Atlanta Code Camp
September 16th, 2017
Sponsorship Packet
Kennesaw State University
Marietta, GA
8:00AM – 6:00PM

ATLANTA | CODE | C△MP

Atlanta Code Camp September 16th, 2017 Sponsorship Packet
Location: Kennesaw State University, Marietta, GA
Time: 8:00AM - 6:00PM

Thank you for your interest in sponsoring **Atlanta Code Camp 2017**. The Atlanta Code Camp committee is hard at work on the upcoming event and looks forward to highlighting your business to the local developer community.

Event Description

Code Camps are community focused events by and for the developer community. The Atlanta Code Camp draws upon the expertise of local and regional developers, architects, and experts who come together to share their real world experiences, lessons learned, best practices, and general knowledge with other interested individuals.

This event is unique in that it is "for the community, by the community". Therefore, when you help to sponsor the Atlanta Code Camp, you are seen by attendees as a supporter of the local development community and are recognized as a primary player within the Atlanta developer community. Additionally, this event is continually promoted by development professionals in the weeks and months preceding the event as they talk with their clients. This ensures that you are receiving qualified attendees that are currently engaged with .NET and related technologies within their current organization.

In past years, the Atlanta Code Camp has provided training and networking opportunities for more than 400 of the best, most motivated development professionals in the area. We are expecting this year to be our biggest and best yet. The qualified leads generated by Atlanta Code Camp are unequaled!

Atlanta Code Camp
September 16th, 2017
Sponsorship Packet
Kennesaw State University
Marietta, GA
8:00AM – 6:00PM

ATLANTA | CODE | CAMP

Event Details

Date: Saturday, September 16th, 2017
Registration Time: 8:00 AM to 8:45 AM
Time: 8:00 AM to 6:00 PM
Location: Kennesaw State University, Marietta, GA (formerly Southern Polytechnic State University)
Address: 1100 South Marietta Parkway, Marietta, GA 30060

In recent years, presentation content tracks offered to the attendees have included topics related to the following subject areas. We expect this year's tracks to be similar:

Area	Example Topics
Web	HTML5, JavaScript, Angular, ASP.NET, SharePoint, Node
Services	Web API, REST, OData, OAuth
Tools	Visual Studio, TFS, Git, WebStorm
Languages	C#, VB.NET, JavaScript, Python
Data	SQL, Data Access, NoSQL, Machine Learning, Hadoop, BI
Cloud	Azure, AWS, Google Compute,AI, Machine Learning
Mobile	iOS, Android, UWP, Cordova, Xamarin
Architecture/Frameworks	MVVM, Caliburn, MEF
Development Methodology	Agile, SCRUM, Collaboration
Professional Development	Career Management, Resumes
Other	AR/VR/MR, HoloLens, Robotics, Games, IoT

Attendees select the topics which most closely align with their job responsibilities or areas of interest and are not limited in any way with regards to which sessions they may wish to attend. Session presentations last approximately 75 minutes each and ranging from introductory 100 level content to highly-technical, 400 level "expert" sessions. The speakers represent a broad cross section of the development community and offer a variety of different perspectives regarding application architecture, design and development.

Atlanta Code Camp
September 16th, 2017
Sponsorship Packet
Kennesaw State University
Marietta, GA
8:00AM – 6:00PM

ATLANTA | CODE | CAMP

Event Attendance

In the past, the event has drawn 400+ attendees and we expect this year's event to be even bigger and attract many new attendees. As the event approaches we will share the registration numbers with our sponsors in order to assist with staff planning and collateral quantities.

Sponsorship Levels

There are six levels of sponsorships (SWAG, Silver, Gold, Platinum, Attendee After Party, and Speaker Dinner) that are available with the following benefits:

Sponsor Benefit	Platinum	Gold	Silver	SWAG	Attendee After Party	Speaker Dinner	Attendee Shirts	Speaker Shirts
Raffle Item	●	●	●	●	●	●	●	●
Logo on Website	●	●	●	●	●	●	●	●
Logo on Session Materials	●	●	●	●	●	●	●	●
Attendee Bag Collateral	●	●	●		●	●	●	●
Logo in Event Material	●	●			●	●	●	●
Booth with Table	●	●			●	●	●	●
Attendee List (of Opt-In Attendees)	●				●	●	●	●
Logo on Additional Signage	●				●	●	●	●
Logo in Slide Template for Presenters	●				●	●	●	●
Lunch Session	●				●	●	●	●
Sponsorship Level Costs	$2000	$1000	$500	$200+	$2000	$2000	$2000	$2000

Please read below for all sponsorship details.

PLATINUM: $2000

As a PLATINUM sponsor you will receive your logo on the website and event session materials. You will also be entitled to display a company booth (tables and chairs provided) and provide collateral that will be placed inside of the bags that attendees receive at registration the day of the event. You will also have an opportunity to present to attendees during lunch. Within 2 weeks of the conclusion of the event, you will receive a list of opt-in attendees, their contact information, title and professional interests. Your company logo will also be on all additional signage and on the slide templates used by presenters during the day's sessions. If you would like to

Atlanta Code Camp
September 16th, 2017
Sponsorship Packet
Kennesaw State University
Marietta, GA
8:00AM – 6:00PM

ATLANTA|CODE|CAMP

donate a raffle item it will be given away at some point during the day. The item(s) must be valued at a minimum of $200 and your company will be recognized during the giveaway.

GOLD: $1000

As a GOLD sponsor you will receive your logo on the website and event session materials. You will also be entitled to display a company booth (tables and chairs provided) and provide collateral that will be placed inside of the bags attendees receive at registration the day of the event. If you would like to donate a raffle item, it will be given away at some point during the day. The item(s) must be valued at a minimum of $200 and your company will be recognized during the giveaway.

SILVER: $500

As a SILVER sponsor you will receive your logo on the website and related session materials. You will also be able to provide collateral that will be placed inside of the bags attendees receive at registration the day of the event. If you would like to donate a raffle item, it will be given away at some point during the day. The item(s) must be valued at a minimum of $200 and your company will be recognized during the giveaway.

SWAG: $200+

As a SWAG sponsor you are able to donate one or more Raffle Items that will be given away at some point during the day. The items must be valued at a minimum of $200 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under $200/each.

SPEAKER SHIRT SPONSOR: Approx. $2000 (limited to 1 sponsor)

As the SPEAKER SHIRT sponsor you are responsible for providing approximately 50 Polo Shirts for the speakers (various sizes). The Atlanta Code Camp logo will be embedded on one side of the shirt and your company logo will be on the other side of the shirt. Speaker shirts must be produced and made available no later the week before the event. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Code Camp committee. You will also receive all of the benefits of a Platinum Sponsor.

ATTENDEE SHIRT SPONSOR: Approx. $2000 (limited to 1 sponsor)

As the ATTENDEE SHIRT sponsor you are responsible for providing at least 500 t-shirts for attendees (various sizes), the exact number to depend upon expected attendance. The Atlanta Code Camp logo, Atlanta Code Camp URL and your company logo should all be printed on the shirt based on your design. The design must be approved by the Atlanta Code Camp committee. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Code Camp committee. You will also receive all of the benefits of a Platinum Sponsor.

Atlanta Code Camp
September 16th, 2017
Sponsorship Packet
Kennesaw State University
Marietta, GA
8:00AM – 6:00PM

ATLANTA | CODE | CAMP

SPEAKER DINNER SPONSOR: $2000 (limited to the first sponsor to commit)

As the SPEAKER DINNER sponsor, you will receive all of the benefits of a Platinum Sponsor. In addition, the SPEAKER DINNER sponsor attendees get face time with the event speakers the evening prior the event. This networking opportunity is the official start to the Atlanta Code Camp festivities. The Atlanta Code Camp Committee will handle all logistics including time, location, invitations, and menu.

ATTENDEE PARTY SPONSOR: $2000 (limited to the first sponsor to commit)

As the ATTENDEE PARTY sponsor, you will receive all of the benefits of a Platinum Sponsor. After the event, speakers, attendees, and YOU gather to continue the conversations and grow networking relationships over food and drink. The Atlanta Code Camp Committee will handle all logistics including time, location, invitations, and menu.

Atlanta Code Camp
September 16th, 2017
Sponsorship Packet
Kennesaw State University
Marietta, GA
8:00AM – 6:00PM

ATLANTA | CODE | CAMP

Sponsorship Benefit Descriptions

Raffle Item

The sponsor can give away any item(s) valued at a minimum of $200 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under $200/each.

Logo on Website

The Atlanta Code Camp websites (www.atlantacodecamp.org and www.atlantacodecamp.com) will include the sponsor's logo. Logos on the website will have a maximum width of 256 pixels.

Logo on the Atlanta Code Camp Event and Session Materials

The printed material will include the sponsor's logo.

Attendee Bag Collateral

Each sponsor may provide their own printed materials that will be added to the attendee bag that attendees will receive as a giveaway. Bag Collateral must be received two weeks before the event (Friday, September 8th) and should be mailed directly to the following address:

Developers Association of Georgia

c/o J. Dan Attis

615 Sailwind Drive

Roswell, GA 30076

Booth with Table

The sponsor will be able to display a company booth the day of the event. We will be providing (1) table and (2) chairs for each company to use. **Tables are 6' x 30".** Please be sure that your displays are no larger than the table size to accommodate the visibility of your branding as well as that of your neighbors. Table space will be distributed on a **first-come, first-served basis** upon receipt of completed sponsorship application <u>and</u> payment.

Attendee List

The attendees have the ability to "opt-in" to allow sponsors to contact them after the event. Only those attendees that have chosen to opt in will be provided to the sponsors that receive the attendee list.

Logo on Additional Signage

Atlanta Code Camp
September 16th, 2017
Sponsorship Packet
Kennesaw State University
Marietta, GA
8:00AM – 6:00PM

For PLATINUM sponsors your logo will appear on all signage and event material prior to and during the day of the event.

Logo in Slide Template for Presenters

For PLATINUM sponsors your logo will appear in all of the speakers' PowerPoint presentations.

Lunch Session

For PLATINUM sponsors, you will be able to present a session during the lunch about your product or company.

Atlanta Code Camp
September 16th, 2017
Sponsorship Packet
Kennesaw State University
Marietta, GA
8:00AM – 6:00PM

ATLANTA | CODE | CAMP

Sponsorship Application

Sponsorship for the Atlanta Code Camp on September 16th, 2017 is on a first come, first serve basis. For the sponsorship levels that include booths, table space will be distributed on a **first-come, first-served basis** upon receipt of completed sponsorship application <u>and</u> payment / shirts / swag. Kindly fill in the form below for your sponsorship commitment and email it to codecamp@live.com.

My organization, _____, is committed to sponsor the Atlanta Code Camp on September 16th, 2017 with the following sponsorship package:

- ☐ Platinum Sponsorship: $2000
- ☐ Gold Sponsorship: $1000
- ☐ Silver Sponsorship: $500
- ☐ My company will be providing one or more SWAG items, please list:

    _____

    _____

- ☐ Speaker Shirts: $2000
- ☐ Attendee Shirts: $2000
- ☐ Speaker Dinner: $2000
- ☐ Attendee Party: $2000

Signature: **Date:**

_____   _____

Name: **Company:**

_____   _____

Phone: **Address:**

_____   _____