




WORDCAMP

MINNEAPOLIS / ST. PAUL

AUGUST 23, 24 & 25, 2018

SPONSORSHIP INFORMATION

A green-tinted illustration of a fairground. In the foreground, a sign reads 'AGRICULTURE' above a smaller sign that says 'MILK The Perfect Pair'. To the right, a sign says 'COLD DRINKS' above another that says 'FRIES'. In the background, there is a Ferris wheel, a carousel, and a tall tower with a rotating top. A cartoon rabbit character wearing a top hat and a suit is standing in the middle ground, holding a sign.

WORDCAMPs ARE A **GREAT OPPORTUNITY** FOR COMPANIES THAT BENEFIT FROM A FREE AND OPEN SOURCE SOFTWARE LIKE WORDPRESS TO GIVE BACK TO THE PROJECT THAT'S GIVEN THEM SO MUCH.

WHAT IS WORDCAMP

WordCamp is an annual conference for local WordPress communities; it's a casual, non-commercial, educational event about WordPress. Events range from intimate 50-person unconferences to multi-track conferences attended by over 1,000.

Conference sessions topics include WordPress development, design, business, community, blogging, and marketing.

WordCamp tickets are sold at an extremely low price (\$20 per person, per day) so that events are accessible to people of any financial background. Because of this, we rely on the generosity of sponsors and volunteers to make our WordCamp happen.

WHO ATTENDS WORDCAMP

WordCamps are attended by a diverse range of people, from those getting started, to bloggers and content producers, to professional developers, designers and business owners.

In the past, WordCamp Minneapolis-St. Paul demographics were:

- Average attendee was between 25–45 years old
- Average income of \$45–125K annual income
- 60% independent freelancers vs 40% salaried FTE
- 90% of attendees are active bloggers
- All highly active on Twitter, Facebook, LinkedIn, Foursquare, etc.
- 75% of attendees were local to Minnesota
- 2017 attendee count was approximately 475

WHY SPONSOR WORDCAMP

Companies that sponsor WordPress community events support the WordPress open source project by helping our volunteer-organized, local events provide free or low-cost access for attendees. WordPress community events strengthen, inspire, and connect the community that builds and maintains WordPress.

As a WordCamp sponsor, you'll gain direct exposure to a diverse crowd of savvy users, designers, developers, consultants, and entrepreneurs—both from the local region and nationally.



WHEN YOU SPONSOR AN OFFICIAL
WORDPRESS EVENT, YOU'RE NOT JUST
GIVING MONEY IN EXCHANGE FOR
ADVERTISING AT THE EVENT.

SPONSORSHIPS ARE **DONATIONS**,
GIVEN TO SUPPORT THE WORDPRESS
OPEN SOURCE PROJECT.



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SPONSORSHIP LEVELS

GREAT BIG WHEEL

\$5,000 // 1 AVAILABLE

- 6 tickets to WordCamp MSP
- Additional custom signage throughout the venue
- Invite to speaker, sponsor & volunteer dinner on Thursday
- Prominent placement on the homepage and sponsor page on website
- Dedicated booth & table space at the event
- Logo on the printed schedule
- Premium brand placement in each room of the event
- Sponsorship blog post on our website
- 10 social media posts before, during & after the event
- Thank you mention and link in event-related attendee emails
- Thank you mention during opening and closing remarks at WordCamp
- Our unending gratitude for helping make WordCamp possible!

SPACE TOWER

\$3,000 // 3 AVAILABLE

- 5 tickets to WordCamp MSP
- Additional custom signage during lunch & BBQ
- Invite to speaker, sponsor & volunteer dinner on Thursday
- Prominent placement on the homepage and sponsor page on website
- Dedicated booth & table space at the event
- Logo on the printed schedule
- Premium brand placement in each room of the event
- Sponsorship blog post on our website
- 8 social media posts before, during & after the event
- Thank you mention and link in event-related attendee emails
- Thank you mention during opening and closing remarks at WordCamp
- Our unending gratitude for helping make WordCamp possible!

SKYRIDE

\$2,000 // 5 AVAILABLE

- 4 tickets to WordCamp MSP
- Invite to speaker, sponsor & volunteer dinner on Thursday
- Placement on the homepage and sponsor page on website
- Dedicated booth & table space at the event
- Logo on the printed schedule
- Brand placement in each room of the event
- Sponsorship blog post on our website
- 6 social media posts before, during & after the event
- Thank you mention and link in event-related attendee emails
- Thank you mention during opening and closing remarks at WordCamp
- Our unending gratitude for helping make WordCamp possible!

GIANT SLIDE

\$1,000 // 5 AVAILABLE

- 3 tickets to WordCamp MSP
- Invite to speaker, sponsor & volunteer dinner on Thursday
- Placement on the homepage and sponsor page on website
- Shared table space available
- Logo on the printed schedule
- Brand placement in each room of the event
- Sponsorship blog post on our website
- 4 social media posts before & during the event
- Thank you mention and link in event-related attendee emails
- Thank you mention during opening and closing remarks at WordCamp
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YE OLD MILL

\$500 // 10 AVAILABLE

- 2 tickets to WordCamp MSP
- Invite to speaker, sponsor & volunteer dinner on Thursday
- Placement on the sponsor page on website
- Shared table space available
- Logo on the printed schedule
- Shared signage in each room of the event
- Sponsorship blog post on our website
- 2 social media posts before & during the event
- Thank you mention and link in event-related attendee emails
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CAROUSEL

\$250 // UNLIMITED AVAILABLE

- 1 ticket to WordCamp MSP
- Placement on the sponsor page on website
- Shared table space available
- Shared signage in each room of the event
- 1 social media post during the event
- Thank you mention and link in event-related attendee emails
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SPONSORSHIP RULES

PERMITTED MATERIALS

- The sponsor's name and logo
- Slogans that are an established part of the sponsor's image
- The sponsor's brands and trade names
- Sponsor contact information (such as telephone numbers, email addresses, and
- URLs)
- Factual (value-neutral) displays of actual products
- Displays or handout materials (such as brochures) with factual, non-comparative descriptions or listings of products or services
- Price information, or other indications of savings or value, if factual and provable
- Inducements to purchase or use the Sponsor's products or services, for example by providing coupons or discount purchase codes (subject to approval)
- Calls to action, such as "visit this site for details", "call now for a special offer", "join our league of savings", etc.

NON-PERMITTED MATERIALS

- Claims that WordPress, WordPress Foundation, meetup organizers, WordCamps, or WordCamp organizers endorse or favor a Sponsor or its products or services (such as "certified WordPress training" or "WordCamp's favorite plugin")
- Promotional or marketing material containing comparative messages about the Sponsor, its products or services, such as "the first name in WordPress hosting", "the easiest way to launch your site", or "the best e-commerce plugin"

SUPPORTING WORDPRESS

- Embrace the WordPress license; If distributing WordPress-derivative works (themes, plugins, WP distros), any person or business officially associated with WordCamp should give their users the same freedoms that WordPress itself provides: 100% GPL or compatible, the same guidelines we follow on WordPress.org
- Don't promote companies or people that violate the trademark or distribute WordPress derivative works which aren't 100% GPL compatible.

SUPPORTING THE COMMUNITY

- No discrimination on the basis of economic or social status, race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, marital status, age, or disability.
- No incitement to violence or promotion of hate
- No spammers, No jerks
- Sponsorship is in no way connected to the opportunity to speak at an official WordPress event and does not alter the WordPress or WordCamp trademark usage policy found at <http://wordpressfoundation.org>.



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SPONSOR INQUIRY