



Media Kit

July 30 & 31, 2011

DePaul University—Lincoln Park Campus

Chicago@WordCamp.org

312-725-2221



MEDIA KIT - WORDCAMP CHICAGO 2011

Why support WC Chicago '11?

WordCamps are run entirely by volunteers and the only funds available are those from ticket sales and our community supporters. We strive to keep ticket prices low (\$40 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 have a venue to let us use for the weekend, 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 brand?"

With all levels of support comes exposure for your brand to our attendees, which last year totaled 500 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 brand ambassadors, and lucky for our supporters 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 brand, 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. White City and 2nd City Level Supporters are granted a table in the lobby area and are well publicized throughout the event.

Your help is tax deductible.

Potential supporters 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

White City Level - \$3500+

- Top billing as a White City Supporter and brand mention at the beginning of the conference.
- Table space for your business to offer schwag and answer questions.
- Your logo included on projector screensavers, “WordCamp Chicago is supported by” in-between sessions.
- Inclusion on the WordPress Community Outreach section of our website including video or PowerPoint, text and image content. Opportunity to engage with attendees during conference using social media channels.
- Logo on event programs.
- 6 tickets to WordCamp Chicago.

Second City Level - \$2000+

- Table space for your business to offer schwag and answer questions.
- Your logo included on projector screensavers, “WordCamp Chicago is supported by...” in-between sessions.
- Inclusion on the WordPress Community Outreach section of our website including text and image content.
- Logo on event programs.
- 4 tickets to WordCamp Chicago.

Third Coast Level - \$1000+

- Your logo included on projector screensavers, “Wordcamp Chicago is supported by...” in-between sessions.
- Medium logo on WordCamp Chicago supporter page.
- Logo on event programs.
- 2 tickets to WordCamp Chicago.

Windy City Level - \$250+

- Small logo on WordCamp Chicago support page.
- 2 tickets to WordCamp Chicago

Chicago - My Kind of Town' Level - \$150+

- Your name or website on our supporter list on the WordCamp Chicago website.
- 1 ticket to WordCamp Chicago

Lunch & Refreshment Host w/ Exclusivity - slots available

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WordCampers are a hungry and thirsty bunch. Keep us fed for the day and you're sure to get on our good side! Food sponsors usually get the greatest publicity from WordCamp attendees, so this is a great spot to have! In addition to pride, you'll also get 6 tickets to WordCamp Chicago.

Speaker & Volunteer Reception w/ Exclusivity - \$1000 or in kind

The Friday night before WordCamp the speakers and volunteers gather to get to know one another. Supporting this event will give you branding rights for this reception and tickets to this exclusive event.

Afterparty w/ Exclusivity - 2 slots available

After a long day of learning, WordCampers are anxious to unwind and get a taste of the local nightlife. Host support for the afterparty slots usually include appetizers and drinks for the first 1.5-2 hours of the party. You'll be rewarded with some fun tweets mentioning your brand, and maybe even a late night blog post or two.

Have a great idea?

We would love to hear your creative support idea, coupons, contests, and giveaways are always fun was to engage with the WordCamp crowd. In-kind donations will be graciously accepted.

All support levels come with good karma.

Contact Info

Email - chicago@wordcamp.org

Phone - 312-725-2221

Supporter 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.