards on other online social networks, and the opportunity for significant media coverage, resulting in millions of impressions.

Sponsorship involves a fee and the purchase and delivery of 50 Apple iPads to low-income children—the #Nifty50 Kids—in a school or organization in the U.S. (to be determined by the sponsor). One possible scenario is that the sponsor selects 50 kids from one state, e.g. MN or NJ, and then each year selects another state. It is our hope that eventually all 50 states are recipients of the #Nifty 50 Kids award/iPads. (For the sake of privacy, unless parental written approval is received, we will not release the names of the children receiving the iPads, only the name of the school or organization.) We have chosen iPads because we feel this innovative product will motivate under-privileged children to unleash their passion for creative expression and innovation, helping them achieve the remarkable. Our children are our future.

The #Nifty50 sponsoring organization will thereby gain not only significant positive exposure among digital professionals on social networks but also enhanced brand reputation through the contribution of technology devices to children in need.

#NIFTY50 BACKGROUND

The #Nifty50 Twitter awards were conceived by B2B marketers Cheryl Burgess ([@ckburgess](#)) and Tom Pick ([@TomPick](#)) in early 2011, as a way to acknowledge remarkable individuals within shared professional social networks. The individuals recognized in the inaugural year for the awards hailed from a range of different professions, industries, backgrounds, and countries, but all were chosen based on their contributions and engagements within the Twitter community.

The [2011 #Nifty50 Women of Twitter](#) post, published on the Webbiquity blog on May 3, 2011, remains the third-most visited post ever on the blog. The [2011 #Nifty50 Men of Twitter](#) post on the Blue Focus Marketing blog published on May 24, 2011 also generated significant traffic. This year, Blue Focus Marketing's Blog joined Triberr and now has an 8 million reach.

According to TweetReach, the #Nifty50 hashtag on Twitter has reached nearly 70,000 different Twitter accounts with a total of nearly 140,000 impressions to date. This is a tech-savvy, professional and highly influential audience.

The 2011 awards received media coverage throughout the U.S., e.g., CBS affiliates.

THE MISSION OF THE #NIFTY50 AWARDS IS THREE-FOLD:

The brand lives in connections and social technology is the connective tissue that teaches us to be human.

1. Acknowledge the contributions and engagement of top professionals on Twitter.
2. Help introduce those individuals to new contacts, expanding their networks and influence (as well as those of the #Nifty50 creators and their respective blogs and networks).
3. Provide positive social good through the contribution of technology devices to low-income children. Indeed, adding a social purpose to the event and its sponsors.

Corporate sponsorship is essential for fully realizing all of these goals, but is particularly critical for the third goal. People want to do business with responsible companies and are willing to change their purchasing habits to support them. For brands, it's not about its consistently successful branding, but its commitment to world-changing ideas and causes. In a social media world, brands must engage deeply with consumers. Authentic engagement is the cornerstone of brand-consumer connections.

SPONSOR BENEFITS

The exclusive corporate sponsor will receive:

- Viral reach and amplification of the event via the one-hundred 2012 award recipients (and the 2011 winners) throughout their respective social networks with social interactions counting in the millions -- views, retweets and shares.
- Prominent placement and recognition in the associated blog posts on the Webbiquity and Blue Focus Marketing blogs.

- Recognition by the #Nifty50 creators on Twitter, LinkedIn, Facebook and Google Plus.
- Acknowledgement in all media relations activities by the #Nifty50 creators.
- Significant positive public acclaim and endorsement of sponsor's donation of iPads to needy children.

The sponsor will benefit first from positive exposure to a large number of business and other professionals through social networking, and secondly from association with the philanthropic program of the #Nifty50 Kids.

As brands become increasingly esteemed global citizens, they have the potential to attract millions of consumers to their vision of a better future. By offering 50 iPads to #50Nifty needy kids we can become partners; working together to create a more responsible world through innovation and social responsibility.

The social good aspect of the #Nifty50 in particular is likely to attract significant media coverage for both the awards and their corporate sponsor in 2012. In addition, news of that contribution will be amplified across the network of thousands of professional Twitter accounts reached directly by the #Nifty50 creators and the tens of thousands of accounts reached by those individuals—an opportunity not possible without the #Nifty50 sponsorship.

Primary social media exposure will be through Twitter. Cheryl Burgess and Tom Pick have a combined Twitter following numbering in the thousands consisting of global business, technology and other professionals including entrepreneurs, marketing and PR agency principals, C-level executives, academics, technology investors, industry analysts, consultants, corporate marketing and PR professionals, and journalists. In addition, there is a significant value in the strong network syndication with a reach in the millions.

Your corporate logo will be placed on the #Nifty50 2012 nomination form banner, as well as the landing page for this form. Links to this form will be shared via our social networks.



SPONSOR RESPONSIBILITIES AND REQUIREMENTS

Download our Sponsorship Proposal at:

<http://www.bluefocusmarketing.com/mediaRoom.php>

You may also contact us for details about our Sponsorship Proposal: (Include in message reference to #Nifty50 Corporate Sponsorship Award Program)

<http://www.bluefocusmarketing.com/contactUs.php>

BACKGROUND OF THE #NIFTY50 CREATORS

Cheryl Burgess is Co-founder, Managing Partner and CMO of [Blue Focus Marketing](#), is a creative and marketing technologist with expertise in B2B marketing, social business and social media. She blogs at [Blue Focus Marketing's blog](#). Also, she is an external blogger for [AT&T Networking Exchange](#) on social media. She was awarded Wharton Future of Advertising's MVP and praised as a "brilliant strategic thinker in the social media space". She was awarded a Huffington Post "Passionista" for "great business expertise and timeless blog posts". The Huffington Post award was bestowed only on 40 women globally. She was featured in *Fast Company* for "Pitching & Storytelling in the Digital World". Cheryl was a speaker on "Expanding Your Social Influence" at AT&T's Networking Leaders Academy Annual Conference. She is the winner of the 2012, 2011 and 2010 Twitter Shorty Award in

Marketing [The New York Times hails the Shorty award as the Oscar of Twitter], named May 2012 Top 100 Branding Experts To Follow on Twitter(#13), Top 75 Twitter Women, 2012 Most Remarkable People On Social Media and a 100 Top Marketer on Twitter. She is co-author of Ad Agencies Winning New Business 360, which has sold in 30 + countries worldwide.

Cheryl is a syndicated blogger for B2Community, Uprising, B2B Marketing Zone, B2B Informer and Crowdshifter. She is the co-founder of [#Nifty50 Top Twitter Women](#) and [#Nifty50 Top Twitter Men](#). Cheryl holds a BA in Journalism from the University of Pittsburgh.

Tom Pick is an independent digital marketing consultant, as well as founder and president of [Webbiquity](#) and [WebMarketCentral](#). He has been recognized for his expertise in web presence optimization, SEO, search marketing, social media, content marketing and social PR. He's been named one of the Top 100 Influencers in Social Media and 50 most influential B2B marketing thought leaders, written numerous articles on web marketing and social networking for various publications, been quoted in publications including *Forbes* and *Fast Company*, and presented at blogging and social media conferences. He's a co-founder of and content contributor to the B2BMarketingZone.com portal for B2B blogs and the Social Media Informer social media content aggregation site.

Tom is a syndicated blogger for Social Media Today, My Venture Pad, and B2Community. Along with Cheryl Burgess, he is the co-founder of [#Nifty50 Top Twitter Women](#) and [#Nifty50 Top Twitter Men](#). Tom has an MBA from the University of Minnesota and a bachelor's degree in engineering from St. Cloud State University.

*One corporate entity will have rights to an exclusive sponsorship opportunity. After 2013, the #Nifty50 may switch to multiple sponsorship levels.