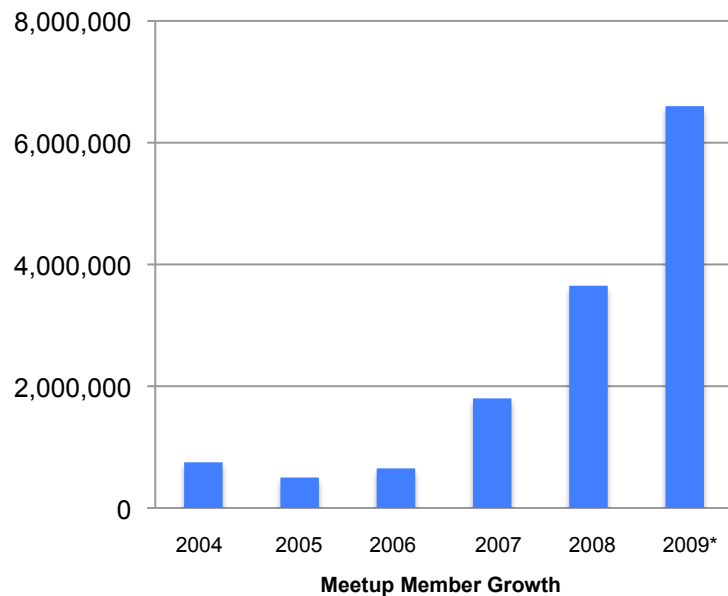


Meetup Sponsorships



About Meetup

The world's largest network of self-organized community groups



The world's only online site to meet offline

Meetup is an online social platform where people organize groups based on their interests then meet face-to-face in the real world.

7 million members and growing

With over 7 million members, Meetup is the world's largest network of local groups. Over 180,000 real world Meetup events take place monthly – a new Meetup starting every 20 seconds.

A Meetup Group for every topic, interest, or passion

Meetup's members have created thousands of groups covering virtually every possible topic, from parenting to politics, technology to team sports, running marathons to running small businesses.

Active, and influential member base

Meetup is a self-selecting, self-organizing ecosystem that attracts active and passionate members of the local community - the influencers and alpha-consumers.

Advantage

The power of Meetup sponsorships

Get closer to your customer than ever

With Meetup, you don't broadcast your message to an invisible audience, you connect with them directly. There's no way to get closer to your customers than face-to-face.

Kick start word-of-mouth

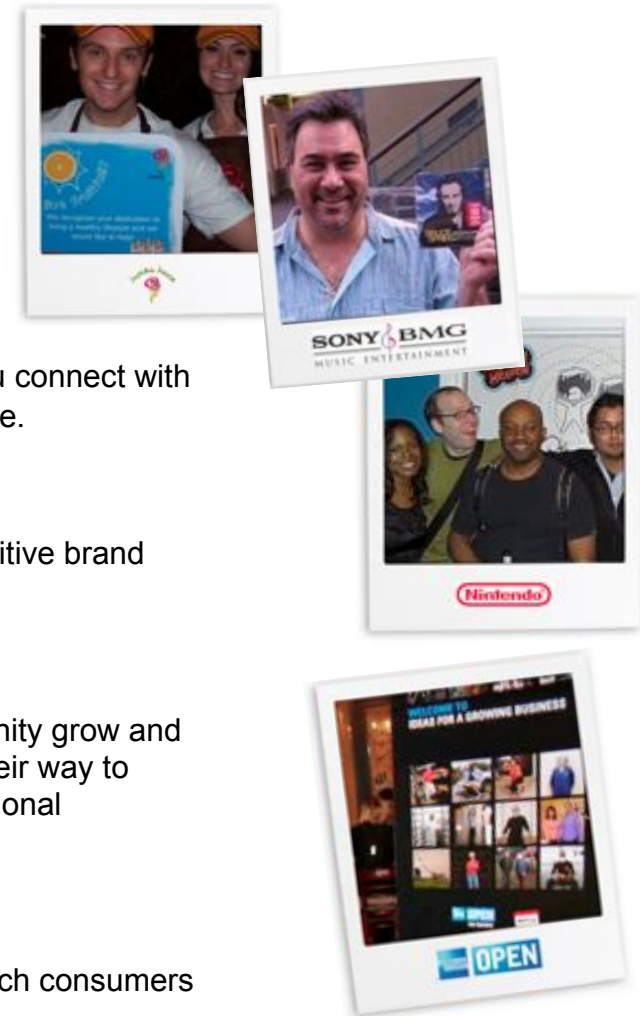
Meetup attracts the most connected and socially active leaders. Creating positive brand experiences within this group means long-term word-of-mouth promotion.

Go beyond customer loyalty to customer *gratitude*

When you sponsor Meetups, your actual financial support helps their community grow and thrive. For this, Meetup group members are truly grateful and will go out of their way to thank your brand. This kind of gratitude simply cannot be achieved with traditional sponsorship models.

Cut through the media clutter

Consumers are bombarded with traditional advertising. With Meetup, you reach consumers in a fresh, authentic, and personally powerful way.



Scale

Meetup makes it easy for you to reach hundreds of communities at once

1. Match

We find the exact match for your criteria

2. Invite

We invite them to participate which ensures you are welcome into their community

3. Execute

We implement your program to ensure it runs smoothly and is a success

4. Share

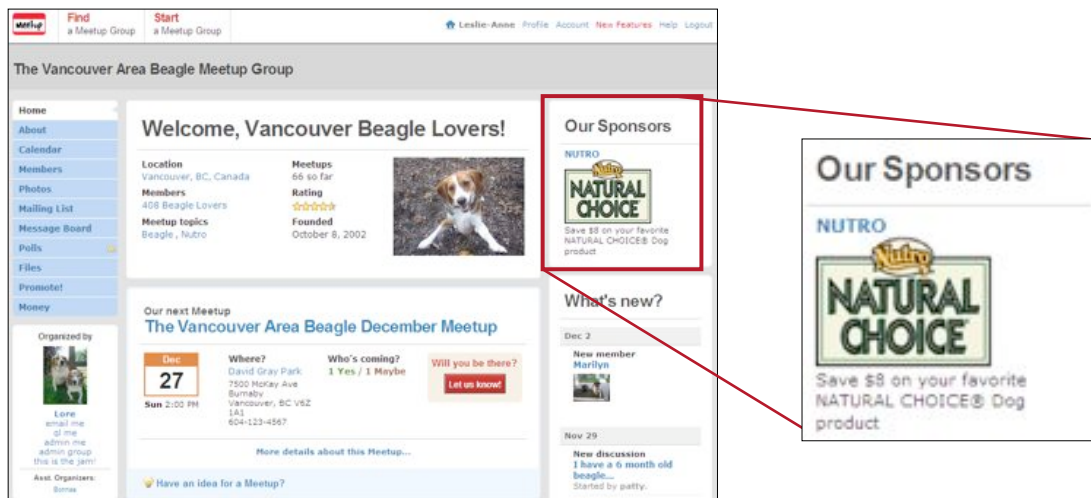
We share your revenue with the Meetups directly to make their communities even better

5. Measure

We report on program success through qualitative and quantitative measurement

Engagement

Put your Brand at the center of the conversation online AND in the real world



ONLINE:

Badges and promo text on all group pages, dedicated emails, online survey/member feedback.

Possible inclusion on message boards, photo albums, calendar too.

REAL WORLD:

Build brand loyalty by providing information or even product samples/coupons that supports the Meetup's activities and get them talking about you face to face!

"Thank you so much for sponsoring this group! I greatly appreciate your help and now I am interested in your product, knowing you're helping us..."



Rewarding

This is what people are saying

“We are very grateful for your sponsorship. In these hard times it's nice to know that there are companies out there that help moms out. We have met so many nice people through this group and made some great friendships along the way. On behalf of all the Margarita Moms, we thank you for your continued support, wonderful products, great coupons and informative newsletters.”

– Mom Meetup Organizer sponsored by Huggies & Pull-ups

“I think this has been the most rewarding campaign I have personally done! I love hearing the kind words from the group leaders. It is nice to know that we are really making a positive impact in these groups. Billboards, TV spots and print don't exactly give the same feedback!”

– Account Supervisor, Butler, Shine, Stern & Partners for Columbia Sportswear

“Meetup Sponsorship is a way to influence “that over-the-fence decision” made after one Mom tells another about a brand she likes – or dislikes.”

– Brand Manager, CPG Company

Our Sponsors

Companies large and small use Meetup to get closer to their customers



The New York Times



Microsoft

Peek



Contact us about your program:

Email: sponsorships@meetup.com

Phone: 212-255-7327

