



# WCBNE

JULY 22 - 23, 2017

QUT Gardens Point, Brisbane

## WordCamp Brisbane 2017 Sponsorship Prospectus

WordCamp Brisbane is happening again this coming July, the weekend of the 22nd-23rd of July to be specific, at QUT Gardens Point in the Brisbane CBD.

Our last WordCamp was highly successful and we are anticipating an increased attendance rate this year due to the great feedback from past attendees coupled with better marketing saturation and community awareness.

WordCamp is a conference that focuses on everything WordPress. WordCamps are informal, community-organized events that are put together by WordPress users. Everyone from casual users to core developers participate, share ideas, and get to know each other, all while talking about our favourite open-source CMS, WordPress.

Australian WordCamps are unlike most countries as there is usually only 1 or 2 each year so many members of the Australian WordPress community fly in from all around the country to attend the event.

WordCamps are hailed worldwide as one of the best value for money conferences on the planet, and with WordPress now powering in excess of 27% of the web, they attract a large and diverse audience from the technology sector, from bloggers, designers and all the way up to the leaders of the web community.

WordCamp is a non-profit event so we rely on funding from sponsors to make the event a success. Any contribution that you provide for our community will both help make WordCamp Brisbane possible and get your brand in front of the passionate type of people who should know about it – the type who go to events on weekends to talk shop.

*Please read through our prospectus to see if there is a sponsorship package that is suitable for your organisation.*

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## Gold

The Gold Sponsorship package gives companies the highest level of exposing your brand at key points of the WordCamp process.

- 4 Complimentary Tickets included
- Company name on website
- Company logo on website
- Company description on website
- Blog post thanking all sponsors before the event
- Social media post thanking your company for sponsorship
- Logo on slide projected between presentations
- Space on a shared swag table to place 3 swag items
- Thanks in pre and post event emails
- Logo on programs (separate from attendee badge)
- Individual blog post about the sponsor
- Possibility to bring your own table if desired

Price: \$3,000





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## Silver

The Silver package gives your company great exposure at a reasonable price.

- 2 Complimentary Tickets included
- Company name on website
- Company logo on website
- Company description on website
- Blog post thanking all sponsors before the event
- Social media post thanking your company for sponsorship
- Logo on slide projected between presentations
- Space on a shared swag table to place 2 swag items - postcard sized AND a stickers

Price: \$2,000



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## Bronze

The Bronze package is awesome value for small agencies and companies who want brand exposure at a budget price.

- 1 Complimentary Ticket included
- Company name on website
- Company logo on website
- Company description on website
- Blog post thanking all sponsors before the event .
- Space on a shared swag table to place 1 swag item - postcard size OR a sticker

Price: \$1,000





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## Other Sponsorship Opportunities

While WordCamps run on strict (and small!) budgets, we always have various large costs which represent our dedication to quality for the event.

If you'd like to get extra brand exposure than what some of these packages contain, you may want to consider sponsoring one of our "big ticket" items, these are things that cost us the most in putting together an event like this, attendee's will love you for it.

Some **suggested** sponsorship opportunities that exist include the below, but we're open to other ideas. Please note that prices specified here are a estimate only and depend upon suppliers chosen and that we may not proceed with all of them. Please contact us to discuss options if you're interested in one of these packages.

**After Party: ~\$3k** *Limited to 1 sponsor.*

Everything in the Silver Package, a post mentioning your company in the after party announcement, and the exposure that comes with sponsoring an after party.

**Coffee: \$2-3k (both days included)** *Limited to 1 sponsor.*

Everything in the Silver Package, a blog post mentioning your company sponsoring the coffee, and the exposure that comes with Branded Coffee Tokens.

**Wifi: \$2-3k (both days included)** *Limited to 1 sponsor.*

Everything in the Silver Package, a blog post mentioning your company sponsoring the wifi, and the exposure that comes with a Branded WiFi everyone is using.

**Lunch: \$4-5k per day** *Limited to 1 sponsor per day.*

Everything in the Gold Package and your branding on the food table during meal. We'll print your branding and place it by the food, "Provided by <Your company here>".

**Morning or Afternoon Tea: ~\$1.5k per day** *Limited to 1 sponsor per meal.*

Everything in the Bronze Package and your branding on the food table during meal. We'll print your branding and place it by the food, "Provided by <Your company here>".



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## Community Sponsors

Want to contribute to WordCamp Brisbane, but don't require brand exposure?  
Consider being a Community Sponsor.

For just a little more than the cost of admission you receive:

- 1 Included Ticket
- Personal name on website (Sorry, no company names)
- Blog post thanking Community Sponsors before the event

Price: \$150

To apply for or get more information on any of these packages please contact us  
through the website:

<https://2017.brisbane.wordcamp.org/sponsors/sponsor-wordcamp-brisbane/>

Or email us directly: [brisbane@wordcamp.org](mailto:brisbane@wordcamp.org)

Thank you for taking the time to look through our prospectus, and we hope to see you  
at WordCamp Brisbane 2017!

