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Hosted by Millennium Point, Birmingham

### The Convention

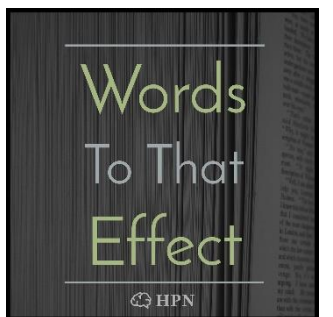
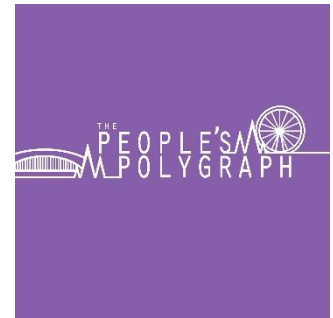
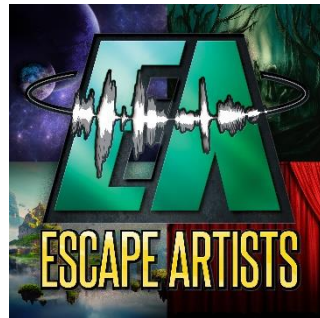
**What Is PodUK?:** PodUK events are one-day celebrations of the UK podcasting fandom scene, focusing primarily on shining a spotlight on Britain's independent podcast creators and their fans; on people who started in their living room with a mic and ambition, and grew themselves from the ground up to create incredible content. That content fosters community, and with PodUK, we want to help bring those communities together.

While the US currently has the monopoly on podcasting, with shows like *The Adventure Zone*, *Critical Role*, *Welcome to Night Vale*, *The Bright Sessions* and many more creating amazing, global fandoms, right now there are very few dedicated spaces in the UK for fans of those shows to come together and celebrate them. Not to mention, there are so many incredible British podcasts that don't get the attention they deserve - yet. If PodUK can, even a little, help those communities come together; help put those British shows into the spotlight and let fans have a space to celebrate them, it's worth doing.

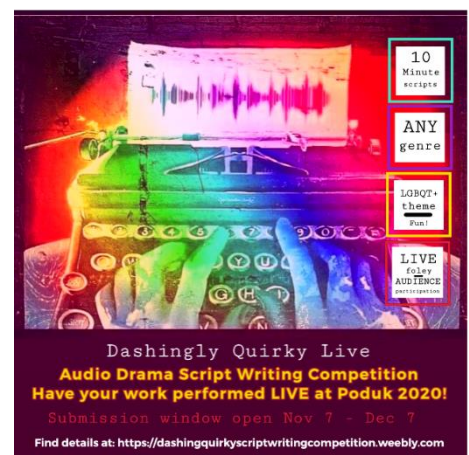
PodUK 2019 saw a fantastic line-up of podcasters, including:



The 2020 line-up is looking just as impressive, representing many genres across UK podcasting and bringing in some goliaths of US audio drama:



To help promote inclusivity and diversity at PodUK 2020, we are also holding an LGBTQIA+ themed script-writing competition run by Dashingly Quirky (Sarah Golding & Fiona Thraille), with two winning scripts to be performed live on stage at the event. It is for and judged by the queer community, to help give a voice to queer people and their experiences.



**What's On At PodUK?:** Though fans are undoubtedly at the centre of our PodUK events, we also cater towards aspiring and current podcasters, primarily through 'how-to' workshops and networking sessions. PodUK 2019 saw fantastic workshops from the likes of Sarah Golding (Voice Acting Workshop), Ewan Spence (Interviewing for your Podcast), Hindenburg (Painting Stories With Sound) and Hedley Knights & Zachary Fortais-Gomm (Sound Production in Podcasting). Attendees were able to expand their podcasting knowledge, learning new tips and tricks across the board in podcast production.

2020 will also see the introduction of the Podcaster's Promenade, where podcasters have been able to book themselves a table to promote their work on the main floor of the event. It's a fantastic way for podcasters to be a part of the event even if they aren't performing or speaking; to promote and to network in ways that aren't possible otherwise.

It will also introduce a dedicated panel room for themed talks, allowing for a more diverse and varied schedule than at PodUK 2019. The panels will focus more on fiction, and workshops will have more of a basis in podcast creation.

**Why Put On PodUK?:** There may be a handful of podcasting themed events in the UK already, but none of them are made to truly allow people to celebrate the podcasting world in the spirit of the Comic Cons, Vidcons and Sci-Fi cons of the world, and very few of them put a spotlight on podcasters who have grown their audience by sheer force of will. Through PodUK, we bring together podcast fans, aspiring, and established podcasters for a celebration of the media we love. We aren't particularly interested in the corporate side of podcasting; instead, we want to establish a light-hearted, geek-centric environment. It is, at its core, a convention, and not a conference. Attendees, not delegates.

**How Is PodUK Funded?:** Past personal funds and ticket sales, sponsorships are one of our primary forms of funding, allowing us to enhance the event with, for example, high quality AV equipment, show bags packed with goodies for attendees, eye-catching signage, refreshments for our attendees & guests, and much more.

**Where:** Millennium Point in Birmingham, a modern space with an IMAX cinema repurposed as a gorgeous auditorium. We use this & their Platform & CONNECT spaces for PodUK.

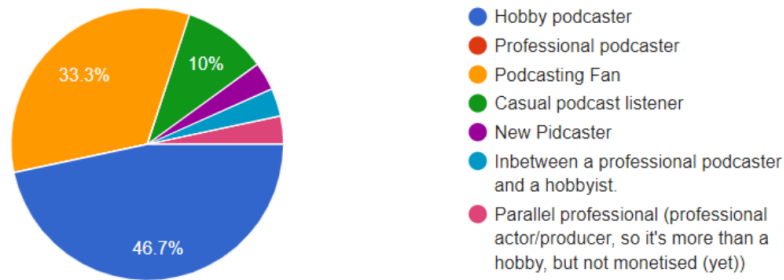
### Our Attendees

PodUK 2019 saw 180 tickets purchased, with 150 attendees showing up on the day. For PodUK 2020, we are hoping to double that and reach 300 attendees. At the time of writing we have already outsold PodUK 2019 by two months, so it's looking positive.

As can be seen from this data from our post-PodUK 2019 feedback form (below), our attendees were primarily hobby podcasters and podcasting fans. Namely, people who want to learn more about the art of podcasting, whether that's through workshops, panels or tech demos, or people who want to meet their favourite creators/see them performing live and meet their fellow fans.

## Would you say you are a...

30 responses

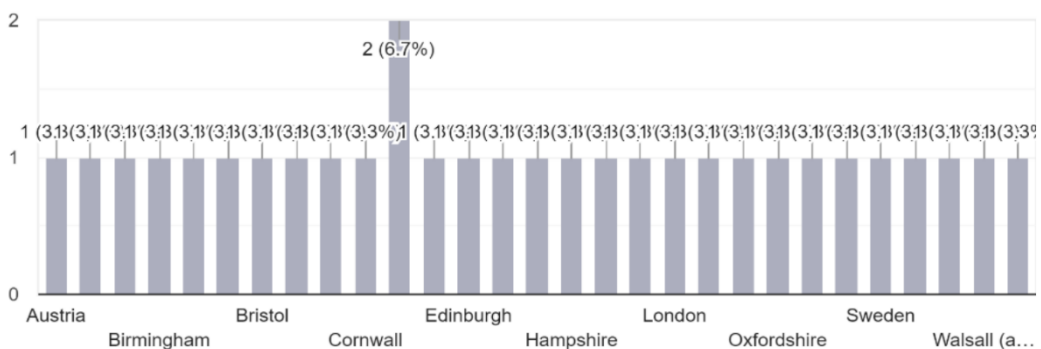


Our attendees came in all age ranges, from teens to 50+ year olds.

PodUK saw attendees coming in from both across the UK, and across the sea. Attendees came to see their favourite podcasts from as far afield as Austria & Sweden, as you can see here, showing how there is certainly a demand for podcasting based events across Europe – one that we are helping to fulfil. Locations in the UK varied greatly – though many of our performers travelled up from London, attendees came from Scotland, Cornwall, Blackpool, Hatfield, Walsall, etc. There is certainly a willingness to travel if the right incentives are provided. For 2020 we have already had people from Europe returning for our second year, and are attracting attendees from the US with our headlining performers.

## Where did you travel from to come to PodUK?

30 responses



## Reception

With PodUK 2019, we succeeded in our goal of creating a space where people would feel inspired not only to create, but to make new friends; to learn new skills; to expand their horizons. In her write-up of PodUK 2019, for example, Caroline Crampton of [HotPod](#) said:

*“It was one of the kindest, most supportive podcast events I’ve ever been to, with strangers striking up conversations in the halls and plenty of listener-talent mingling.”*

Our feedback forms were also filled with glowing reviews; when asked what they enjoyed at PodUK, attendees' answers included:

*"Excellent live shows, lovely people. Inspiring workshops and panels. Beautiful venue."*

*"Finally seeing some of my favourite shows being performed live, meeting some of my favourite creators and voice actors, and spending time with other fans."*

*"The energy and community of the day was so incredibly positive. The chance to meet a group of great and enthusiastic British Podcasters, both new and experienced, was a really great opportunity and the reality of it was better than I could ever have hoped for."*

*"The enthusiasm, the love, and the genuinely brilliant atmosphere. A really special day."*

We believe there's something for everyone in the podcasting scene at PodUK, and everyone is encouraged to come – you don't have to be on stage to be involved in PodUK!



PodUK is returning to Millennium Point on the 1st February 2020 for PodUK 2020, and we want to make it even bigger and better than the first. For that, we need your help.

Why should you sponsor PodUK 2020?

- With the inclusion of some big names in this year's line-up, including *King Falls AM*, *We're Alive*, *The Rusty Quill* & *The Amelia Project*, we are hoping to double our attendance from last year, and every attendee will have a lanyard, show book, show bag and more besides; all opportunities for putting your branding right in front of them.
- PodUK is unique in the British podcasting event space: we focus on a demographic that others do not. Our attendees are primarily hobby podcasters or podcasting fans, as opposed to the industry demographic that other podcasting events have the monopoly on. These are passionate people who want to help support the media that they love. Our attendees want to learn how to make & produce podcasts; want to know what tech they can use to make those podcasts; want to find new podcasts they can listen to and support. You could be the ones to make that happen.
- A majority of podcasting events in the UK take place in London, which makes PodUK unique. Being situated in Birmingham means that PodUK can bring in attendees who's location means they can't justify attending a majority of podcasting events otherwise.
- A little can go a long way; we don't need tens of thousands of pounds to make PodUK a reality, so every sponsorship really counts and allows us to create an even better event for our attendees. It



puts us on a better footing to keep growing the event and making it bigger and better in the years to come.

- We have various sponsorship opportunities available, including:



### **PANEL ROOM**

Be the named sponsor for the PodUK 2020 panel room.



### **LANYARDS & PASSES**

Provide lanyards and passes for PodUK, and brand them with your company logo or advertisement.



### **BANNERS**

- Have banners dedicated to your company showing at PodUK
- OR
- Have your logo showing on PodUK's own branded banners



### **T-SHIRTS**

Provide up to 30 T-Shirts for PodUK crew and volunteers with your logo blazoned on the front/back.



### **GREEN ROOM PACKAGE**

Sponsor our Green Room, and get branding opportunities in return!



### **OFFICIAL SHOW BAG**

Every attendee will get a show bag, and you can have your graphics on every single one with this sponsorship opportunity!

These are just some of the available options; go to [www.rocksaltevents.com/sponsorship-opportunities](http://www.rocksaltevents.com/sponsorship-opportunities) for more information & sponsorship rates. We have a large variety to suit a wide range of businesses, and we hope you'll find something that takes your interest. If not, we are more than happy to discuss other options with you. Just get in touch at [info@rocksaltevents.com](mailto:info@rocksaltevents.com).

Thank you for your time! We look forward to working with you.