

# @Sree's Social Media Workshops

**Fast Company's 100 Most  
Creative People in Business 2015**

**Poynter's 35  
Most Influential  
People on  
Social  
Media**

## Sponsorship Opportunities



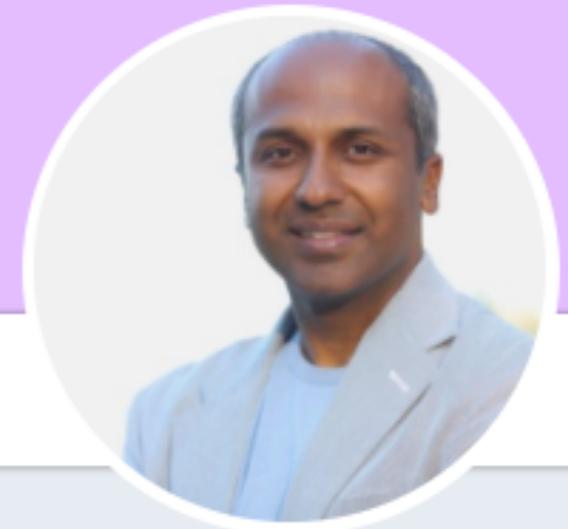
**Sree Sreenivasan, one of Fast Company's 100 Most Creative People in Business 2015; dubbed "The Twitter Tutor" by New York Observer; named the world's most influential chief digital officer in 2014; one of Poynter's 35 most influential people in social media, is embarking on an epic global tour teaching social media in 20+ cities in 5+ countries to 5,000+ in-person and tens of thousands more online.**

Here's your chance to showcase your brand, service or product in a learning - and doing - environment with some of the smartest, most engaged audiences you will ever find. His audiences are filled with journalists, CEOs, PR folks, entrepreneurs and more.

- Opening media keynote at NYT Travel Show X 7
- Closing keynote at American Society of Journalists and Authors X 11
- TEDx talks X 5
- SXSW 2018 Speaker
- Speaker at Walt Mossberg & Kara Swisher's Code Conference

## **PAST SPONSORS INCLUDE:**

Twitter, Flipboard, Kaplow, LivePerson & more.



**sree sreenivasan** ✓

@sree

📍 Social media consulting; former Chief Digital Officer of @Columbia, @MetMuseum, @NYCgov • 21 yrs @columbiajourn • hubby of @roopaonline • sree@sree.net

📍 New York, NY

21.8%

167 OF 766

22 percent  
of all  
NYT staff  
on Twitter  
follow  
@sree!



**Fernanda Santos** (@fernandaNYT)

NYT SW envoy. Author, *The Fire Line: The Story of the Granite Mountain Hotshots and One of the Deadliest Days in American Firefighting.*  
fernanda@nytimes.com



**Trip Gabriel** (@trippgabriel)

Ran away from home to join the political circus. New York Times reporter. gabriel@nytimes.com



**sree sreenivasan** (@sree)

OCT 15: @RiseUpAsOne • SOON: Chief Digital Officer, @NYCgov • 3 yrs @metmuseum; 21 yrs @columbia • 17 yrs @RoopaOnline • IG: @sreenet • sree@sree.net 📍



 **WORKSHOPS AND TALKS: SREE'S PLANS FOR 2018:**

**40+ workshops in 20+ cities in 5+ countries, with 5,000+ attendees in person and thousands more online**



# About Sree

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Sree Sreenivasan is a leading social and digital media consultant and trainer, working with nonprofits, startups, companies and executives around the world. He has served as Chief Digital Officer of New York City, the Metropolitan Museum of Art and Columbia University (where he was a full-time professor of journalism for 20+ years).

He taught a course on entrepreneurship at Columbia for four years with Ken Lerer, co-founder of Huffington Post, chairman of BuzzFeed and co-founder of venture firm LererHippeau. He also had a TV career, working as an on-air tech expert for the three largest NYC stations and a freelance US correspondent for NDTV, India's most influential news network.

Sree is the creator of three popular social media learning opportunities that have been attended by thousands of attendees in the U.S., India and more than a dozen other countries: Social Media Weekend, Social Media Day and Social Media One-Night Stand. SIGN UP FOR INFO: <http://bit.ly/sreelist3> ° And join his FB Group, Sree's Advanced Social Media: <http://bit.ly/sreefbadvanced>

**In 2015, Fast Company named him one of the 100 most creative people in business; and in 2010, he was named one of the 35 most influential people in social media by the Poynter Institute. In 2014, he was named most influential CDO by CDO Club. In 2012, he named to a seed list of the 100 most important journalists of the past century by Unity: Journalists of Color. In 2004, Newsweek named him one of the 20 most influential South Asians in the U.S., along with Jhumpa Lahiri, M. Night Shyamalan and Norah Jones, among others.**

He has a BA (Hons) in History from St. Stephen's College, Delhi; and a MS in Journalism from Columbia.

His new NYT guide to social media: <http://bit.ly/nyt2017>

His social media FB group: <http://bit.ly/sreefbadvanced>

His five TEDx talks: <http://bit.ly/sreetedxvideos>

Twitter: @sree: <http://twitter.com/sree>

Email: [sree@sree.net](mailto:sree@sree.net)



# It's all about the data!



Here's proof of the impact of Sree's gatherings:

- 300 folks in-person for Social Media Weekend in NYC in 2016
- 1,100 posts by those NOT present
- 10,000 posts
- 8 million reach
- 100 million impressions

## When Sree speaks, cities listen and he trends

 **Trendsmap Toronto**  
@TrendsToronto · 10 Apr 2015

Sree Sreenivasan, @sree is now trending in #Toronto  
[trendsmap.com/ca/toronto](https://trendsmap.com/ca/toronto)

 **Trendsmap Toronto**  
@TrendsToronto · 10 Apr 2015

Sree Sreenivasan, @sree is now trending in #Toronto  
[trendsmap.com/ca/toronto](https://trendsmap.com/ca/toronto)

 **Trendsmap Seattle**  
@TrendsSeattle · 18 Mar 2013

Sree Sreenivasan, @sree is now trending in #Seattle  
[trendsmap.com/us/seattle](https://trendsmap.com/us/seattle)

# BECOME A SPONSOR!

Sree is looking to work with world-class brands (or brands that aim to be world-class) in a mutually beneficial format. His team is creative and eager to collaborate so that you can maximize your marketing dollar. While sponsors have no say in the content of the programs, we offer the opportunity for major sponsors to host a reception or other sessions where they can provide a speaker or other content that's presented as sponsored.

# 1.

## Social Media One-Night Stand

**Jan 17** NYC  
**Feb** Phoenix  
**March** LA  
**April** India  
**August** Italy

+

Many, many  
more being  
planned  
now.

One night, four hours of insight from Sree, plus special guests, typically social media all-stars (past speakers include Craiglist's Craig Newmark; MSNBC's Ali Velshi; April Reign, creator of #OscarsSoWhite; former NZ Prime Minister Helen Clark and others). Whenever possible, the evening will begin with an hour with the "Social Media Doctors," social media experts who will consult one-on-one or in small-group settings and answer attendees questions and troubleshoot social media problems free of charge.

### **Bronze: \$1,000 (or equivalent in merchandise or services)**

- Two tickets to Social Media One-Night Stand
- Acknowledgement in all printed materials and on virtual platforms as well as digital screen(s) at the event.
- Social Media recognition of your brand — potentially millions of account impressions! Great advertising possibilities
- Verbal acknowledgement at beginning and end of evening; introduction if attending event.
- Reserved time with the Social Media Doctors for two people.

### **Silver: \$3,500 (or the equivalent in merchandise or services)**

- All of the above PLUS
- Five more tickets (seven total) to Social Media One Night Stand
- Signage indicating sponsorship
- Reserved time with the social Media Doctors for five people total

### **Gold: \$5,000 (or the equivalent in merchandise or services)**

- All of the above PLUS
- 10 tickets total to Social Media One Night Stand
- Acknowledgement of your sponsorship on invitation.
- Your name on a slide on the projector screen during all breaks and before session starts.

**Contact: [sree@sree.net](mailto:sree@sree.net) (subject = potential sponsor) or text 646-391-3526**

# BECOME A SPONSOR!

# 2.

Social  
Media  
Weekend:  
June 1-2,  
2018

Two days of talks, workshops, panels discussions and Sree's famous "How I Social" interviews. Reception and meals included when possible. Also available: the "Social Media Doctors," social media experts who will answer attendees questions and troubleshoot social media problems free of charge; headshot photographers so that you have the perfect headshot for all your social media free of charge

## Bronze: \$2,000 (or equivalent in merchandise or services)

- One ticket to Social Media Weekend
- Reserved time with the Social Media Doctors and headshot photographer (for one)
- Acknowledgement in all printed materials
- Verbal acknowledgement at opening and closing session of each day
- If sponsorship is for food, there will be a sign acknowledging your sponsorship in the food area

## Silver: \$5,000

- All of the above PLUS
- Two additional tickets (three in total) to all events at Social Media Weekend
- Signage acknowledging sponsorship on a slide on the projector screens during breaks
- If sponsorship is for food or a reception, your name will appear prominently in the food area or reception venue

## Gold: \$10,000

- All of the above PLUS
- Four additional tickets (five in total) to all events at Social Media Weekend
- Your company logo on prominent display in check-in area and signage throughout the event venue
- If sponsorship is for food or a reception, your name and company logo will appear prominently in the food area or reception venue. If your sponsorship covers the expenses for the venue, your name and company logo will appear in several areas throughout the space

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# BECOME A SPONSOR!

# 3.

General Sponsorships for Sree's Workshops Around the World

Here's a chance to have your name or brand associated with 40+ Sree events in 20+ cities in 5+ countries with an audience of 5,000 in-person attendees and thousands more online. In addition to cash sponsorships, we are looking for airfare, hotels, car availability, food sponsorships.

Pricing depends on level of support.

Flagship support starting at **\$25,000**

Here's what you'll get:

- Social Media amplification of your brand by one of the world's top social media experts. Your brand will potentially reach hundreds of millions of social media users.
- Your brand will be linked with one of the most dynamic personalities in today's world of social media. Former CDO of Columbia University, The Metropolitan Museum of Art, and New York City, Sree Sreenivasan has a unique approach that has galvanized audiences in 20 countries and 45 cities. Join him on his journeys.

Contact: [sree@sree.net](mailto:sree@sree.net) (subject = potential sponsor) or text 646-391-3526

From an editor at the New Yorker and one of Columbia J-school's most popular teachers of writing:

 **John Bennet** @slothead Following  
3 hrs seemed like 3 mins: @sree's delightful Columbia socmed class. Learned as much abt teaching as abt tweeting! #cuj12  
10:41 AM - 17 Nov 2011

 **saraquinn** @saraquinn Following  
"I have the biggest intellectual crush on Sree Sreenivasan!" -- Overheard during the break at Teachapalooza 2012. @sree #teacha12 #poynter  
11:04 AM - 24 Jun 2012

 **Katy Culver** @kbculver Following  
So geeked out excited to hear @sree at #teacha12. He's 30 seconds in and I've already learned 2 new things.  
9:09 AM - 24 Jun 2012

## Just a taste of the testimonials for Sree's sessions

 **E. F. Stewart** @efstewart Following  
Thx, @sree for helping me sharpen my socmedia skills so I was ready when Pres. Obama visited my then-client's biz! #BlackTwitter16  
5:28 PM - 27 Feb 2016 from Washington, DC

 **Karen M Sieminski** @KMSieminski Following  
Fantastic photo of @Sree in action (Sharing many tips from @mikeyk, founder of Instagram) #SunriseSocial #MagNet16  
10:57 AM - 8 Jun 2016

 **United Nations India** @UNIndia Following  
Despite #rain and #traffic, a full house at our awesome #socialmedia session with social media guru @sree  
  
2:00 AM - 11 Aug 2016

 **Karen Richardson** @WorkLifeWriter  
@sree, chief #digital officer @metmuseum, giving #selfie tips @MagNetCanada this AM. #MagNet16 #sunrisesocial  
  
10:57 AM - 8 Jun 2016

 **Tamar Satov** @TamarSatov Following  
Fantastic kickoff to #MagNet16 -- so glad I signed up for this @sree master class on #socialmedia. Best. Session. EVER! #ConferenceWin  
12:13 PM - 8 Jun 2016

 **BJ\_Roche** @BJ\_Roche Following  
WOW! Watching a social media master class from @sree on Facebook Live right now. Fantastic.

# Some articles on Sree:

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How to use social media in career transition: <http://bit.ly/sree3oh3>

PBS Newshour feature on Sree's journey: <http://bit.ly/sree3oh10>

Fast Company: 100 Most Creative People in Business 2015 profile: <http://bit.ly/sreefc>

NYO on Sree as "The Twitter Tutor":  
<http://observer.com/2010/04/the-twitter-tutor/>

See also: Sree's 5 TEDx videos: <http://bit.ly/sreetedxvideos>



QUARTZ

**The Met ousted a top executive, so he used Facebook to show the world how to do unemployment right**

