



tweet house



“I know from experience that the Parnassus Group throws an awesome event.”

Biz Stone. Co Founder, Twitter

Film, Tech, Social,

Join a one-of-a kind event that celebrates the intersection of Hollywood and Silicon Valley. The Tweet House is where technology and entertainment converge.

Unique Focus

Social platforms like Twitter, Facebook, and YouTube are revolutionizing how movies and music are being created, distributed and marketed. The Tweet House is one of the only events that brings entertainment and social technology thought leaders together.



A Gathering of Influencers

Tweet House attendees and presenters represent a who's who in the tech and film industries. Previous participants include: Biz Stone, Peter Guber, Joseph Gordon-Levitt, Robert Scoble, Pete Cashmore, Gavin Newsom, Shira Lazar, Justine (iJustine) Ezarik, Guy Kawasaki, and many more.

More Than a Party

We're constantly tracking the latest relevant tech trends/innovations and make sure they are called out in our sessions and special exhibits. Tweet House attendees know that besides enjoying a fun party and meeting key people, they'll experience the latest in social technology.

Sponsorships

The Tweet House attracts a young, influential and tech-savvy audience. It has proven to be the perfect place for brands to launch a new line or to establish a reputation as an industry leader in the social media space.

We present a wide-range of sponsorship and branding opportunities, and have multiple sponsorship levels to accommodate a variety of budgets. We also welcome in-kind sponsorships.

Previous and current sponsors include:

Ad.ly • Chevrolet • Smashbox Studios • Cadillac • Sony Playstation • Rackspace, Inc • Verizon Wireless • Monster Products, Inc. • Sonos • Intel • Lovesac • MagicJack • AT&T CruiseCast • MeadMap • Truphone • Microsoft Windows Home Server • Tap11 • Hootsuite • MailChimp • AMD • Otterbox • LiftKits • Wynn Resorts • Greenpoint Technologies • Verizon Wireless



SXSW 2010:

“Chevy was declared the festival’s biggest marketing winner by blogs, Twitter users, and local outlets like the Statesman.”

• Advertising Age

Chevy:

“Our Tweet House sponsorship proved to be integral to our success at SXSW. The Parnassus Group created a terrific venue where we could connect with our friends in the tech and entertainment communities.”

• Christopher Barger, Head of Social Media for GM



Who Attends: Professions

Since its inception in 2010, the Tweet House has been host to over two thousand people representing an eclectic, diverse group of thought leaders, digital creatives, and technologists.

Mining of the combined non-sponsor RSVP list provides some insights into who attends. While the images to the left just skim the surface of our deep roster, they provide some useful insights.

Top Declared Job Titles (Top Image):

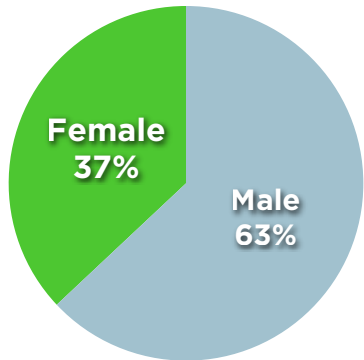
The most popular job titles provided by our guests are depicted in the top image and capture a significant sample (one quarter) of all attendees. Note the **heavy incidence of press/journalists and bloggers** (depicted in green).

Top Declared Organizations (Bottom Image):

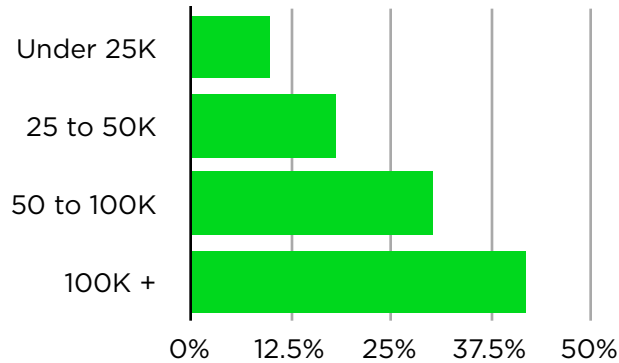
While comprising a smaller sample than the title analysis (about seven percent of all attendees) again note the prevalence of press/journalists/bloggers (in green).



Gender Mix



Attendee Income

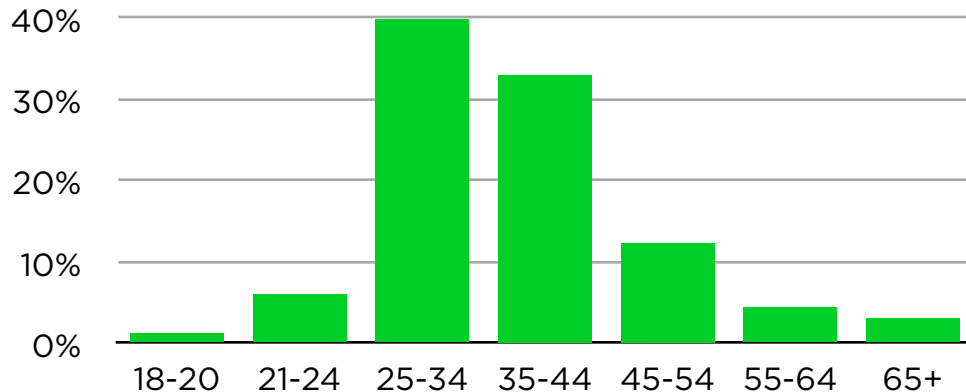


Who Attends: Demographics

The Tweet House offers unique access to a highly desirable demographic: influential, high-income, young, sophisticated, and socially active.

While the gender mix varies by locale, (Sundance vs CES etc), Tweet House (like all tech-heavy events) attendance tends to skew male.

Age Distribution



Press



Our events not only draw a crowd, they also attract journalists and bloggers who represent publications and sites that attract millions of daily impressions. The list below represents just a fraction of the outlets who have covered the Parnassus Group and our social media events.

Mainstream/Business Press Coverage:

The New York Times • The Wall Street Journal • New York Daily News • USA Today • The Huffington Post • The Washington Post • Business Week • Fox Business • Los Angeles Times • AOL News • NBC Los Angeles • LIFE • Examiner.com • Forbes.com

Entertainment/Lifestyle Coverage:

The Hollywood Reporter • Variety • Hollyscoop • Ok! Magazine • IMDB.com • Defamer • SuicideGirls • Cinema Blend • Austin360 • Young Hollywood • Radar Online • Gordon and the Whale • Life & Style Weekly • Breitbart.com • The Frisky • Vanity Fair • The Daily Truffle • FaFaRAZZI

Technology Press Coverage:

Mashable • Techcrunch • LA Weekly • ChrisPirillo.com • GigaOM • ZDNet • CNET News • SiliconANGLE • Techmamas • Building43 • bub.blicio.us • laughingsquid.com



Gordon and the Whale

Sundance 2010: G-Technology announces panels, workshops, and more

“G-Technology by Hitachi is sponsoring a slew of panels, workshops, and events for up- and-coming filmmakers, moviegoers, and people in the industry that are attending this year’s festival....The Tweet House is the place at Sundance where members of the entertainment industry converge to celebrate Twitter and the Real-Time Web.”

<http://bit.ly/d4MbkM>

Locations 2011-2012



Napa, California:

The Napa Valley Film Festival

November 11-13, 2011: Set against a stunning backdrop of Napa Valley's rolling hills, endless vineyards, and rustic beauty, The NVFF showcases the top, new independent films of the year.

Las Vegas, Nevada:

The International Consumer Electronics Show

January, 2012: CES is the World's Largest Consumer Electronics Tradeshow, and a mecca for tech bloggers. Approximately 20,000 new consumer technology products launch every year at CES.

Park City, Utah:

The Sundance Film Festival

January, 2012: The Sundance Film Festival is the largest independent film festival in the U.S., and is the premier showcase for new work from American and international independent filmmakers.

Austin, Texas:

South by Southwest

March 9, 2012: SXSW is a gathering of creatives from the music, independent film and emerging technologies. Drawing thousands each year, the conference is a breeding ground where creative people and companies can be inspired and build new relationships as they meet, join forces and find the latest new, now, next big ideas.

New for 2011: the Napa Valley Film Festival

We are excited to announce the launch of our expanded (3 day) Tweet House hospitality suite centered in downtown Napa at the beautiful AAA Four Diamond Award-winning AVIA hotel. Just an hour away from Silicon Valley, we'll be able to accommodate all of our Hollywood film industry friends, as well as the tech stars from the Bay Area.

"Napa, film, and tech Innovators? This looks to be the best Tweet House yet — I wouldn't miss it!"

Robert "Scobleizer" Scoble



Join us!



We Need You There...

The success of the Tweet House depends on our many partners, presenters and sponsors who help make the event possible. We'd love to hear from you about how we can bring the Tweet House to your film festival or trade show, or to discuss how we can work together. For editorial/speaker requests, please contact [jason \[at\] parnassusgroup dot com](mailto:jason@parnassusgroup.com). If you'd like to sponsor the event or partner with us, please contact [kim \[at\] parnassusgroup \[dot\] com](mailto:kim@parnassusgroup.com). Kim can also be reached at 425.985.0106.