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own brand media

// 2010

Welcome

OWN BRAND is a publishing and events company with big ideas on the themes of entrepreneurship, creativity and innovation.

Through a combination of sponsorship opportunities, white-label resources and custom projects, we help organisations connect with the entrepreneurs, innovators and creative talent that are the cornerstone of economic development and business growth.

Online Publishing

Billed as ‘inspiration for unconventional entrepreneurs’, **Iddictive.com** takes a daily look at startups, new business ideas and motivational entrepreneurs; promoting a creative, passionate and personal approach to entrepreneurship in the process.

Launching in June 2010, **FridayAfternoonProjects.com** is an extremely subjective look at creative side projects from talented designers, developers, artists and admen the world over.

Both sites have a truly global focus and target a highly-educated, professional readership drawn from the creative industries, technology, media and entrepreneurship.

We are seeking a single, exclusive, partner sponsor for each site. If you think that might be you, please get in touch.

White-label Guides

A monthly series of entrepreneurship titles, delivered in print-ready PDF format and ripe for customisation with your organisation's branding.

Each guide runs to 40+ pages and is packed full of case studies, interviews and real life examples designed to illustrate key business trends and themes in entrepreneurship – from social enterprise to launching an eco-friendly business.

You provide your logos, images and even advertising and we'll deliver your rebranded guide ready to embed on your website, use in your marketing or send off to the printer (we can organise this for you if needed).

Most importantly, you get a high-quality publication at a fraction of the cost of developing it in-house or commissioning a one-off publication.

Single rebranded guide £450

Series of 6 guides £2500

Annual subscription (12) £4000

Sample topics for 2010-2011

Lifestyle entrepreneurship

Cultural entrepreneurship

Home-based business

Eco-preneurship

Social enterprise

Small business and the web

Motivation

Youth entrepreneurship

Future of retail

Opportunities in e-learning

Travel and tourism

Business ideas for the
creative industries

Custom Publishing

If your organisation works with or sells to entrepreneurs, techies or creatives then publishing can be a highly effective way to both spread information and attract interest in your programs, products or services.

So if you're in need of something a little more tailored than our white-label guides, we are happy to provide a custom publishing solution including research, writing, design and delivery in your chosen format(s) – online or in print. We can even work with you to find sponsors to help offset costs.

Custom publishing is just that, custom. That means you choose the subject matter, the style, the format, the scope – everything. You could commission a guide to startups in your region, a series of profiles for your membership organisation, a promotional booklet on the tech scene in your city or a whitepaper on the latest trends in your industry.

It's a great option for economic development agencies, forward-thinking brands, membership organisations, incubators, civic bodies, educational organisations and non-profits. Every project is, of course, bespoke and is therefore priced individually.

Sponsorship

We have occasional sponsorship opportunities in one-off **Iddictive Guides** and client projects. If you would like us to keep you up-to-date with new opportunities – or would like to suggest a guide you'd be happy to sponsor – please get in touch.

Content Development

If you already have, or are planning, a print or digital publication we'd be happy to develop content on your behalf. This could include articles for your magazine, interviews for your book or posts for your blog.

Events

Over the coming 12 months we'll be delivering a series of exciting events for entrepreneurs, innovators and creative professionals – and providing you with equally exciting opportunities to connect with active, engaged audiences through sponsorship and collaboration.

Event Management & Collaborations

Collaboration is at the core of Own Brand so we're always on the look out for interesting people, organisations and brands to partner with – whether that be helping you deliver your events or working with you to develop something completely new.

Workshops & Speaking Engagements

If you need an exciting speaker for your next event or someone to deliver dynamic, engaging workshops on entrepreneurship, innovation, creativity or digital media, we can help.

Sponsorship

From the social 'get togethers' of [Idea Hacking](#) to the tech-focused [Start.Code.Grow](#) conference our events bring a level of energy and originality to what can often be a rather dull space. We also work together with other organisations, helping to deliver their events, workshops and programs – meaning even more opportunities, in more places, for more sponsors. If you'd like to find out what's in the pipeline for the next few months, drop us a line.

Events: Idea Hacking

Idea Hacking is a series of informal events that bring smart, creative people together to discuss one big idea at a time.

Each event features a single theme (storytelling, creativity, collaboration, doing good etc...) and a diverse panel of invited speakers giving short presentations on how the given theme applies to their work. The aim of each Hack is to promote debate, fuel collaboration and bring together people and ideas that might not otherwise meet.

Idea Hacking is also a social event, an opportunity for like-minded people to meet, chat and listen to interesting talks – which also opens up opportunities for sponsors from leisure and lifestyle brands keen to connect with an audience of linked-in, creative tastemakers.

There are 6 Idea Hacking events planned for the island of Ireland in 2010-2011 and we are happy to deliver Idea Hacking events in partnership with brands anywhere in the UK and Ireland.

But Idea Hacks can, and will, take place anywhere. We're developing a network of independent organisers to deliver Idea Hacking events in their own cities across the globe, creating a truly unique opportunity for the right brand.

Event sponsorship
from £500-£2000

Series Partner (UK and Ireland)

6 events from £10,000

We deliver a series of Idea Hacking events in exclusive partnership with your organisation or brand. Themes, cities, dates and venues can be arranged to suit your aims.

Program Partner (Global)

£POA

We are seeking a single partner to support our network of independent Idea Hacking event organisers across the globe.

Events: Start.Code.Grow

Exclusive Partnership Packages
from £5000

Corporate Sponsorship Packages
from £3000

Additional Opportunities

- Sponsorship of invite-only speakers' breakfast or dinner
- Sponsorship of post-event drinks reception
- Sponsorship of attendee bags
- Sponsorship of attendee t-shirts
- Event stands (3m x 3m)
- Product or literature distribution in attendee bags

Start.Code.Grow (SCG) aims to become the pre-eminent technology conference in the NW of Ireland and is kicking things off in September 2010, with a one-day conference devoted to cloud computing and the potential impact of Project Kelvin.

The idea of SCG is to bring together people from both the technical and business sides of technology (and a smattering of entrepreneurs too). The event features presentations from key innovators, both locally and on a global scale, alongside hands-on workshops for the more technically minded.

SCG aims to shine the light on technology in the NW and attract a diverse group of attendees including business owners and decision makers, senior tech staff from local companies, local government and regional economic development agencies, university staff and would-be entrepreneurs.

SCG is, and always will be, a free event – so the active support of our sponsors and partners is vital.

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