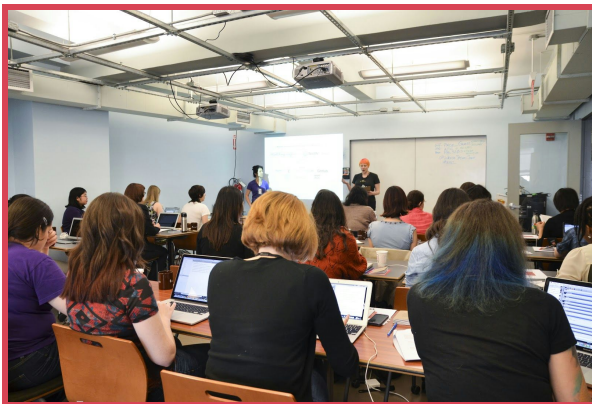# <write/speak/code>

Sponsorship Prospectus

Recruit ★ Inspire ★ Engage
Women Technology Leaders

Write/Speak/Code International Conference is the only event focused on increasing the **visibility and leadership of women software engineers**.

Write/Speak/Code sponsorship is the most effective way to recruit talented, driven women to fill key technical positions and demonstrate your commitment to developing the women developers in your organization.

June 15-17, 2016 □ Chicago, IL

3 intensive days of hands-on workshops, personalized feedback sessions, panels with expert women engineers, and talks by women industry leaders.

6 years of experience on average. Attendees range from undergraduate students to team leads, VPs, and CTOs. The majority have 5 or more years of experience.

100 highly motivated, experienced **women engineers** from across the United States and the world (75 regular track attendees, 25 advanced track).

Find Top Talent

At WSC you can **narrowly target** women software engineers who are **motivated** to take their careers -- and your company -- to the **top of the industry**. Our attendees range from undergraduate **students** to CTOs and the majority have **5 or more years of experience**.

Regardless of your technical needs, a WSC attendee will fit the bill. The women at WSC are experienced in **Java**, **Python**, **Ruby**, **JavaScript**, **PHP**, **Haskell**, **C++**, **.NET/C#**, **Objective-C** and **HTML/CSS** and are actively pursuing expertise in NoSQL databases, kernel programming, Scala, R, Julia, OCaml, Clojure, GO, and MapReduce.

Inspire and Engage women developers

WSC is an intense 3-days of **hands-on workshops**, personalized feedback sessions, panels, and talks by talented women engineers. The conference is **focused on actions** and next-steps. Attendees leave the conference with a blog post draft, talk proposal, new open source project, contribution to an open source project, and having given a talk.

Attendees will leave WSC having already **engaged with the tech community** via writing, speaking, and coding and in turn **exposing your brand** as a supporter and leader of the tech community.

Your employees will leave WSC **inspired**, **excited** about their career, and **ready** to make new contributions to technology.

Email **sponsor@writespeakcode.com** to sign up today!

<write/speak/code>

Sponsorship Packages

Silver	Platinum	Gold
Long Term Mentions Name in 4 emails throughout year after the conference	**Long Term Brand & Content Promotion** Logo and messaging continue for 12 months after the conference	**Long Term Brand Promotion** Logo in 4 emails throughout year after the conference
Presence Logo present on certain slides; name on signage	**Highly visible presence** Logo present on slides, prominent banners, and signage	**Visible presence** Logo present on certain slides, banners, and signage
Logo in all Emails Logo in pre- and during conference emails	**Targeted Messaging** Give a focused talk and send custom email to all attendees	**Logo in all Emails** Logo in all conference related emails and message in some

Bronze package and additional, specialized sponsorships available.

Platinum

$7500

On-site
Banner in front of main lecture area
Logo on Write/Speak/Code signage throughout the venue
Logo + full page ad in the print and web program
Large logo on sponsor slide* shown each day during the conference
Logo on Write/Speak/Code main and break slides*
Name on all Write/Speak/Code curriculum slides (1.5+ days of content)
Option to give a **10 minute talk** during conference* (woman strongly preferred)
Option to host or collaborate on a party (Wed-Sat evenings)
Booth on Friday and Saturday
Attend parties and events sponsored by WSC (Wed-Sun, including Opening and/or Closing party)

Swag
Logo on swag bag*
Logo w/ "sponsored by" on custom notebook*
Promo items out during event
Promo items in swag bag

Presence
50% off tickets (max 4)
3 company representatives at lunch*

Email
Logo + Ad* on pre/during conference emails
Logo + Message* on conference wrap up email
Post-conference email blast* (direct email message from you to attendees; no other content in email)
Logo + Ad in follow up emails for 12 months* (incl. 1,3,6,12 month check-in emails)
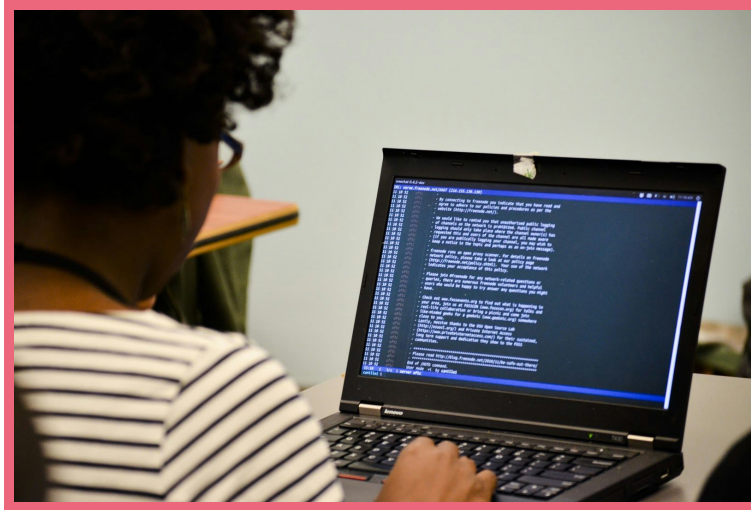
Website & Social Media
Logo w/ "sponsored by" on **all post-conference blog posts***
Logo + 200 words on website sponsor page
Logo on footer of all website pages for 3 months after conference (until September 24)
Social media mentions* - 3 per week prior, 6 during, 5 after conference

Gold

$5000

On-site

Banner on sides of main lecture area

Logo + ½ page ad in the print and web program

Name on Write/Speak/Code signage throughout the venue

Logo on sponsor slide* shown each day during the conference

Logo on Write/Speak/Code main and break slides*

Option to give a 10 minute talk during conference* (woman strongly preferred)

Booth on Friday and Saturday

Attend parties and events sponsored by WSC (Wed-Sun, including Opening and/or Closing party)

Swag

Promo items out during event

Promo items in swag bag

Presence

30% off ticket (max 2)

2 company representatives at lunch*

Email

Logo + Ad* on pre/during conference emails

Logo on conference wrap up email

Logo on follow up emails for 12 months* (incl. 1,3,6,12 month check-in emails)

Website & Social Media

Logo + 100 words* on website sponsor page

Social media mentions* - 2 per week prior, 4 during, 3 after

Silver

$2500

On-site
Logo on sponsor slide* shown each day
Logo in print and web program

Swag
Promo items in swag bag

Presence
20% off tickets (max 2)*
1 company representative present at lunch*

Email
Logo on pre/during conference emails
Logo on conference wrap up email
Name in follow up emails*

Website & Social Media
Logo + 50 words* on sponsor page on website
Social media mentions* - 1 per week prior, 3 during, 2 after

Bronze

$1000

On-site
Name on sponsor slide* shown each day during the conference
Name in print and web program

Swag
Promo items in swag bag

Presence
10% off tickets (max 2)*

Email
Logo on pre/during conference emails
Name on conference wrap up email

Website & Social Media
Logo on sponsor page of website
Social media mentions* - 1 per week prior, 2 during, 1 after

Write/Speak/Code Audience

125 women each day, including speakers, panelists, and mentors.

800+ mailing list subscribers.

1500 twitter followers.

2500 page views per month.

Additional Sponsorships

Childcare Sponsorship
$1200
Logo w/ "sponsored by" on childcare media
*If no one requires childcare, will be rolled over to a Bronze sponsorship w/ additional social media mentions

Diversity and Accessibility sponsorship
Funding to cover diversity scholarships, travel, and accessibility services (ASL etc)

$500
Large logo and name w/ "sponsored by" on diversity and accessibility media

$250
Small logo and name w/ "sponsored by" on diversity and accessibility media

$100
Name w/ "sponsored by" on diversity and accessibility media

Regional sponsorship
with another sponsorship package only
Brand visibility at "Own Your Expertise" pre-conference workshops and ongoing meetup events in the following regional areas: NYC/Northeast, Chicago/Midwest, SF & Bay Area
* NYC receives attendance from Boston, Philly, Upstate, DC; Chicago from St. Louis, Milwaukee, Indianapolis

$1000
Large logo on regional "Own Your Expertise" events leading up to conference
Logo on region's newsletter and meetup page for 6 months
Logo on conference promotional emails to region for 6 months

$500
Small logo on regional "Own Your Expertise" events leading up to conference
Logo on region's newsletter and meetup page for 3 months
Logo on conference promotional emails to region for 3 months

Lanyard sponsorship
with another sponsorship package only
$1200
Logo on lanyards

Make valuable connections

WSC attendees are highly motivated and looking to enhance their career. WSC is the perfect place to connect with new customers and industry advocates for your technical product, soon-to-be women technology leaders or the next generation of graduate students and faculty members.

Keep and increase women in computing

Attendees make lasting connections with each other letting them know they are not alone.

Students that attend WSC leave with powerful role models and support networks. Experienced engineers are inspired to become more visible in the industry thus showing interest women that this industry can be for them.

Your organization can showcase career opportunities, advise students on next steps to take, and connect with women community leaders.

Enhance your reputation

Fierce competition for technical talent combined with negative press about diversity in technical roles means that reputation is key to attracting and building successful diverse teams. Sponsoring WSC sets your organization apart as one that is actively engaged with and supports the community of women technologists. Furthermore, it shows a commitment to professional development, which is an important factor for experienced engineers.

Focus on Results

Write/Speak/Code is unique in its focus on actions, next-steps, and results.
2013 attendees went on to:

- speak at conferences such as PyCon
- publish a blog post a week
- give workshops on topics, such as HTML5/CSS
- contribute to open source projects such as Django, OpenHatch, and Julia
- found meetups and organizations for women in tech

Notes on Sponsorship Benefits

- Attendees with **sponsor ticket** must identify as a woman and plan to attendee all 3 days for the entire day
- **All content** - ads, description, talk, messages and tweets - must be approved by organizers and be submitted 1 week prior to conference
- **Sponsor slide** will be shown, at minimum, at the beginning, end, and during lunch of each day
- **Write/Speak/Code slides** constitute the curriculum for most of Write and Speak day
- Number of **representatives at lunch** are total for all 3 days. Representatives do not need to identify as women. E.g. 1 rep at lunch all 3 days = 3; 3 reps at lunch 1 day = 3
- Write/Speak/Code offers scholarships to at least 1 attendee who is asked to write 4+ **after-conference blog posts** about their experience at the conference
- **Pre-conference social media mentions** start when payment paid or 1 week before, whichever is sooner
- **Social media mentions during conference** are over the span of entire conference. E.g. 1 mention per day for all 3 days = "3 during", 2 mentions per day = "6 during"
- **Post-conference social media mentions** will be completed within 3 months of the conference completion
- Attendees receive 4 **follow-up emails** - 1, 3, 6, and 12 months after the conference
- Deadline for logo on lanyards, swag bags, and notebook is March 15, 2016