60 BITS
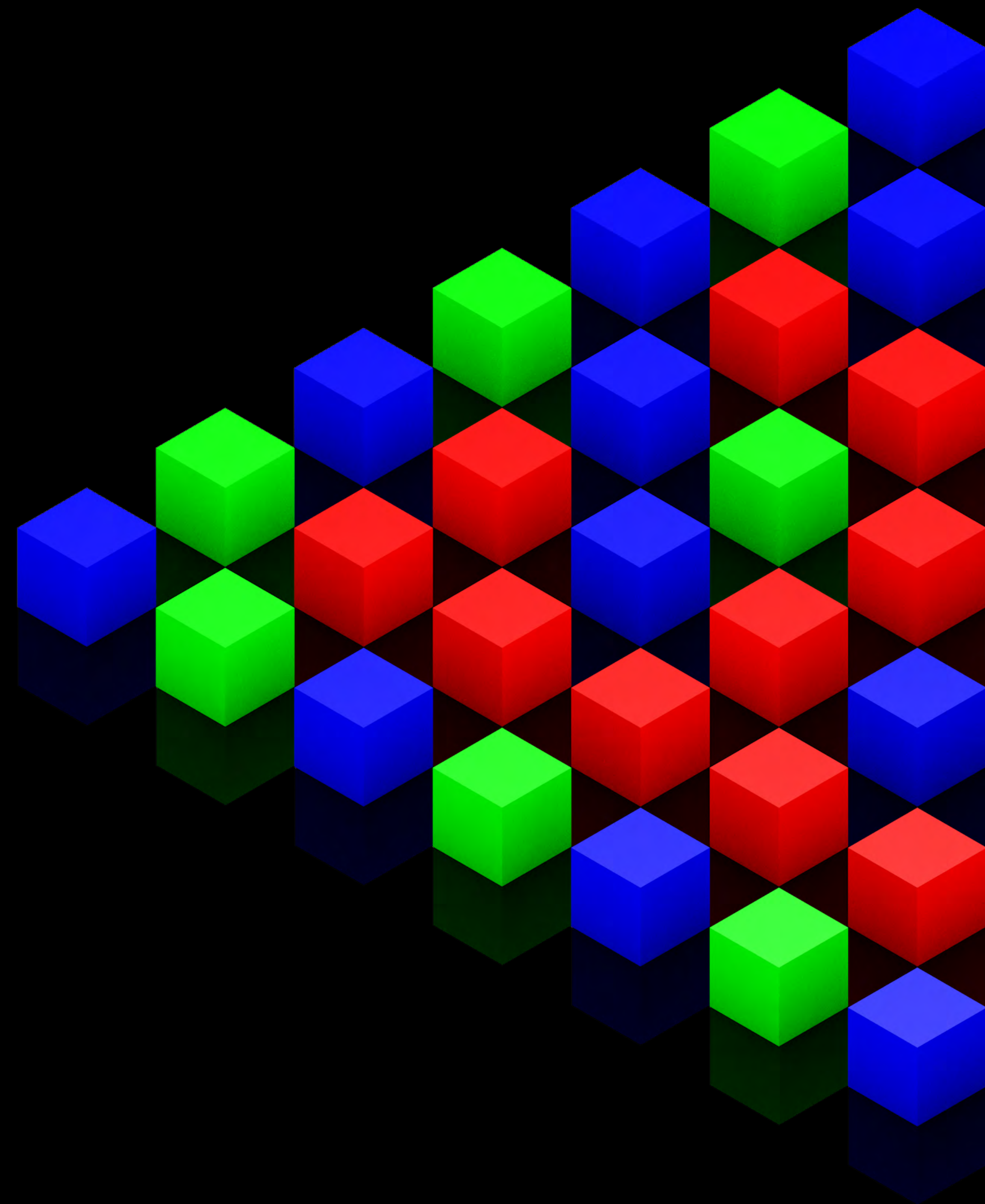
AN EXHIBITION OF ICONIC WEBSITES,
HARDWARE, SOFTWARE + ARTEFACTS
THAT SHAPED THE EARLY WEB

COMMERCIAL SPONSORSHIP
& PARTNERSHIP OPPORTUNITIES

purpletangerine™

A SHOWCASE OF ICONIC WEBSITES

64-BITS is an interactive, fun exhibition that celebrates the formative years of the worldwide web, recreating key moments.

The exhibition includes the very first website, browser, search engine, e-commerce site and webcam. Part of a wider digital archaeology project, it tells the stories of the forgotten artist engineers that shaped today's digital world.

COMMERCIAL PACKAGES

We are seeking a Title Sponsor for the 2018 Roadshow and have developed a comprehensive commercial sponsorship and partnership marketing program, covering:

■ **Title Sponsor "64-BITS in association with…"**
One Title Sponsor with naming rights to the exhibition roadshow

■ **Event Partnera**
Event Partners from non-competing categories with naming rights to one or more of the Exhibition Zones

■ **Event Official Supporters, Official Suppliers & Media Partners**
Supporters, Suppliers and Partners from non-competing categories

■ **Host Venue Partners**
We are in discussions with a number of partners regarding a permanent home for 64-BITS

DO YOUR BIT - HELP US PRESERVE THE WEB'S EARLY HISTORY - WWW.64BITS.CO.UK

64-BITS ROADSHOW

■ **March 2018**
Future Everything (Manchester)

■ **June 2018**
London Tech Week

■ **August 2018**
Edinburgh Festival Fringe

■ **September 2018**
Brighton Digital Festival

■ **February 2019**
Transmediale (Berlin, Germany)

■ **March 2019**
SXSW (Austin, USA)

AN EXHIBITION OF FIRSTS

64-BITS covers the period 1989 to 2005, featuring a multitude of firsts, including hardware, software and historical artefacts:

SURF THE WEB LIKE IT'S THE '90S!

- Search the web on the first search engine, ARCHIE (1989)
- Browse the first web page on the first browser on the original machine! (1991)
- The first web cam - pointed at a Coffee Machine at Cambridge University (1993)
- Chuckle at the first web comic, Dr Fun (1993)
- Order a pizza from the first e-commerce site, Pizza Hut's Pizza (1994)
- Surf the first e-zine, word.com (1995)
- Early viral phenomena, Dancing Baby (1996)
- Enjoy the first Internet Memes, including Hamster Dance (1998)

QUICK FACTS

- Exhibition to tour the UK as part of Digital Festivals in London, Manchester, Edinburgh and Brighton in 2018
- International Tour in 2019 visiting Transmediale, Germany and SXSW, USA
- 500,000 visitors to date
- Endorsed by Google, The Library of Congress, The British Library, CERN and many others
- 250,000 live views on BBC Facebook Live
- Covered by BBC, NPR, WSG, Guardian, Daily Mail, Daily Mirror, Vice and many more
- Appeared at Barbican, South Bank and Tate

64-BIT EXHIBITORS AND SUPPORTERS

A program of related talks, workshops, interviews and tours will accompany the exhibition including contributions from our supporters:

- Search Engine Inventor **Alan Emtage**
- Webcam Inventor **Quentin Stafford-Fraser**
- Flickr Founder **Caterina Fake**
- Icon Designer **Susan Kare**
- Web Banner Inventor **Craig Kanarick**
- Founder of Slack **Cal Henderson**
- Internet cafe pioneer **Eva Pascoe**

AN EXHIBITION AND MUCH MORE

SCHOOLS PROGRAM

A schools pack designed for both primary and secondary schools – the later supporting the Computer Science GCSE to encourage more pupils to take up computer science. Tailored for different age groups covering all Key Stages of the National Curriculum for pupils aged 6 – 18.

FAMILY DAYS

Is your child the next Bill Gates? Learn to code BASIC together or make your own pixal art with reusable stickers.

ASCII SELFIES

Before computers had graphic capabilities, creative souls made images from the 95 printable characters on the keyboard. Visitors can take home their own ASCII portrait.

CODE AMNESTY

Part of the show is an open door digital media archiving service. Visitors are encouraged to bring in obsolete media for us to migrate to an accessible format. The excavated work will form part of the exhibition.

ZONES

The exhibition is centred-around sponsorable themed zones including:

- Art & Design: Interface, Icons and Animation

- Technology: Creative Coding, hypertext and hypermedia

- Commerce: Advertising, ecommerce and security

- Social: Viral, Streaming & Video

COMPONENT PARTS

- **Hardware & Software** - each website is showcased on a computer of its time, with appropriate OS, browser and plug-ins

- **Interactive Exhibits** - each website is fully browsable, web cams, modems and printers all function

- **Hardware** – classic Apple Macs and PCs. dot matrix printers and acoustic modems

- **Artefacts** - contextual material including magazines, CDs and electronic products from the time

- **Computer Art** - historically significant artwork where wall space permits

- **Video Interviews** - with 64-BITS Ambassadors including website creators discussing the challenges of designing for web 1.0

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KEY BENEFITS TO SPONSORS + PARTNERS

There are huge benefits for commercial partners including a proven international public relations platform, community engagement and a host of customisable experiences:

- A**wareness Association** - with a world-class leading event - hundreds of thousands of people have attended our exhibitions, visited our website and viewed our content across the web

- **International & National PR Platform** - a huge opportunity to promote your brand through news PR, advertising, direct marketing and sales promotion activity – over £200,000 editorial generated for a 4-week show in 2017. BBC Facebook video attracted over 260,000 views

- **Experiential & Data** – over 200,000 visitors expected each year plus further visitors for any touring UK and international events.

- **Community Engagement / CSR** - a full program designed to stimulate interest in the early web through young person and family workshops

- **Schools Program** - targeting both primary and secondary schools and supporting the national curriculum Computer Science GCSE, with plans for over 20,000 school children visits per annum to the exhibition

- **Hospitality, Networking & Entertaining** – opening launch party, private viewings, curator tours, branded trails, workshops, and celebrity ambassador talks

- **Your Own Exhibition Space** - tailored to your needs

KEY BENEFITS TO HOST VENUE PARTNER

- Position & Highlight - Host Venue Partner as a leading event destination through high profile, international media coverage

- Encourage - more major events to the Host Partner premises

- Generate Significant Economic Benefits - through increased visits from local population, tourists, enthusiasts, school children, teachers and the general public

- 64-BITS has a wide and rich content and will showcase the Host Venue Partner's strength and basic infrastructure to host major events

64-BITS Commercial Sponsorship & Partnership Opportunities

INVENTORY
64-BITS ROADSHOW

	PARTNER LEVELS		
	TITLE SPONSOR	EVENT PARTNERS	OFFICIAL SUPPORTERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "64-BITS in association with [TITLE SPONSOR NAME]" for PR & advertising use	Yes		
Rights to title "Official Event Partner 64-BITS in association with [TITLE SPONSOR NAME]" for PR & advertising use		Yes	
Rights to title "Official Supporter 64-BITS in association with [TITLE SPONSOR NAME]" for PR & advertising use			Yes
Category Exclusivity	Yes	Yes	Yes
The identity of the space in connection with the Title Sponsor predominates, taking precedence over others			
INTELLECTUAL PROPERTY RIGHTS			
Right to generate & use 64-BITS images (still and moving) in all Partner advertising & promotional materials	Yes	Yes	Yes
Development of 64-BITS composite logo	Yes	Yes	Yes
BRANDING RIGHTS			
VENUE			
Composite logo on main sign - "64-BITS in association with [TITLE SPONSOR NAME]"	Yes		
Logo on Commercial Partner board	Yes	Yes	Yes
Naming Rights to a Zone area		Yes	
Media Backdrops – logo presence	Dominant	Yes	Yes
Branding at events for example: Hospitality Functions; Launch Event; Seminars & Talks; Workshops; PR Events	Yes	Yes	Yes
SPECIAL EVENTS – ASCII PORTRAIT			
Logo incorporated in ASCII portrait dot matrix print out	Yes		
Logo incorporated in shareable digital ASCII portrait	Yes		
OTHER			
Event Tickets	Yes	Yes	Yes
Accreditation Passes	Yes	Yes	Yes
Naming rights to Coding Workshops & Family Days	Yes		
MEDIA, DIGITAL, SOCIAL & PROMOTIONAL RIGHTS			
Promotional Campaign. Inclusion in… Press Materials; Press Conferences	Email Newsletters	Event Programmes	Event Digital video	Yes	Yes	Yes
Inclusion in Official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube, Blog and other digital channels.	Yes	Yes	Yes
Right to host press conference and a launch event	Yes	Yes	Yes
Right to develop an App for the Exhibition	Yes		
Opportunity to run promotions with other Partners	Yes	Yes	Yes
OFFICIAL PROGRAMME			
Colour advertisement in the Official Programme	Full Page	Half Page	Half Page
Logo on cover of Official Programme	Yes		
SEMINARS, PRIVATE VIEWS & CURATOR TOURS			
Up to 50 guests for seminars, private viewing and tour by curator – numbers and details to be agreed	Yes	Yes	Yes
Opportunity to speak at Seminars	Yes	Yes	Yes
EDUCATION PROGRAM	Yes	Yes	
Inclusion in education program – currently being developed in line with the National Curriculum and GCSE Computer Science	Yes	Yes	
EXPERIENTIAL & DATA RIGHTS			
Right to be part of the exhibition with a "Guest Exhibit" brands already in the Exhibition include: IKEA, Pizza Hut & Levi's	Yes		
Area for promotional booth, sampling & promotional literature	Yes	Yes	Yes
Mail list forwarding service access	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS			
Event VIP-passes to all special events	Yes	Yes	
Complimentary entry tickets to the Exhibition	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Opportunity to put logo on Exhibition merchandise e.g. Mouse Mats, Coasters, Stickers, T-shirts and Caps	Yes		

OUR PURPOSE AND HISTORY

Our core purpose is to save web 1.0 while there's still time. Tragically, the pace of technological change and the fleeting nature of websites mean that the early years of the web could be lost forever. By supporting 64-BITS you will be doing your bit to preserve evidence of this culturally significant period.

In the space of a few years, 64-BITS has gone from DIY show in Shoreditch to international success story. It has been a star attraction at Internet Week, both in London and New York, earning keynote presentations by the British Library and the Library of Congress, and sponsorship from Google. In 2014 it was part of the Barbican's hugely successful Digital Revolution exhibition.

There has been some amazing coverage in the press, including the BBC, CNN, Sky News, Wired, The Guardian, the Daily Mirror and hundreds more. We have shared a stage with Tim Berners-Lee, been invited to Buckingham Palace, published a book "100 Ideas That Changed the Web" and exhibited our digital archaeology software at the Tate Modern.

CONTACT US

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