



## Sponsor Information

Hello, if you're reading this then we've contacted you about sponsoring Devathon. Devathon is a programming contest like no other, because there are no contests around for Bukkit Developers. There are over 400.000 servers, 200.000 players, and 10.257 developers who use the Bukkit platform<sup>[1]</sup>. With all these people using Bukkit, we want to encourage the community to develop more content for it. This pushes the entire community forward and keeps it alive.

It will run from November 5th to 6th.

## Plan

In order to put on our contest, there's two main things we need.

### 1) Prizes

No one enters a contest without a prize. We plan on giving monetary rewards to the top 3 places, as well as t-shirts for everyone. These t-shirts will contain both the Devathon logo as well as our top sponsors' logo(s). T-shirts are well known to have a large reach, so we should have more developers sign up if we run the campaign again.

### 2) Contestants

Contestants are the livelihood of a contest. We plan on advertising on core Bukkit sites, in large chats that consist of Bukkit developers, and through our sponsors. As well we plan on running ad campaigns on both Adsense and Twitter ads to match our target demographic. People registering for the contest will also refer others to register, through sites like Twitter and Facebook. We plan in total to reach over 100.000 impressions of which we've estimated 2.000 developers will initially sign up.

## Advertising

If you choose to sponsor us, you'll be listed in our sponsors and have your logo put on the t-shirts given to all contestants. Thousands of people who may not know your company yet will know you for the first time. As well if you chose to offer non-monetary prizes (such as tickets to an event or ranks/cosmetics) you'll have an even larger reach, with the winners advertising for you.

## Costs

**Website Hosting:** \$25/month

**CI Hosting:** \$0

**Prizes:** \$850 for monetary prizes, \$300-\$2000 for shirts

**Logo:** \$50

**Advertising:** \$500-\$1000

**Emails:** \$0-\$30<sup>[2]</sup>

Our costs are very low. One of the main issues are judges. We'd like enough money to pay a small amount to our judges, as currently there's no incentives for them to not enter the contest themselves. As well we'd like to pay our organizers, for the hundreds of hours they put into this contest. Any extra money will go towards future contests.

## Contact Information

If you're interested in sponsoring, please contact one of our main organizers:

**Paul Sauve**

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[1]: <http://mcstats.org/global/> <https://dev.bukkit.org/profiles/>

[2]: <https://www.mailgun.com/pricing>