

<title of conf>

A joyful new conference celebrating the intersection of
music, theater, and tech.

May 07, 2020

Garden Theater

3929 Woodward Ave, Detroit, MI 48201



Sponsorship Prospectus

The Details

<title of conf> is a one-day, single-track conference which delivers solid technical content inspired by music, theater, and community. Performers may come from any corner of the tech industry, and will represent the breadth of creativity and experience that tech has to offer. Your sponsorship will engage a diverse range of tech community members, from well-known names to fresh new faces. <title of conf> will feature short, palatable performances perfect for both in-person experience and video replays. Sponsoring <title of conf> will not only put your company in front of a diverse range of developers, designers, managers, and software enthusiasts - both during the conference and long after, as video will be taken and made public.

By The Numbers

- 125 attendees
- ~25 performances
- 1 keynote revue
- 1 mic-dropping after-party!

About The Venue

The Garden Theater is centrally located in Midtown Detroit. Located on the QLine, The Garden Theater is surrounded by world-class restaurants, art galleries, and event venues. The Garden Theater seats 125 people, and includes a catered breakfast, lunch, and beverages. The after-party will also be located at The Garden Theater, and will include a cash bar. From the venue, attendees are only a short trip away from historical sites and contemporary action, including the Motown Museum, Riverwalk, and N'namdi Gallery.

Sponsorship Packages

Platinum – \$10,000 (limited to 3)

As a platinum sponsor of <title of conf> your company will receive:

- First selection of a booth at the conference
- Your company's name as a permanent fixture on the stage
- Your logo on our website, any flyers, and on emails
- 5 free conference passes
- Your logo on speaker/attendee badges
- Your logo on a dedicated slide for platinum sponsors
- Your swag and promotional materials available to attendees
- Your logo on the beginning and closing clips of recorded performances
- Our gratitude on social media

Gold – \$5,000 (limited to 5)

As a gold sponsor of <title of conf> your company will receive:

- Second selection of a booth at the conference
- Your logo on our website, any flyers, and on emails
- 3 free conference passes
- Your logo on a dedicated slide for gold sponsors
- Your swag and promotional materials available to attendees
- Your logo on the beginning and closing clips of recorded performances
- Our gratitude on social media

Silver – \$3,000 (limited to 10)

As a silver sponsor of <title of conf> your company will receive:

- Third selection of a booth at the conference
- Your logo on our website, any flyers, and on emails
- 2 free conference passes
- Your logo on a dedicated slide for all sponsors
- Your swag and promotional materials available to attendees
- Our gratitude on social media

Bronze – \$1,500

As a bronze sponsor of <title of conf> your company will receive:

- A booth at the conference
- Your logo on our website, any flyers, and on emails
- 1 free conference passes
- Your logo on a dedicated slide for all sponsors
- Your swag and promotional materials available to attendees
- Our gratitude on social media

Indie - \$100

As an independent sponsor of <title of conf>, your company will have a logo on the website and a spot on the community table to leave materials. This kind of sponsorship is limited to user groups and independent consultants. If you are a human and not a user group, we'll put your name on the site instead of a logo. Unless you have a sweet logo of your name.

Scholarship - \$500

As a scholarship sponsor of <title of conf>, you'll be directly supporting someone from a group generally underrepresented in technology who wants to attend <title of conf>. These funds will provide a scholarship winner with a ticket, as well as help with travel and lodging. Your company will have a logo on the website as a scholarship sponsor, as well as our gratitude on social media.

After-Party - \$2,500 (limited to 4)

Make your mark on attendees as they mix, mingle, and sing their hearts out at our karaoke after-party! After-party sponsors will have a logo on our website and relevant printed party materials, our gratitude on social media, and even the chance to introduce a karaoke singer!

Lanyard - \$1,500 (limited to 1)

Let us rock your name throughout <title of conf> as a lanyard sponsor. Your logo will appear on our website, flyers, and emails, and your company's branding will appear on all attendee lanyards.

Where is all this cash going?

Facilities

<title of conf> will be held at the iconic Garden Theater. Your sponsorship helps us pay for a venue that truly highlights the showcasing the wildly brilliant creativity thriving in the tech industry. When <title of conf> performers are on stage they will be delivering content in the same spot as some of the most influential acts in history (with your logo in the background!).

Video Recordings

<title of conf> performances are short, technical, and entertaining - perfect for replaying long after the conference has closed. We'll be recording and editing <title of conf> performances and posting them publicly, so your sponsorship will reach audiences across space AND time!

Food

We'll be providing breakfast, lunch, and snacks to help keep the energy, creativity, and community flowing. After the conference, we'll host a great after-party with snacks, a cash-bar, and karaoke till mic-drop o'clock!

Speaker Travel Expenses

We encourage performers from all over the world to attend to <title of conf>, and we'd love to help this year's performers to come lend their voices without any regard to ability to pay. This helps us showcase a diverse group of performers and enrich the tech landscape.

We want to sponsor <title of conf>!

Yay! Welcome to our fabulous cast! Send us an email at sponsors@titleofconf.org with your sponsorship levels/ideas and we will get back to you with details. Thank you so much for bringing the magic and creativity of tech to the stage!