

**Write the Docs 2017**

**Sponsorship**

## Concept

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.

Writing and maintaining documentation involves a multidisciplinary community of technical writers, designers, librarians, 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. 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

We hold two conferences yearly, one in Portland, USA in May, and one in Europe, currently Prague, in September. Attendance is approximately 400 in the USA and 300 in Europe, and we expect both conferences to sell out.

Our audience is made up of:

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

## Why Sponsor

By supporting a Write the Docs event, your company will gain not only visibility and credibility with front-line technical communicators, but also valuable insights that will help you get the most out of your own documentation efforts. If you're hiring for docs positions, Write the Docs is also an excellent opportunity to meet top-notch talent.

Our conferences are run by team of volunteers, and we work hard to keep ticket prices affordable for a broad range of attendees. Your sponsorship makes it possible for all sorts of documentarians to attend our events, whether they're a solo freelancer or they run a docs team for a tech giant. Becoming a sponsor demonstrates your commitment to and support of good documentation, and the people who build it.

## Sponsorship Packages

The following options are suggested sponsorship levels. We are happy to discuss adjustments and custom packages.

Each of these packages applies to *one* conference, either USA or Europe. Ask us about discounts packages for sponsoring both conferences.

### ***First Draft***

The **First Draft** package is aimed at startups, non-profits and open source companies:

- One (1) 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)**

The **First Draft** package costs **US\$750**

### ***Second Draft***

The **Second Draft** package for when you are no longer a startup:

- Two (2) tickets
- Large logo & link on the Write the Docs website
- Name included in press release and event mailings
- **Display 1 promotional (“Swag”) items at the conference (provided by sponsor)**

The **Second Draft** package costs **US \$1500**

### ***Publisher***

The **Publisher** package highlights your company as a force in the industry and community:

- Five (5) tickets
- Full size logo & link on the Write the Docs website
- Name included in press release and event mailings
- **Display 1 promotional (“Swag”) items at the conference (provided by sponsor)**

The **Publisher** package costs **US \$5000**

## **Other Sponsorship Opportunities**

The following à la carte offerings are available to increase visibility at the event.

### ***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***

Provide your branded lanyard for our name tags.

### ***Writing Day***

Sponsor the Writing Day on Sunday, where we get together to help improve the documentation of many projects.

- Host a sponsored workshop or Writing Day session

### ***Party***

We all know that some of the most valuable networking takes place after hours. Sponsorship of the official party 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 (provided by sponsor)

### ***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

## Inquiries

Please direct all inquiries to our sponsorship team at:

- [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**, as many of our expenses must be paid up front.