

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, 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

We hold two conferences yearly, one in Portland, USA in the spring, and one in Europe, currently Prague, in autumn. 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%)

Attendance for

Sponsorship Packages

The following options are meant to serve as recommended sponsorship packages. We are happy to discuss adjustments and custom packages.

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)**

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 1 promotional (“Swag”) items at the conference (provided by sponsor)**

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 1 promotional (“Swag”) items at the conference (provided by sponsor)**

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

Provide your branded lanyard for our name tags.

Writing Day

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**

Party

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

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.