

Sumocat's Scribbles: Sponsorship Proposal

"Sumocat Seeks Sponsorship" - Overview

Why Sponsor Sumocat's Scribbles?

Do you want expanded awareness of the Tablet PC form factor? Are you a supporter of digital ink? Do you want to reinvigorate the fading art of handwriting?

Sumocat's Scribbles is an experiment that pushes the blog format to a new level with entries handwritten in **Digital Ink** on a **Tablet PC**. Having overcome the obstacles of providing searchable text (indexed by search engines) and links in the inked entry images (Links in Ink), *Sumocat's Scribbles* is ready for active site promotion and sponsorship in order to expand awareness of the art form and the platform upon which it is built.

Call for Sponsorship

Sumocat's Scribbles offers multiple avenues for advertising your brand, starting with a permanent spot on the list of Generous Sponsors. Quality control will be enforced; no spam sites will be allowed. Full details are listed on pages 2 through 4.

- **Permanent Spot.** Sponsorship starts with a permanent spot on the Generous Sponsors list, a text listing that includes the name of your site and a single line of additional text. In addition, you will receive a complimentary ink blog post announcing your commitment and the option to purchase additional advertising space. Pricing and placement are on a first-come, first-served basis. That is to say, the earlier you sign-up, the higher your placement on the list and the lower the one-time fee.
- **Sponsor Blog Entries.** Generous Sponsors have the option to purchase banner space under blog entries. Dimensions are flexible. Height is limited to 60 pixels, but width is up to 640 pixels. Pricing and length of term are flexible. Duration of a banner ad on an individual blog entry is indefinite.
- **Sponsor the Site.** Generous Sponsors have the option to purchase additional ad space on the website. Two banner spaces are available below the navigation menus and above the blog entries. Dimensions are 468x60 and 120x60, respectively. Pricing and length of term are flexible.

Active Promotion

In addition to the usual online routes of site promotion, I will be experimenting with unconventional methods of offline viral marketing and incorporating more multimedia, such as videos and screencasts, to attract a broader audience. Full details are listed on page 5.

- **Search is the new URL.** A single sticky note handwritten with the name of the site. That's all that is needed to attract a visitor. The URL is unnecessary; everyone uses search to find websites. I hope to prove this theory by distributing such notes locally and while traveling.
- **Ink for the masses.** Simply by presenting content in inked format, *Sumocat's Scribbles* passively introduces new visitors to what is possible using a Tablet PC. I intend to take a more active approach by adding photo and video content of my Tablet PC in action. The focus will be on everyday, mundane tasks made easier using a pen and/or ink. Content will be distributed on the blog and via sharing services, such as YouTube and Flickr.

Contact Info

- URL: <http://sumocat.blogspot.com>
- E-mail: msumimoto@yahoo.com

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"Sumocat Seeks Sponsorship" – Sponsorship Details

Target Audience

Covering everything from mobile technology and Internet activity to politics and culture, *Sumocat's Scribbles* provide a perspective on the world that is often irreverent and unexpected. However, content is merely one facet of the blog. The other is format, a presentation in digital ink that is attractive to enthusiasts, current and prospective, of the Tablet PC. By providing off-beat content in an unusual format, the forward goal of the blog is to expand this audience by attracting new interest in the Tablet PC, as well as readers looking for ideas and opinions outside the mainstream.

Permanent Sponsorship Spot - Text

Much like other permanent ad placement models, *Sumocat's Scribbles* will be offering permanent page space for a one-time fee. Unlike other models, pricing and placement varies according to when you sign up, not the size of your ad, on a far more reasonable price scale.

- **"You snooze, you lose" pricing and placement.** Pricing and placement policy is simple: the sooner you sign up, the lower the price and the better your placement. The top two spots, which have the best visibility, are available for \$250.00 each. From there, prices increase and placement decreases. Refer to the diagram for more info.
- **Two lines: Name and Motto.** A permanent spot on the sponsor list consists of the name of your site/company and a single line description, both linked to your site.
- **Two locations on the site.** The list of [Generous Sponsors](#) is located in two places: at the bottom of each page and near the top when a viewer clicks on the [Generous Sponsors](#) menu item.
- **Inked introduction.** Each new sponsor will receive a complimentary blog entry announcing your foresight and generosity in endorsing the ink blog.
- **Banner advertising options.** Sponsors have the option to further their support for the blog by purchasing banner advertising space.

Banner Advertising - Entries

Banner advertising space is available with each blog entry, located beneath the ink content and above the converted text, for sponsors of the blog.

- **Placement.** By sponsoring entries, you receive ad placement on both the web page and in the RSS feed.
- **Flexible sizing.** Banner height is limited to 60 pixels but width can go up to 640 pixels. One banner ad per blog entry.
- **Flexible pricing.** Pricing for blog entry banner advertising is not set. I am open to any fair offer.
- **Length of term.** Advertising will be sold per week with a minimum of seven blog entries each week. In other words, if you purchase a week of ad time, your ad will appear in each blog entry that week. If the number of blog entries does not exceed seven, your term will be extended until your ad is featured in at least seven blog entries.
- **Duration of ad.** Once placed, a banner ad on a sponsored blog entry will remain indefinitely. In other words, if you sponsor the first week of January 2007, all entries that week will feature your banner ad and the ads will remain with those entries indefinitely.
- **Immune to ad blocking.** Banner ads will be posted as normal hyperlinked images.

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"Sumocat Seeks Sponsorship" – Sponsorship Details (continued)

Banner Advertising - Site

Standard banner advertising space is available near the top of each web page for sponsors of the blog.

- **Two sizes.** Each banner spot is 60 pixels high. The first is 468 pixels wide. The second is 120 pixels wide. A sponsor may opt for either or both.
- **Flexible pricing.** Pricing for on-site banner advertising is not set. Make me a fair offer and graphical advertising space can be yours.
- **Length of term.** Length of term is flexible but must be at least one week.
- **Immune to ad blocking.** Banner ads will be posted as normal hyperlinked images.

Additional Information

- **No spam sites tolerated.** Only legitimate businesses and organizations will be allowed to sponsor the blog.
- **Payment.** Payment via PayPal is preferred but check and money order are accepted. Payment must be received prior to launch of banner advertising. Because placement on the permanent sponsorship list is based on time, payment must be received in a timely fashion after placement is secured. If not, I reserve the right to offer your place to the next sponsor on the list.
- **Contact.** Please contact me via email to secure your place on the sponsorship list and arrange banner advertising. msumimoto@yahoo.com
- **Other proposals.** *Sumocat's Scribbles* is an experiment in alternative thinking. Thus, if you would like to propose a different form of sponsorship or advertising, please feel free to share your ideas with me.

Sumocat's Scribbles

Sumocat's Scribbles: Sponsorship Proposal

"Sumocat Seeks Sponsorship" – Sponsorship Details (continued)

Diagram

SUMOCAT'S SCRIBBLES Mobile Edition Inkless Edition

About The Blog CateGoogles My Links Previous
About Me Fave Podcasts TabletWare More Links
Cool Blogs Generous Sponsors Archive

→ See your ad here
468x60 ↘

Support your local ink blog 120x60 ↘
All your ink are belong to us!

Site Banner ad

↓ Friday, November 24, 2006

SSS: Sumocat Seeks Sponsorship 11/24/2006

It's official! I'm taking the ink blog to the next level, and I need help to do it. Thus, I'm opening Sumocat's Scribbles to sponsorship.

120 Pixels Sumocat's Scribbles 468 Pixels 640 Pixels 60 Pixels

Blog Entry ad ↗

[+ / -] Show/Hide Text

CateGoogles: Creating the Blog 

SSS: Sumocat Seeks Sponsorship

posted by Sumocat at 11/24/2006 06:55:00 PM HaloScan Comments | HaloScan Trackback

Links to this post:

Create a Link << Home

FAVE THIS BLOG TECHNORATI Add me to your del.icio.us network BLOG EXPLOSION Listed BLOGSHARES

Generous Sponsors	
Be the first to sponsor Sumocat's Scribbles! Your name, your URL, only \$250!	Permanent placement - only \$250 for the first two sponsors!
Act now for a spot near the top - Place your permanent ad here for \$300!	The sooner you sign up, the higher your placement and lower your price!
Third level - still only \$300 for a permanent placement of your name and URL.	Support the arts, support the ink, sponsor an ink blog.
Only \$400 for this top sponsor spot on this trailblazing blog.	Placement is dropping and prices are rising - Better sign up now!
Be a top ten sponsor before it's too late - time and space are running out!	Last spot in the top ten for \$400 - sponsor this space and support a thinker and inker.

Permanent Sponsorship ↘

Sumocat's Scribbles: Sponsorship Proposal

"Sumocat Seeks Sponsorship" – Active Promotion

Why promote the blog now?

Since its inception in July 2005, *Sumocat's Scribbles* has been a work in progress, open to the public but not actively promoted. Now, the format has achieved a reasonably finished state and is ready for a wide unveiling through promotion on multiple levels. Criticisms of the ink blogging format, such as indexing by search engines and hyperlinks in the content, have been addressed and silenced. In addition, the presentation and my handwriting have improved, resulting in a very readable experience and setting the stage for a wide unveiling.

At this time, the blog has reached a plateau in terms of its original goal of testing the ink blog format. The next logical step is to move beyond the experimental stage and compete with mainstream blogs in the realms of promotion and sponsorship. The new goal is to expand awareness of and interest in the ink blog format, as well as the hardware and software that make it possible.

Search is the new URL

AOL had the right idea by promoting keywords in place of URLs, but the wrong approach by making them nothing more than short URLs. That model has been replaced by search engines, such as Google, that find sites by keyword, which I believe is so popular that it is no longer necessary to list a URL in offline promotion. My offline promotional campaign will test that theory.

- **A handwritten sticky says it all.** Standard offline promotional materials are mass printed in static design. This runs contrary to the design of my handwritten blog. Thus, I instead will distribute sticky notes with the words "*Sumocat's Scribbles*" handwritten on them. Handed out as business cards, pinned to corkboards, stuck at random locations, they will act as portable graffiti with a mysterious message. The only instruction will be a call to search for it. Upon visiting the blog, the curious searcher will recognize how the seemingly non-descript handwritten message is actually an accurate representation of what is offered on the handwritten blog.

Ink for the Masses

By presenting an example of what can be done on a Tablet PC, *Sumocat's Scribbles* provides passive promotion of the form factor. The push for active promotion means adding alternate forms of content, such as video, that demonstrate what the Tablet PC can do.

- **Sharing multimedia content.** Photos, videos and screencasts are nothing new to the Tabletscape. Rather than compete with those who introduce the latest and greatest in the Tablet PC market space, my focus will be on demonstrating normal computing tasks made easier using pen and/or ink, as well as simple inking and everyday mobility. By pushing this content through sharing services, such as YouTube and Flickr, the intent is to share it with a broad audience and attract follow-up interest to the blog.