



WCBNE

OCTOBER 27 - 28 2018 — QUT GARDENS POINT, BRISBANE

WordCamp Brisbane 2018 Sponsorship Prospectus

27 - 28 October 2018 - QUT Gardens Point, Brisbane CBD

Prospectus last updated: 19th October 2018



About WordCamp Brisbane

WordCamp Brisbane is a casual, locally organised conference happening **October 27-28, 2018** that covers everything related to the world's favourite platform - WordPress. Whether you're brand new to WordPress, use it casually, or a seasoned professional, there's something for everyone at WordCamps.

WordCamp Brisbane is in its 3rd year, with previous events held in 2015 and 2017 (WordCamp Sunshine Coast ran in 2016). Traditionally in Australia WordCamps are run on a Saturday and Sunday with two parallel tracks covering everything from Beginners Blogging through to Advanced WordPress Development.

WordCamp Brisbane is being organised by the local WordPress Brisbane community - a community that has been holding meetups for over 8 years.

WordCamp Brisbane 2015 was attended by over **250** people, 2017 over **350** people, and **2018 has room for over 450 attendees** - Quite possibly the largest WordCamp Australia has seen.

October Update: It's anticipated that WordCamp Brisbane 2018 is likely to have approximately **300 attendees**.



Sponsorship Levels

WordCamp Brisbane has sponsorship levels to match most budgets, but we'd also prefer as many people as possible to be involved. Our packages start at **\$500** for Small Business sponsorship and top out at **\$4,000** for the Coffee and After Party sponsorships.

We may be able to make use of limited in-kind donations as well, so if you're a company that produces something we need, get in touch and we can see if there's something we can do!

This year we've introduced a 'Small Business' sponsorship level for those companies who would like to have a presence, but may not yet be at the size that they can justify the higher expenditure.

Sponsoring WordCamps is a great way to show your love for the WordPress community, in order to keep our ticket prices low (\$50) we rely upon our sponsors to make up the bulk of our fundraising to make WordCamp happen.

As most of our costs are covered by Sponsorship, we appreciate sponsors expressing interest early so that we can make the most of the funds we have available - If we haven't budgeted for it, it's not going to happen!

Please Note: Sponsors do not get priority for speaking slots, or other individual special treatment. Sponsor representatives will be labeled on badges, however you'll need to ensure that all team representatives have a ticket and badge organised before the printing deadline - Contact us for up-to-date details.

Offers of in-kind donations for 'Attendee Giveaways' will not be accepted as sponsorship, but will be considered when in addition to a purchased package.



Sponsorship Package Costs

Small Business AUD \$500

Bronze AUD \$1,000

Silver AUD \$2,000

Gold AUD \$3,000

Coffee AUD \$4,000

After Party AUD \$4,000

Details of the inclusions for each of these packages are on the following pages.



Sponsorship Guide

	Small Business	Bronze	Silver	Gold, Coffee, After Party
Included Tickets - Extras available for \$50 each	1	2	3	5
Company Name, Description, and Logo on Website	Yes	Yes	Yes	Yes
Blog Post thanking sponsors before the event	Yes	Yes	Yes	Yes
Thanks in Pre-event and post-event emails	Yes	Yes	Yes	Yes
Logo on slides projected between sessions	Smallest	Small	Medium	Largest
Individual Social Media posts thanking sponsors		Shared Post	Shared Post	Dedicated Individual Posts
Exhibition space to showcase company Pull up Banners are limited due to space constraints.		Shared Table	Half Table 1 Banner	Dedicated Table 2-3 Banners
Individual Blog Post about the sponsor			Yes	Yes
Logo on Presentation Schedule Signage at the Venue				Yes



Small Business Inclusions

- **One** included ticket to WordCamp Brisbane 2018.
- Company Name, Description, and Logo on Website.
- Included in a group Blog Post thanking sponsors before the event.
- Thanks in Pre-event and post-event emails.
- You'll have your Logo on slides projected between sessions, Smallest Size.
- *Please Note: This sponsorship level does not include any table space.*

The Small Business sponsorship level is intended to be an affordable sponsorship level to allow any company to support WordCamp with financial assistance while not breaking the bank. We'd like to see more local companies get involved in WordCamp and grow with us!

The Small Business sponsorship level is available for **\$500**.

The Ticket price for Attendees covers roughly $\frac{1}{3}$ of the costs of them attending, your sponsorship will help subsidise the costs of **8 attendees**.



Bronze Inclusions

- **Two** included tickets to WordCamp Brisbane 2018.
- Company Name, Description, and Logo on Website.
- Included in a group Blog Post thanking sponsors before the event.
- Thanks in Pre-event and post-event emails.
- You'll have your Logo on slides projected between sessions, Small sized.
- **Included in a shared Social Media post thanking the Bronze-level sponsors**
- **Space on a Shared table to showcase company. No space for pull up banners.**

Most previous WordCamp sponsors will recognise the *Bronze* level sponsorship package as being the base level package which gets your foot in the door, you get to showcase some swag and thanked for supporting the conference.

The Bronze Sponsorship package is available for **\$1,000**.

The Ticket price for Attendees covers roughly $\frac{1}{3}$ of the costs of them attending, your sponsorship will help subsidise the costs of **15 attendees**.



Silver Inclusions

- **Three** included tickets to WordCamp Brisbane 2018.
- Company Name, Description, and Logo on Website.
- Included in a group Blog Post thanking sponsors before the event.
- Thanks in Pre-event and post-event emails.
- You'll have your Logo on slides projected between sessions, Medium Sized.
- Included in a shared Social Media post thanking the Silver-level sponsors.
- **Half a table to showcase company. Space for 1 standard pull up banner.**
- **Individual Blog Post about your company.**

The *Silver* sponsorship package is well known by previous WordCamps as being a mid-tier sponsorship which gets you a good presence at WordCamp.

The Silver Sponsorship package is available for **\$2,000**.

The Ticket price for Attendees covers roughly $\frac{1}{3}$ of the costs of them attending, your sponsorship will help subsidise the costs of **30 attendees**.



Gold Inclusions

- **Five** included tickets to WordCamp Brisbane 2018.
- Company Name, Description, and Logo on Website.
- Included in a group Blog Post thanking sponsors before the event.
- Thanks in Pre-event and post-event emails.
- You'll have your Logo on slides projected between sessions, Largest Sized.
- Individual Blog Post about your company.
- **Dedicated Social Media post thanking the sponsor directly.**
- **A Full table to showcase company. Space for 2-3 standard pull up banners.**
- **Logo on the bottom of the Printed Schedules as displayed around the Venue.**

The *Gold standard* of WordCamp Sponsorships. The Gold Sponsorship was the most popular sponsorship package chosen by sponsors in 2017, and it certainly shows why - the dedicated table to meet and greet attendees and being the first sponsors attendees know about certainly helps the appeal!

The Gold Sponsorship package is available for **\$3,000**.

The Ticket price for Attendees covers roughly $\frac{1}{3}$ of the costs of them attending, your sponsorship will help subsidise the costs of **50 attendees**.



Coffee and After Party Inclusions

The Coffee and After Party sponsors enjoy ALL of the benefits of the Gold-level sponsorship, in addition to the following:

Coffee

- ~~• Branding on the front of the Coffee Cart.~~
- ~~• Branding on the Coffee Cups – Stamped, single colour, common colours available.~~
- **October update:** We can no longer offer branding for the Coffee due to printing deadline cutoffs.
- “Coffee Supplied by <Your Name>” announcements before each Break.

After Party

- Branding on the Bar & placed upon tables at the after party
- You can bring your swag along to the after party
- “Come along to the After Party, Sponsored by <Your Name>” announcements on Saturday, and Thanks on the Sunday.

The Coffee and After Party Sponsorship packages are available for **\$4,000**.

Your sponsorship of these items will cover all the per-person costs of supplying Coffee and the After Party, these are significant costs to WordCamp and allows us to deliver such low-priced tickets. If WordCamp had to cover these costs, that would be **65 attendees** who we wouldn't be able to welcome to WordCamp.



Attendee Privacy, Data Collection, and Sponsor Code of Conduct

All sponsors of WordCamp are expected to abide by our Code of Conduct, in addition to the expectations for all sponsors of official WordPress events which are outlined in the below link:

<https://make.wordpress.org/community/handbook/wordcamp-organizer/planning-details/fundraising/local-wordcamp-sponsorship/#wordcamp-sponsorship-rules-for-wordcamps%c2%a0on-or-after-2017>

As per the above guidelines, WordCamp Brisbane will not supply the sponsor with any attendee details, other than publicly accessible attendance data (Which does not include Email Addresses). Sponsors may ask attendees for contact details to follow up, as long as attendees have no forced expectation to provide them.

Please remember, WordCamps are run by the community, for the community, and not as a for-profit event or a place for advertisement. Sponsors are invited to showcase their companies, provide factual information, provide discounted services to encourage attendees to purchase their products, but to first and foremost meet attendees and talk about who they are.



Thank You!

Thanks for considering sponsoring WordCamp! We'd love to have you involved in any way which you can be.

Please do let your employees and even customers know about WordCamp. Employees of WordPress-based companies make excellent speakers, talking about their area of speciality (Be it Supporting WordPress clients, or Developing themes) and often your Customers may benefit from the presentations themselves - and with tickets only being \$50, it's a great way for them to learn a lot of knowledge!

To get your sponsorship finalised, Reply to this email or head along to our Sponsor Contact form:
<https://2018.brisbane.wordcamp.org/sponsors/sponsor-wordcamp-brisbane/>