



UNIVERSE

Sponsorship Opportunities

TWO FULL DAYS ON HOW TO CREATE SOFTWARE

Pier 70, San Francisco

October 1 -2, 2015

GitHub Universe is a celebration comprised of two full days of sessions, activities, and collaboration with the most vibrant software community. Great software is about more than code, at Universe we'll showcase how the community is tackling the hard problems of building software at an increasing rate.

Build: Universe will feature sessions on product management, user research, interface design, and project planning; hear from experts on everything that comes before you start to write code.

Collaborate: Building software goes beyond the code in your text-editor. Learn how engineering teams work together to overcome difficult technical challenges and efficiently build software.

Deploy: Software isn't finished once it's in production. It's just getting started. We'll talk about the best ways to maintain quality, availability, and feedback—and make sure people are happy with your software.

1000 people will converge on October 1 with a common goal: collaborate to make software better, together. Join engineers, CEOs, product managers, designers, and the rest of the software community at Universe.

Contact universe@github.com for more information about sponsoring GitHub Universe.

COMMUNITY SPONSORSHIP

Cost: \$5,000

The opportunity to include your company logo on signage and interstitial slides in front of 1,000 Universe attendees.

Package will include the following

- 2 tickets
- Logo on signage and interstitial slides



PEN AND NOTEBOOK SPONSORSHIP

Cost: \$15,000

Your logo will be printed on a beautiful Muji-brand pen and Denik notebook (<http://denik.com/>) to be distributed to every attendee in the conference tote bag.

Package will include the following

- 5 tickets
- Logo on signage and interstitial slides

LANYARD SPONSORSHIP

Cost: \$15,000

Your logo will be printed on every attendee, speaker and sponsor's lanyard.

Package will include the following

- 5 tickets
- Logo on signage and interstitial slides

REFRESHMENT SPONSORSHIP

Speciality Coffee

Cost: \$16,000

Sponsor local favorite Ritual coffee and espresso, all day every day, served from inside an eye-catching vintage airstream trailer. Your logo will be prominently displayed the trailer itself with a large vinyl sticker. You have the option to brand the coffee cups.

Package will include the following

- 4 tickets
- Logo on signage and interstitial slides
- Mention in communications to attendees and blogposts

Chai Cart

Cost: \$16,000

Sponsor delicious Chai tea served from an eye-catching custom cart (Select 3-4 flavors. Flavors include: Masala, Ginger, Rose, Malt, Soy). Your logo will be prominently displayed on a banner attached to the cart. You have the option to brand the cups or sleeves.

Package will include the following

- 4 tickets
- Logo on signage and interstitial slides
- Mention in communications to attendees and blogposts

Juice Stand

Cost: \$16,000

Sponsor delicious fresh press juices: A+ Deep Green, Citrus Gold, Pineapple Pear Chai, Beta Beet. All pressed against the back drop of a vintage truck. Your logo will be prominently displayed on a banner attached to the truck. You have the option to brand the cups.

Package will include the following

- 4 tickets
- Logo on signage and interstitial slides
- Mention in communications to attendees and blogposts

INSTALLATION SPONSORSHIP

Cup Wall

Cost: \$30,000

This interactive art exhibit will have attendees engaging directly with your message and brand as they work together to solve a puzzle and build a large image of your logo using only plastic cups. The final product is a beautiful and modern work of art that is a guaranteed photo op, generating lots of impressions on social media.

Package will include the following

- 10 tickets
- Logo on signage and interstitial slides
- Mention in communications to attendees and blogposts
- 2 tweets prior to event with link to content of your choice



INSTALLATION SPONSORSHIP

Obliteration Room

Cost: \$30,000

Sponsor the Obliteration Room, an interactive art exhibit where the attendee is encouraged to express his/her inner child by plastering a pristine white room with colorful stickers that incorporate your logo. This irresistible experience will be memorable and unique, and is guaranteed to generate lots of social media engagement.

Package will include the following

- 10 tickets
- Logo on signage and interstitial slides
- Mention in communications to attendees and blogposts
- 2 tweets prior to event with link to content of your choice



AFTER PARTY

The Village

Cost: \$50,000

Located at 969 Market Street, The Village is a 3-story event venue in the heart of San Francisco equipped with a state-of-the art sound and projection system for a totally immersive experience. Take your pick of enjoying live entertainment, or grabbing a quiet corner to chat with fellow party-goers.

Package will include the following

- 20 tickets
- Digital branding at party venue
- Opportunity to address attendees from the party stage
- Sponsor provided swag placement throughout party venue
- Mention in communications to attendees and blogposts
- 2 tweets prior to event with link to content of your choice



**We look forward to seeing you
at Pier 70, San Francisco!**

Sponsorships are considered on a first come,
first served basis and are subject to availability and approval.

Contact universe@github.com for more information about sponsoring GitHub Universe.