

# 2018 Sponsor Information

April 28th – 29th, 2018 | [chicago@wordcamp.org](mailto:chicago@wordcamp.org)

## **Chicago Kent College of Law**

565 W Adams Street  
Chicago, IL 60661

## Why support WordCamp Chicago 2018?

WordCamps are run entirely by volunteers and the only funds available are those from ticket sales and our community supporters. We strive to keep ticket prices low (\$40 for a full weekend) to ensure accessibility to freelancers and small business owners with limited funds. However, that introduces a challenge when it comes to having a suitable venue, food for hundreds, technical capabilities, support services, and top-notch speakers.

### **That's where you come in.**

Whether you have a venue to let us use for the meetup prior to the event, support lunch, can provide snacks and refreshments, provide a service we are in need of, or have sponsor dollars not yet allocated, we can use and absolutely appreciate that help.

## What's In It For Me? (My Brand)

With all levels of support comes exposure for your brand to our attendees—last year's Chicago event totaled 500 attendees. The typical WordCamp attendee is between the ages of 25 and 45, makes \$45–125,000 per year, and has a large following on social media channels like Twitter and Facebook.

Bloggers make great brand ambassadors, and lucky for our supporters make up 90% of our attendee list. Make a great impression with our group, and they won't be shy about painting you in a good light to their followers and friends.

In addition to positive online press about your brand, you can also use your support as an opportunity to reach out in-person to your potential new customers or clients that are attending our event. World Series and Pennant Level Supporters are granted a table in the lobby area and are well-publicized throughout the event.

# Tiers & Benefits

## PLATINUM – \$4000

- Top billing as a Platinum Supporter and brand mention at the beginning of the conference.
- Table space for your business to offer swag, showcase marketing materials, and answer questions.
- Your logo included on projector screensavers, “WordCamp Chicago is supported by” in-between sessions.
- Inclusion on the WordPress Community Outreach section of our website including video or PowerPoint, text and image content.
- Opportunity to engage with attendees during conference using social media channels.
- Logo on event programs.
- Link to website.
- 6 tickets to WordCamp Chicago.

## GOLD – \$2000

- Table space for your business to offer swag, display marketing materials, and answer questions.
- Your logo included on projector screensavers, “WordCamp Chicago is supported by...” in-between sessions.
- Inclusion on the WordPress Community Outreach section of our website including text and image content.
- Logo on event programs.
- Link to website.
- 4 tickets to WordCamp Chicago.

## SILVER – \$1000

- Your logo included on projector screensavers, —Wordcamp Chicago is supported by...in-between sessions.
- Medium logo on WordCamp Chicago supporter page.
- Logo on event programs.
- Link to website.
- 2 tickets to WordCamp Chicago.

## BRONZE – \$500

- Small logo on WordCamp Chicago support page.
- Link to website.
- 2 tickets to WordCamp Chicago.

## MICRO SPONSORSHIP – \$100

- Your name or website on our supporter list on the WordCamp Chicago website.
- Link to website.
- 1 ticket to WordCamp Chicago.

## Lunch and Refreshments Host – \$1000 (2 Slots Available)

WordCampers are a hungry and thirsty bunch. Keep us fed for the day and you're sure to get on our good side! Food sponsors usually get the greatest publicity from WordCamp attendees, so this is a great spot to have! In addition to pride, you'll also get 6 tickets to WordCamp Chicago.

## Speaker Dinner Host – \$1000

The Friday night before WordCamp the speakers and volunteers gather to get to know one another. Supporting this event will give you branding rights for this reception and tickets to this exclusive event.

## After Party Host – \$1000 (2 slots available)

After a long day of learning, WordCampers are anxious to unwind and get a taste of the local nightlife. Host support for the afterparty slots usually include appetizers and drinks for the first 2 hours of the party. You'll be rewarded with some fun tweets mentioning your brand, and maybe even a late night blog post or two.

## Have a Great Idea?

We would love to hear your creative support idea, coupons, contests, and giveaways are always fun ways to engage with the WordCamp crowd. In-kind donations will be graciously accepted.

**All levels of support come with good karma!**

## Contact Information

Email: [chicago@wordcamp.org](mailto:chicago@wordcamp.org)

Phone: 847-309-8310

## Supporter Requirements

Any event carrying the WordCamp name must follow some basic philosophical guidelines. WordCamps do not discriminate, and anyone is welcome to attend. WordPress is licensed under the General Public License v2, and without the GPL WordPress would not exist. People or companies in violation of the WordPress license cannot be accepted as event organizers or sponsors, as that would provide promotion to entities acting in opposition to the philosophy behind WordPress. Speakers need to be compliant with the license for the same reason — the exception to this rule would be if the non-compliant person is speaking as part of a discussion about the issues around GPL compliance.

Thank you from your team of volunteer organizers!