WordCamp Brisbane **2019**
Sponsorship Prospectus

24-25 August 2019 - Brisbane CBD @ QUT Gardens Point
Prospectus last updated: 14th June 2019 (After Party sponsorship has been claimed)

About WordCamp Brisbane

WordCamp Brisbane is a casual, locally organised conference happening **August 24-25, 2019** 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 4th year of being organised, with previous WordCamps held in 2015, 2017, and 2018 - WordCamp Brisbane didn't run in 2016, as there was WordCamp Sunshine Coast 2016 just up the road.

Traditionally Australian WordCamps are run on a Saturday and Sunday with two parallel tracks covering everything from Beginners Blogging through to Advanced WordPress Development. The presentations for WordCamp Brisbane 2019 have not yet been finalised, and will be announced on the WordCamp site closer to the event.

WordCamp Brisbane is being organised by the local WordPress Brisbane community - a community that has been holding meetups for over 9 years.

WordCamp Brisbane 2015 was attended by 260 people, 2017 saw close to 360, and 2018 had over 330 people, and 2019 is once again expected to cater to between **300 to 400 WordPress enthusiasts** from SE QLD and elsewhere in Australia.

There are expected to be at least two other WordCamps in Australia this year: **Sydney** and **Port Macquarie**
For a history of Events in Australia/New Zealand, see WP Australia's archive here: https://wpaustralia.org/events/

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 **$750** for Bronze sponsorship and top out at **$3,500** for the Coffee and After Party sponsorships with Silver at **$1,500** and Gold at **$3,000** in between.

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!
Please note: This does not extend to "Giveaways" of a company's product or licenses.

Sponsoring WordCamps is a great way to show your love for the WordPress community, in order to keep our ticket prices low - *only $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 be the most effectively used!

Please ensure you read and agree with the *Terms of Sponsorship* and *Attendee Privacy, Data Collection, and Code of Conduct* included at the end of this document to familiarise yourself with the expectations upon Sponsors

Sponsorship Package Costs

Bronze	AUD	$750
Silver	AUD	$1,500
Gold	AUD	$3,000
Coffee	AUD	$3,500
~~**After Party**~~	~~AUD $3,500~~	A sponsor has claimed this sponsorship.

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

Sponsorship Guide

	Bronze	Silver	Gold, Coffee, After Party
Included Tickets *Extras available for A$50 each*	1	2	4
Company Name, Description, and Logo on Website	Yes	Yes	Yes
Blog Post thanking sponsors before the event	Yes	Yes	Yes
Thanks in Pre-event and post-event emails	Yes	Yes	Yes
Logo on slides projected between sessions	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

Bronze Inclusions

- **One** included ticket to WordCamp Brisbane 2019.
- 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.**

Those of you who have sponsored WordCamps before will recognise the *Bronze* level sponsorship package as being the base level package which gets your foot in the door, allows you to showcase some swag and thanked for supporting the event.

The Bronze Sponsorship package is available for **$750**.
The Ticket price for Attendees covers roughly ⅓ of the costs of them attending, your sponsorship will help subsidise the costs of **10 attendees**.

Silver Inclusions

- **Two** included tickets to WordCamp Brisbane 2019.
- 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 a balance between the Bronze and Gold levels, this mid-tier sponsorship gets you a good presence at WordCamp, the ability to have a pull up banner and more table space, but most importantly an individual post on the WordCamp site about your company, emailed out to all subsribers.

The Silver Sponsorship package is available for **$1,500**.
The Ticket price for Attendees covers roughly ⅓ of the costs of them attending, your sponsorship will help subsidise the costs of **21 attendees**.

Gold Inclusions

- **Four** included tickets to WordCamp Brisbane 2019.
- 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 is the most popular sponsorship package chosen by sponsors in previous years, 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 ⅓ of the costs of them attending, your sponsorship will help subsidise the costs of **43 attendees**.

Coffee and After Party Inclusions

The Coffee and After Party sponsors enjoy ALL of the benefits of the Gold-level sponsorship, and are priced only slightly more which covers the extra exposure companies get, in addition you'll get the following:

Coffee
- Company branding included on the front of the Coffee Cart *(Artwork to be approved by WordCamp Brisbane)*
- *Optional extra:* Branding on the Coffee Cups - Stamped, single-colour, common colours available.
- "Coffee Supplied by <Your Name>" announcements before each Break.

Please Note: Branding needs to be finalised by a certain date, if you leave it too late, we'll be unable to brand the cart and cups and may not be able to accept your sponsorship for the Coffee.

After Party - SOLD OUT An exclusive sponsor has come onboard.
- Branding on the Bar & placed upon tables at the after party
- Bring your company 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 **$3,500**.
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 **50 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%a0-on-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. Our focus is not commercial, to advertise your services/products, or to make money out of the event. 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.

Terms of Sponsorship

The following terms some of the basic guidelines, and cover common questions asked or are commonly misunderstood.

1. **Payment:** Sponsors will not be promoted by WordCamp Brisbane prior to receiving payment, or assurances that we're happy with that the funds will be paid by an agreed upon date.
2. **Sponsor Tickets** are:
   a. **For Sponsor Representatives only,** they're not to be used as giveaways.
   b. **Must be claimed prior to the event** - We'll supply you a link which lets you "purchase" $0 individually named tickets which will be then used to create the event badges in the week before the event.
      Emailing us a list of reps in attendance the night before is not enough to have a printed badge.
   c. If you wish to **purchase additional tickets** above the included allowances, please either let us know before we invoice you (We can include the extras on your invoice) or after purchasing them directly so we can mark them with the appropriate Sponsor markings.
3. Sponsors **do not get speaking rights**. **Sponsors are encouraged to have their team *apply* to be a speaker** however and they'll be treated the same as every other speaker, with no preferential treatment given.
4. WordCamp Brisbane reserves the right to ask sponsors to cease any activity which we feel is against the Code of Conduct, Terms of Sponsorship, or our expectations of sponsors at any point in time.
5. These terms are simply the most misunderstood of the Sponsorship Guidelines, please ensure you (and your reps) read the official WordCamp sponsorship guidelines here: https://make.wordpress.org/community/?p=8484

Thank You!

Thanks for considering sponsoring WordCamp! We'd love to have you involved in any way in 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 - whether it be Supporting WordPress clients, Developing themes, or even the challenges running a WordPress business in 2019.

We strive to have presentations to cater to every type of WordPress user, so even your Customers will 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://2019.brisbane.wordcamp.org/contact/sponsorship/