



WordCamp Chicago 2012 Media Kit for Sponsors

Event Date:

August 25 & 26, 2012

Location:

DePaul University Student Center
Lincoln Park Campus
Chicago, IL

Contact:

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Why sponsor WordCamp Chicago?

By sponsoring WordCamp Chicago, you show your support for the WordPress project, that free open source software that has enriched your life and/or business; you also contribute to the growth of your local WordPress community.

WordCamps are run entirely by volunteers and the only funds available are those from ticket sales and our sponsors. We strive to keep ticket prices low (\$30 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 would love to feed us lunch, can provide snacks and refreshments, are willing to perform a service we are in need of, or have a spare \$1000 lying around, we can use and absolutely appreciate that help.

“But really. What's in it for my company?”

With all levels of support comes exposure for your company to our attendees, which last year totaled over 400 in Chicago.

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 company ambassadors, and they happen to make up 90% of our attendee list. Make a good 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 some good online press about your company, 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. Godfather and Don Level Sponsors are granted a table in the lobby area and are well publicized throughout the event.

Your help is tax deductible.

Potential sponsors find it very helpful to know that WordCamp Chicago is officially operated under the WordPress Foundation – a 501(c)(3) non-profit organization. As such, contributions for sponsorship are a federal tax deduction for your business.

Tiers & Benefits

Godfather Sponsor - \$2000

Top billing as a Godfather Sponsor gets:

1. your company thanked (with logo on screen) at the beginning and closing of the sessions in the two main track rooms each day
 2. table space in the lobby for your business to offer swag and answer questions
 3. a blog post on the WordCamp Chicago 2012 website featuring your company
 4. your **large logo** on attendee badges
 5. your **large logo** on the sponsor page of the WordCamp Chicago 2012 website
 6. **6** tickets to WordCamp Chicago
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Don Sponsor - \$1500

Billing as a Don Sponsor gets:

1. your company thanked (with logo on screen) at the beginning and closing of the sessions in the two main track rooms each day
 2. table space in the lobby for your business to offer swag and answer questions
 3. a blog post on the WordCamp Chicago 2012 website featuring your company
 4. your **medium logo** on attendee badges
 5. your **medium logo** on the sponsor page of the WordCamp Chicago 2012 website
 6. **4** tickets to WordCamp Chicago
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Underboss Sponsor - \$1000

Billing as an Underboss Sponsor gets:

1. your company's swag at a shared swag table
2. your company thanked (with logo on screen) at the beginning and closing of the sessions in the two main track rooms each day
3. a blog post on the WordCamp Chicago 2012 website featuring your company
4. your **medium logo** on attendee badges
5. your **medium logo** on the sponsor page of the WordCamp Chicago 2012 website
6. **2** tickets to WordCamp Chicago

Consigliere Sponsor - \$500

Billing as a Consigliere Sponsor gets:

1. your **small logo** on the sponsor page of the WordCamp Chicago 2012 website
 2. **2** tickets to WordCamp Chicago
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Associate Sponsor - \$250

Billing as an Associate Sponsor gets:

1. your **name** on the sponsor page of the WordCamp Chicago 2012 website
 2. **1** ticket to WordCamp Chicago
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Have a great idea for a different way to help?

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 support levels come with good karma.

Contact us at chicago@wordcamp.org with questions or to sponsor.

Sponsor 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.