



basecamp  
outdoor



# GATHER

[Basecamp](#), the 40K strong network of outdoor industry job seekers and leaders, is hosting a networking event + hiring fair in Portland, Maine in conjunction with Maine Outdoor Brands and the Maine Outdoor Economy Summit. This is an excellent opportunity for job seekers to learn more about Maine-based companies and ask questions.

## What is Basecamp Outdoor?

[Basecamp](#) Outdoor is the ultimate career resource + ready-made network for outdoor industry leaders, students, journalists, and changemakers.

Centering equity and justice into all of our programming, we help:

1. Job seekers from all backgrounds, industries & experience levels identify the opportunities, training, and resources required to make their next career move.
2. Brands build trust with a deep and diverse talent pool they can quickly and easily tap into build their dream teams.

**The Basecamp Gather: Maine event will take place on Thursday, October 13 from 5-7pm at Thompson's Point and will be open to anyone who works in the outdoor industry. Or wants to.**

## Options for Basecamp Gather: Maine

	Cost	Digital Benefits	In Person Benefits
<p><b>Hiring Table</b></p> <p>Impress and chat directly with the coveted Basecamp talent community, with significant digital reach ahead of the event.</p> <p><b>Who:</b> Companies seeking great culture fits (or adds!) for their current or upcoming outdoor industry roles.</p>	<p>Summit registration fee +</p> <p>\$500</p>	<p>Logo Inclusion in all event advertisements including:</p> <ul style="list-style-type: none"> <li>• Dedicated <a href="#">Event Website</a> (example) hosted on Basecamp site</li> <li>• Branded <a href="#">Registration page</a></li> <li>• Email promotions to 22K list (x 3)</li> <li>• Social media platforms (Instagram, LinkedIn, Facebook Tik Tok - 66K engaged following)</li> <li>• Dedicated communications to attendees</li> </ul> <p>Link to careers page promoting brand's open roles on Basecamp event website.</p> <p>Free <a href="#">newsletter listing</a> on Basecamp's newsletter</p> <p>Priority consideration for Job Drops inclusion (for brands displaying transparent salary in listings)</p>	<p>Prominent table in open networking area with information on open roles from your brand and an opportunity for dedicated discussion with interested candidates.</p> <p>Opportunity to address crowd and brag about an amazing culture, policy, or benefit that makes them stand out.</p> <p>Inclusion in event program.</p>

<p><b>Small high top hiring table</b></p>	<p>Summit registration fee</p> <p>+ \$100 printing/de sign fee</p>	<p>Company name listed on event website hosted on Basecamp site</p>	<p>High top cocktail table in open networking area with brand sign. Space for you to provide information on open roles from your brand and an opportunity for dedicated discussion with interested candidates.</p> <p>Inclusion in event program.</p>
<p><b>Digital Sponsor</b></p> <p>Show the industry you're hiring and that you care about making top talent feel valued and empowered, with significant digital reach.</p> <p><b>Who:</b> Outdoor brands who may not be able to have a physical presence, but want to be a brand that comes to mind when top talent is seeking new opportunities.</p>	<p>\$500</p>	<p>Logo Inclusion in all event advertisements including:</p> <ul style="list-style-type: none"> <li>● Dedicated <a href="#">Event Website</a> (example) hosted on Basecamp site</li> <li>● Branded <a href="#">Registration page</a></li> <li>● Email promotions to 22K list (x 3)</li> <li>● Social media platforms (Instagram, LinkedIn, Facebook Tik Tok - 66K engaged following)</li> <li>● Dedicated communications to attendees</li> </ul> <p>Link to careers page promoting brand's open roles on Basecamp event website.</p> <p>Free <a href="#">newsletter listing</a></p> <p>Priority consideration for Job Drops inclusion (for brands displaying transparent salary in listings)</p>	<p>N/A</p>

## Brands attending will reach:

- An in-person audience of 200+ outdoor industry/active lifestyle job seekers
- A digital audience of 112,000+ (national reach)

## Why have a presence as a brand?

**1. Earn Trust** - Top tier candidates seek value-aligned companies who lead with transparency. Simply offering your time to chat with candidates and answer their questions sets your company apart for 9/10 job seekers.

**2. Save Time** - Recruitment marketing and candidate sourcing are full time jobs. Let Basecamp generate inbound interest for your open roles (current or future) so you can spend time on those little things you WANT to do - optimizing your hiring processes and supporting your current workforce.

Companies who work with Basecamp often close open roles within 1-2 weeks of posting them/attending a hiring event thanks to the influx of highly aligned + interested candidates.

**3. Be Top of Mind** - Candidates normally have a list of "go to" companies for which they search - GET ON THIS LIST! How? Basecamp events, and paired digital promotion, help companies stand out, especially if they're small.

**4. Save Money** - The average cost of hiring averages 30% of an employee's annual salary (so, about \$14K for an employee making \$45k/year). Much of this cost is inherent in recruitment efforts and your HR/leadership team's time...and we think you can find a better use for that money.

Attending a Basecamp hosted event is a fraction of this cost - often with a higher payoff. Companies displaying tables at our Gather, Portland event pre-screened an average of 40 candidates for an average cost of \$2,500, with multiple hiring successes reported following the event and a pipeline for future roles of thousands of skilled experts.

**5. Really Connect-** Wouldn't you love to have time to shake hands with and share a few words with every candidate who was passionate about your role? Do you wonder if who you choose for interviews, or even hire, might change?

## Who should be present at a table?

Anyone who can relay why your workplace is amazing - from culture to compensation, and help present job seekers understand who makes a good fit, and how to apply if so. We recommend hiring managers, HR teams, or branding teams in a pinch.

**Space is limited, participation will be first come, first served.**

