



Giving You Tech Faster

[techfaster.com](http://techfaster.com)

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# Crowdfunding Engagement Opportunities



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Techfaster is a general tech daily online news magazine and social distribution platform catering to the tech enthusiast, prosumer, and innovator communities across the US and around the world.

Techfaster delivers a mix of original content and social engagement relevant to today's fast paced technology information consumers.

Techfaster links top and emerging brands and companies across a variety of technology categories and disciplines to activate technology information consumers.

Techfaster excels at delivering news, reviews, contests, engagement opportunities, events and information expeditiously across social channels.

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**1,000,000 uvm**

Source: Cision Digital Reach  
200% m/o/m growth

**110,000+**  
**followers**

relevant followers [@imkyles](https://twitter.com/imkyles) [@techfaster](https://twitter.com/techfaster)

Led by successful serial new media entrepreneur Kyle Sandler, founder [TheDroidGuy.com](http://TheDroidGuy.com), co-founder [nibletz.com](http://nibletz.com), co-creator [everywhereelse.co](http://everywhereelse.co), co-founder Big Android Barbecue



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## Techfaster Readers & Followers Activate Through Crowdfunding.

- 2.1 Million Page Views
- 59% Share Rate
- 4.4 Million Social Reach
- Active Participation
- Meaningful Interactions

Crowdfunding has taken the world by storm, now anyone can help see the newest innovations brought to market; new apps, new games, new gadgets, new content and more, putting the consumer in control of the products being released.

It's been proven that media helps a crowdfunding campaign. Often times that equates to a one off piece that floods the crowdfunding site with eyeballs but only a handful actually convert.

Techfaster's crowdfunding partnerships are just that, partnerships. We work with and support the creator online, through the web, content and social media with multiple calls to action.

Techfaster is committed to the success of crowdfunding through multiple avenues, including as a founding media partner with OneSpark, The World's Crowdfunding Festival.



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## **Key Factors That Set Techfaster apart**

- Techfaster does not brand crowdfunding engagement as “sponsored” or “guest” content. Techfaster posts across all channels as editorial and general content
- All Techfaster content is promoted through a rigorous and proven social schedule that allows constant re-introduction to new readers, viewers and followers throughout the life of the campaign.
- Because we don’t brand crowdfunding engagement as “sponsored” it gives a more natural appeal. In that respect we only work with products, apps, campaigns and creators that we believe in and we’re confident will hit their goals, and beyond.
- All of our crowdfunding engagement opportunities require a down payment, then a payment at goal and one at stretch. We don’t take that second or third payment if you don’t hit goal. (except on indiegogo on-going funding campaigns).

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## Opportunities:

- Traditional sponsorships with strategically placed ads
- Sponsored on-site content without glaring tags
- Video interview and review opportunities
- Customized engagement and activation promotions\*
- Contesting\*
- Quantifiable social engagement
- Sponsored tweets without a glaring tag
- Radio sponsorships on Slacker Radio's only tech focused station  
[slacker.com/tdgn](http://slacker.com/tdgn)



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	Gold	Silver	Bronze
Banner Ads	720x90 fixed 300x250 fixed RR	720x90 float	300x250 rotate
Content	6 pieces	4 pieces	2 pieces
Multimedia	Min 3 video pieces Slacker	Minimum 2 video pieces	1 video
Engagement opportunity	Yes	Yes	No
Social	120 tweets/mo	75 tweets/mo	50 tweets/mo
Investment	\$4500 \$2000 down \$1000 at 100% \$1500 at 150%	\$3800 \$1500 down \$1000 at 100% \$1300 at 140%	\$2500 \$1250 down \$625 at 100% \$625 at 130%

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