


A diverse crowd of people at a conference, smiling and looking towards the front. The image is a photograph of a large group of people, mostly women, seated in an audience. They are all looking in the same direction, presumably towards a speaker or a stage. The lighting is dim, with some blue and green ambient light visible in the background. The people are dressed in business casual attire. The overall mood is positive and engaged.

FunnyBizz Conference

Single Event Partnership Prospectus

SAN FRANCISCO 2017



FunnyBizz is the only conference of its kind, bringing leading thinkers from the seemingly disparate worlds of comedy and business together to help the world stop synergizing its value-adds and learn to find its funny.

Modern businesses succeed or fail based on their ability to connect with consumers through content, social media, and viral marketing. FunnyBizz is a conference dedicated to teaching those businesses the essential principles of comedy, improv and storytelling. The goal? To use humor to make an impact, add value and connect with customers on a level that not only inspires loyalty, but causes coffee to shoot out their noses.

Today's generation has been socialized to receive info via humor. They want infotainment, not information. They expect data to be delivered with a punchline. Whenever anyone steps on stage they become an entertainer; when they blog they're a writer and when they market they better be shareable. One of the best ways to stand out from the noise across these mediums is to be funny.

Who Attends FunnyBizz?

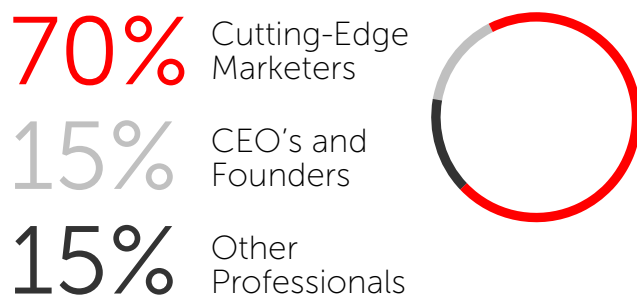
Expected Attendance



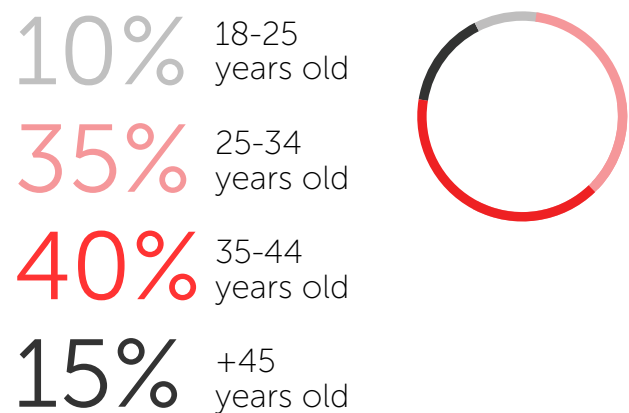
Attendee Gender



Attendee Profile



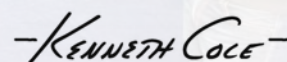
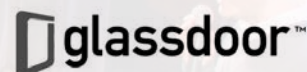
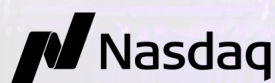
Attendee Ages



Job Titles

We tend to have a mix of Content Marketers, Content Strategy Directors, Creative Directors, CMO's, Marketing Directors, Content Producers, Social Media Marketers, Advertising Professionals, Copywriters, Brand Managers, Sales Professionals, CEO's, Founders, and Female UFC Fighters. The last one may be mildly fictional but you get the idea. Overall we have a very fun mix of professionals looking to create and market more engaging content.

Past Companies Represented



Why They Attend?

Business works better with a level of entertainment. People open emails with funny subject lines at a 5x higher rate than ones with subject lines like "Global High-Level Leadership for the Digital Enterprise." You want people to engage with the content you spend the time and effort to put out into the world, right? FunnyBizz helps companies do that.

Media Coverage



The FunnyBizz Conference Teaches Silicon Valley To Stop Taking Itself So Seriously."

Forbes



5 Reasons Every Content Marketer Should Attend the FunnyBizz Conference."

**THE
HUFFINGTON
POST**



FunnyBizz Conference Brings Serious Fun to the World of Business."

**THE
HUFFINGTON
POST**



Can This Conference Teach Brands How To Be Funny?"

FASTCOMPANY



Content Is Boring, So FunnyBizz Was Born."

Entrepreneur



Experimental Marketing: The Big Payoff of Being Scrappy."

Inc.

"This was no ordinary conference"

- Forbes

"This was one of the most enjoyable conferences I have attended...Forget florescent lighting, weak, watery coffee, theatre-style seating, or worse yet, long rows of tables with chairs, or boring speakers—you won't find any of that at FunnyBizz. In fact, prepare yourself to be entertained, engaged, and enlightened as one humorous speaker after another takes the stage."

- The Huffington Post

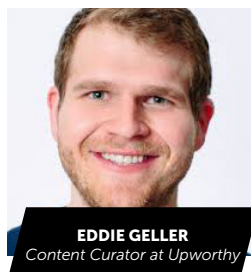
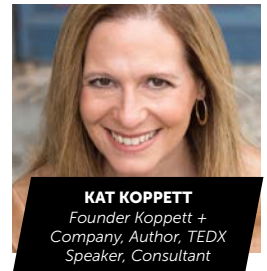
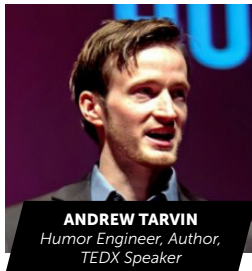
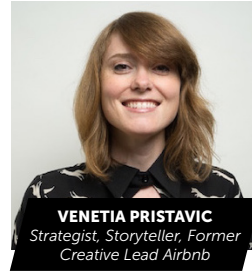
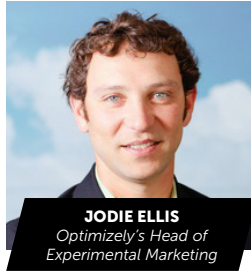
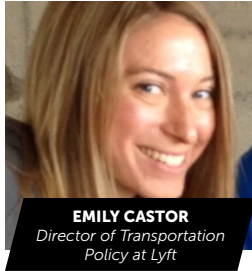
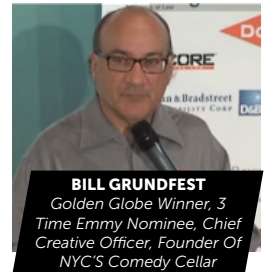
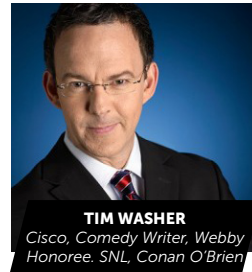
"Attendees heard from a range of well-known funny people -- who frequently had the audience in stitches -- about what makes content funny and how humor can promote a brand."

- Mercury News

"A conference where "serious" businesspeople spend an entire day laughing — or considering how humor, comedy and laughter could enhance their business."

- The Huffington Post

A Few Previous FunnyBizz Speakers



What Our Attendees Say

☐☐ *I learned more at FunnyBizz about content marketing than I've learned at a dozen 'normal' conferences. Smart marketers know the value of making people laugh and FunnyBizz gave me real-world examples of how to incorporate humor without looking stupid."*
- David B. Thomas, Senior Director, Content and Engagement, Salesforce

☐☐ *This is a great conference. I plan to attend every year. The speakers are excellent, there are lots of practical takeaways, and I love being among so many like-minded people in our little community of content makers."* - Jamey Austin, Content Marketing Manager at Atlassian

☐☐ *I have never seen the audience SO ENGAGED and speakers (who are experts) SO FUNNY."*
- Vasil Azarov, CEO Startup Socials

☐☐ *Most conferences are like swimming in a nice comfy bowl of familiar oatmeal. This one was more like putting on a cape and diving off a building. FunnyBizz delivered more than take-aways and actionable ideas. FunnyBizz delivered a mode-changing experience right into my brain. If you can only go to one conference a year, it should be this one."* - Suzanna Stinnett, Founder, Bay Area Bloggers Society

☐☐ *FunnyBizz is the best conference I've attended. It's a superb bonus that you actually learn a lot of valuable insights from marketing experts. I didn't look at my phone once!"* - Aurora Berg Co-Founder BeMegacool

☐☐ *Original and super interesting idea of a conference: how to use humor in business to boost sales and have fun while you build a brand and a business. Great stuff."* - Loic Le Meur, Founder Leade.rs, Co-Founder of Le Web Conference

☐☐ *Another year, another wonderful experience at FunnyBizz. Great organization and top notch speakers. The flow was perfect, never a chance to get bored, but also never felt rushed during networking opportunities."* - Chris Jennings, Content Producer, Creative Live

☐☐ *Last year a colleague brought me to FunnyBizz. This year, I brought a colleague. Next year, I hope they bring a colleague. Spread the word and share the laughs! FunnyBizz gives your brain the permission to look at your business messages in a funny light. Once you see the light, it's hard to unsee it."* - Beth Chargin, Senior Information Designer at Intuit

☐☐ *My biggest concern walking into the venue was that I would be highly entertained at the expense of actually learning anything. Boy was I wrong! I took lots of notes on strategies and ideas that I want to try when I get back to work! FunnyBizz could teach other conferences how it's done!"* - Jennie Tan, Founder, OfficeTally

☐☐ *The conference was awesome! Great line-up of speakers made us laugh and got us thinking. I came away with several ideas I can put to use immediately, including a new tag line".* - Adrienne Dale, Pivotal Consulting

☐☐ *A place where humor and tech mix together in a mutually beneficial bath."* - Joshua Walters, Performer, Educator, TED speaker, Snap Judgement

☐☐ *FunnyBizz is a first-rate event that surpassed my expectations! The caliber of speakers with demonstrated success is second-to-none."* - Joel Comm, New York Times Best-selling author

Partnership Options

	PLATINUM	GOLD	SILVER
Commitment	\$10K	\$7K	\$4K
BENEFITS			
Logo and Link to Company on Registration and Event Page. Placement order based on first sponsors to pay in full.	✓	✓	✓
Logo in emails to attendees.	✓	✓	✓
Inclusion in Sponsor List in Social Media.	✓	✓	✓
Executive from your company included as a main stage speaker. 15-minute talk plus 10 minutes for Q&A. Our team of writers will work with you to make the talk funnier.	✓		
Full conference passes for your team or to giveaway and access to the speaker area.	8 full conference passes, 4-person speaker area access.	4 full conference passes, 2-person speaker area access.	2 full conference passes, 1-person speaker area access.
Full conference passes at a 50% discount.	15 passes @ 50% discount.	10 passes @ 50% discount.	5 passes @ 50% discount.
Access for Executives to the exclusive event VIP reception.	3 Executives	2 Executives	1 Executive
Official Workshop Sponsor.	✓		
Logo included wherever all sponsors are mentioned on event signage.	✓	✓	✓
1 Blog post Punch-up by our FunnyBizz writing team about your involvement in the event. You write it. Our team of comedy writers will make it funnier.	✓	✓	
Social media mentions.	3	2	1
Exhibitor Table.	✓	✓	
Option to include approved swag item.	✓	✓	✓
Logo in post conference attendee "Thank you" email.	✓	✓	✓
Ability to bring one standing banner at the dimensions provided by the FunnyBizz events team.	✓	✓	✓

*Sponsorship does not include attendee data.

Partnership Add-Ons



LUNCH \$5K EXCLUSIVE

- » Company name featured in all mentions of the Lunch. Displayed as "Lunch presented by [Your Company Name]".
- » Mentioned in the program guide, agenda, website, and at the event.
- » We serve lunch from a food network featured vendor and it's always popular.

COFFEE \$2K - EXCLUSIVE

- » Company name featured in all mentions of the Coffee. Displayed as "Coffee presented by [Your Company Name]".
- » Mentioned in the program guide, agenda, website, and at the event.

LANYARDS \$4K - EXCLUSIVE

- » Color logo printed on all conference lanyards.

BREAKFAST \$3K - EXCLUSIVE

- » Company name featured in all mentions of the Breakfast. Displayed as "Breakfast presented by [Your Company Name]".
- » Mentioned in the program guide, agenda, website, and at the event.

HAPPY HOUR \$6K - EXCLUSIVE

- » Company name featured in all mentions of the Happy Hour. Displayed as "Official Happy Hour presented by [Your Company Name]". Mentioned in the program guide, agenda, website, and at the event.
- » Branding on the bars, napkins, and cups plus specialty drink names.

AFTER PARTY \$10K

- » Company name featured in all mentions of the Official After Party. Displayed as "Official After Party presented by [Your Company Name]". Mentioned in the program guide, agenda, website, and at the event.
- » Major branding at the After Party along side FunnyBizz and Marquee logos.

VIP SPEAKER DINNER/RECEPTION \$6K - EXCLUSIVE

- » Company name featured in all mentions of the Official Event VIP Reception. Displayed as "Official Event VIP Reception presented by [Your Company Name]". Mentioned in the program guide, agenda, website, and at the event.
- » Branding at the VIP reception. Sponsorship includes 3 total VIP invitations to the dinner with list preview but no contact info.

A Few of Our Past Partners



Frequently Asked Questions

Q: Is this conference real? It sounds too good to be true.

A: It's as real as the moment you realize you shouldn't have tried to save money by going to Supercuts. Plus, you won't leave FunnyBizz looking like George Jefferson.

Q: My boss won't pay for this if it looks like it's too much fun.

A: Your boss probably says stuff like "synergize our value-adds" a lot, right? Which makes you nod your head...and go look at pictures of cats or tacos on the internet. You're not the only one. We're here to show you how cats, tacos, cats eating tacos and other forms of humor actually help your business capture people's attention, build consumer loyalty and even "synergize your value-adds."

Q: I heard a rumor that it is actually possible to die laughing at your event. Can you confirm or deny?

A: Next question. This is too controversial.

Q: Do you have typical conference speakers?

A: The point of FunnyBizz is to make you not want to stab yourself in the head with the nearest sharp implement. That's why only we book speakers you'll actually really enjoy hearing from.

Q: Do business and humor really work together?

A: Yes they do. Just like Steven Seagal and a strong male ponytail.



This was the best conference ever -- no joke!... I laughed so hard and learned so much!"

- Maja Rode



This was a home-run type of a conference. If all conferences were like this I would have one scheduled every week."

- Jere Carroll



When I first attended FunnyBizz, it was like going out on a blind date with someone I met on match.com. I was surprised to learn my date was not only a rock star but then also smart and funny as hell! I'm hooked, FunnyBizz and I are married for life. Definitely one of the coolest, most innovative business conferences out there today!"

- Mauricio Vergara



*FunnyBizz intrigued
my mind, tickled my
funny bone, and lifted
my soul."*

FunnyBizz Conference

*10% of FunnyBizz Conference proceeds go to the No Limits Collaborative,
a California based 501(c)3 non-profit created to improve quality of life for
individuals with spinal cord injuries.*

For all partnership inquiries, contact:

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