Contributor Information

September 10, 2016

Seattle University

https://seattle.codecamp.us

Event Overview

Code Camps are free, one day learning events for programming professionals and students embracing a wide variety of technologies. Code Camps are "grass roots" mini application, cloud, and mobile platform developer conferences, free of charge to attendees and open to presenters of all stripes and experience.

Code Camps are:
- By and for the developer community
- Always free
- Community developed material
- No fluff – only code
- Community ownership

The Seattle Code Camp is organized by the .NET Developers Association (dotnetda.org). Details of the event can be found at https://seattle.codecamp.us. Below outlines some of the highlights with regard to contributors.

We have four goals for this event:
- Provide a first class learning experience for our attendees. Even though it will be free, we plan to make it as good as or better than a similar paid event.
- Provide a great networking experience for software development professionals, vendors and employers.
- Build our speaker pool. We've worked hard to get local speakers for the event. Mentorship is being offered for new speakers with assistance to prepare for the event.
- Build relationships with sponsors. The local user group is funded entirely by donations and we hope that you will see them as a good venue for highlighting your products, services or just as a good place to look for talent.

This is the 15th time this event will be held in Seattle. The last four years we hosted over 450 attendees and our goal is to have higher attendance this year – building on the success of previous Code Camp events. Our target audience is Software, IT, Database, and Cloud professionals and managers working in the state of Washington. Traditionally, our attendees come from all experience levels ranging from beginning level to senior level positions.

We advertise via .NET Developers Association, SQL user groups, posts in several local blogs and mentions in newsletters of User Groups, PASS and MSDN Flash, Facebook, Twitter, and LinkedIn. We are also working with our personal contacts and asking our friends in the staffing community to help us get the word out.

We hope you will support our event! Please contact us at sponsorships@Seattle.Codecamp.us or call Mark Henrikson at 407-230-1685.

Event Logistics

Our event follows the standard conference model. We are planning on 40 sessions, which will run 50 minutes long, with 10 minute breaks between to allow time to visit with our sponsors. Registration will open at 7:00 am. Our keynote will start at 8:00 am and sessions will begin by 9:00 am. Breakfast and lunch will be provided on site. The last session will end at 5:00, followed by closing remarks and prize give-away.

Upon arrival, attendees will complete the registration process and receive an event bag containing a full schedule, flyers and other items from sponsors. They will also receive a **Sponsor card** (see last page for a sample). In order to enter the raffle, attendees will have to visit all sponsor tables and get the Sponsor card stamped.

We will end the day with a closing session and prize raffles. For the raffles, we are looking at prizes like Surface, Xbox, laptops, free training, gift cards, etc. Attendees will also be able to qualify for additional entries into the raffles by completing evaluation forms or through various contests throughout the day.

After the event we will send a follow-up email that will recap the day, provide links to the files from the event for download and provide a list of all sponsors with a links to their designated sites on the https://seattle.codecamp.us. This provides sponsors with one more opportunity to interact with attendees once the event has completed.

Sponsor Information and Deadlines

Upon arrival, sponsors will be greeted by a volunteer and be directed to their booth where a table and 2 chairs will be provided. All sponsors should bring marketing materials and be prepared to man their booth for the duration of the event. We suggest that you bring business cards, pens, branded trinkets, a banner/sign, and have a raffle prize for your table to assist in the collection of business cards and other contact information. If you are giving away a prize during the raffle, prizes will be given away and your company announced during the closing remarks. If you require any special assistance like additional chairs, or other needs please contact us 2 weeks prior to the event date so we can best accommodate you: sponsorships@Seattle.Codecamp.us.

All attendee badges will contain a QR code with their name and email address. If you would like to collect this information you may want to ensure that the people manning your booth have a smartphone application that can scan and store QR code data.

Items to be included in the attendee bags must be provided 2 weeks prior to the event date and we ask that each sponsor limit to one piece of marketing material and one "trinket".

It is very important for sponsors to email us their logo to be used on branded Code Camp items at least 1 month in advance of the event in order to be included in all marketing appropriate to their sponsor level.

Contribution Levels

	Diamond	Platinum	Gold	Silver	Bronze
	$2,500	$1,750	$1,250	$750	$500
Logo on **banners and signs**	●				
Speaking opportunity before keynote	●	●			
Invitation to Speaker Party	●	●	●		
Logo on Directional Signs	●	●	●		
Announced at Keynote	●	●	●		
Sponsor Booth in Common Area	●	●	●		
May donate prizes for end of day raffle	●	●	●	●	
Flyer & swag in attendee bags	●	●	●	●	●

Logo in Code Camp program, emails, website	●	●	●	●	●

Additional Sponsorship Opportunities

You may opt for sponsoring specific parts of the event. In cases where sponsorship level is included, sponsors may opt to increase their level by providing the difference.

Lunch Sponsor: $3,000

Sponsor may include business cards and logo will be placed by the lunch items.
Platinum sponsorship is included.

Speaker Party Sponsor: $1,000

Sponsor name will be announced during the Speaker party and sponsor may spend up to 3 minutes addressing attendees during the party.
Silver sponsorship is included.

Attendee Party Sponsor: $1,500

Sponsor name will be announced during the after-party and sponsor may spend up to 3 minutes addressing attendees during the party.
Silver sponsorship is included.

Badge/Lanyard Sponsor: $1,500

Sponsor name and logo will be added to the attendee lanyards to be distributed at the event.

Breakfast Sponsor: $500

A sign will be placed by the breakfast items specifying who sponsored breakfast.

Coffee Sponsor: $250

A sign will be placed by the coffee items specifying who sponsored coffee.

Sample Sponsor Card

Sponsor	Sponsor	Sponsor	Sponsor
Sponsor	Sponsor	Sponsor	Sponsor
Sponsor	Sponsor	Sponsor	Sponsor

Name: _____

Email: _____