

Write the Docs Europe 2016

Prague, Czech Republic

September 18-20, 2016

Write the Docs Sponsorship

Write the Docs ([*http://www.writethedocs.org/](http://www.writethedocs.org/)*) is a **two day conference** focusing on documentation systems, tech writing theory, and information delivery. Our second yearly event was held last year in Prague, Czech Republic and it was met with rave reviews. We are excited to hold our **third annual conference** this year!

There will be **250 attendees** from across Europe and overseas.

Sponsorships are limited. Since this is a community event, the only purpose of the sponsorship funds is to fund travel expenses for the speakers, fund financial aid, and to provide an amazing educational and fun experience for the attendees. As soon as these needs are met, we will not accept any more sponsorship proposals.

Concept

Writing and maintaining documentation involves a multidisciplinary community of technical writers, designers, typesetters, developers, support teams, marketers and many others. This group of people can be collectively referred to as "documentarians".

Write the Docs creates a time and a place for this community to share information, discuss ideas, and work together to improve the art and science of documentation.

For too long, people who care about documentation have felt alone in the world, not able to connect with their community. Write the Docs is a magical experience for many of our attendees, allowing them to feel like they have found their place in the world. We believe this is the most important thing that our event can do, and we aim to provide that experience again this year, and make it better than ever.

Demographics

Our audience is made up of:

- Technical Writers (40% in 2015)
- Developers (22% in 2015)
- Support Staff (15% in 2015)
- Managers (12% in 2015)
- Community Contributors, Enthusiasts & Other Folks (11% in 2015)

Sponsorship Packages

The following options are meant to serve as recommended sponsorship packages. We can be flexible to work around any budget or preference, just let us know what would work for you. We're a small conference and are happy to be flexible.

Community Member (€500)

The **Community Member** package is affordable enough for any organization to show your support of Write the Docs:

- One (1) ticket
- Small logo & link on the Write the Docs website

First Draft (€1,500)

The **First Draft** package is great for sending a few members of your team:

- Two (2) tickets
- Small logo & link on the Write the Docs website
- Name included in press release and event mailings
- **Display 1 promotional ("Swag") item at the conference (provided by sponsor)**
- **Mention & logo of company on slide deck during conference as a sponsor**

Editor (€2,500)

The **Editor** package is great for companies looking to hire or promote a product:

- Three (3) tickets
- Medium logo & link on the Write the Docs website
- Name included in press release and event mailings
- **Display 2 promotional ("Swag") items at the conference (provided by sponsor)**
- Address audience during a break (30 seconds)
- Printed job ad on conference job board

Publisher (€5,000) (Limit 2)

The **Publisher** package is great for sending a large team and letting the community get to know more about your company and products:

- Five (5) tickets
- Large logo & link on the Write the Docs website
- Name included in press release and event mailings
- **Display 3 promotional ("Swag") items at the conference (provided by sponsor)**

- Banner in main conference room (12x2 max size, provided by sponsor)
- Address audience during a break (60 seconds)
- **Printed job ad on conference job board, and inclusion of job in an email to attendees**
- **Sponsor space in the main conference venue. Think of something interactive and fun, not just a booth.**
- Small logo on every conference video
- Host a sponsored workshop or Writing Day session

Patron (€8,000) (Limit 1)

The **Patron** package will highlight you as a force in the industry and community:

- Eight (8) tickets
- Full Width logo & link on the Write the Docs website
- Name included in press release and event mailings
- Display unlimited promotional ("Swag") items
- Address audience during a sponsorship lightning talk (5 minutes)
- **Printed job ads on conference job board, and inclusion of job in an email to attendees**
- **Get a sponsored installation in the main conference venue. Think of something interactive and fun, not just a booth.**
- Large logo on every conference video
- Host a sponsored workshop or Writing Day session
- Logo included on main conference stage
- Space for copy in welcome/goodbye emails to attendees

Other Sponsorship Opportunities

The following à la carte offerings are available to increase visibility onsite.

Financial Aid Sponsorships

Write the Docs is always trying to make our community bigger and more inclusive. Talk to us about sponsoring travel and/or registration expenses for an attendee who wouldn't otherwise be able to attend.

Lanyard (€2,500)

Have your branded lanyard at the conference. Sponsor must provide lanyards with company logo.

Writing Day (€3,000)

Sponsor the Writing Day on Sunday, where we get together to help improve documentation of lots of projects. This includes:

- **Signage around the Writing Day venue thanking you for the food & venue**
- Special mentions by conference organizers throughout the conference

Party (€3,500)

Sponsoring the party will bring joy to all the attendees, and provide a great venue for folks to get to know each other. This sponsorship includes:

- Mention of company on schedule for the party, and an in-person thanks
- Food, Non-alcoholic and Alcoholic drink options
- Logo at the party venue

Choose Your Own Sponsorship Adventure

Interested in another sponsorship opportunity? Get in touch and we'll do our best to make it happen. Here are a few ideas, or you can pitch us something new!

- Breakfast
- Evening events
- Unconference
- Reception
- Fun stickers for attendees to put on their badges
- Anything else!

Inquiries

Please direct all inquiries to **Adrienne Lowe**:

- [*sponsorship@writethedocs.org*](mailto:*sponsorship@writethedocs.org)

Discount

If you are interested in sponsoring both the 2016 North American and European conferences, we are offering a **10% discount** from the price of each package.

Payment

We expect all invoices to be paid **within 21 days of receipt**. We are a conference, and many of our expenses must be paid up front. We will not provide any benefits until the invoice is paid, including announcement of the sponsorship, or a logo on the event website.