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# Open Camps

## 2017 Sponsorship Prospectus

The World's Largest Mission-Driven Open Source Conference

10,000+ Attendees • 650+ Sessions • 45+ Conferences • Free & Open to All

Sep 29 to Oct 2, 2017 • [www.OpenCamps.org](http://www.OpenCamps.org) • Midtown NYC

# A Mission-Driven Open Source Conference

## One of The World's Largest Open Source Gatherings

In **2016**, Open Camps hosted **6,000+ attendees** across **35+ conferences** that featured **400+ sessions** on dozens of open source technologies.

For **2017**, we'll be raising the bar with **10,000+ attendees** at **40+ conferences** over **4 days** from **Sep 29 to Oct 2, 2017** in **midtown NYC**. We'll also be bringing back our talent fair, and running more free trainings & industry summits.

This document outlines the **Sponsorship Opportunities** available for Open Camp 2017. We're very grateful for the financial support of our **generous sponsors** who help fund Open Camps and keep it free & open to all.

For more info please contact us at [info@opencamps.org](mailto:info@opencamps.org) or **212.203.8052**.

**45+ Conferences**  
with  
**Dozens of Events**  
and  
**650+ Sessions**  
and  
**10,000+ Attendees**  
from  
**35+ States & Countries**  
and  
**Hundreds of Companies**





# Conference Program

## A Global Open Source Gathering

Open Camps aims to provide a mission-driven arena for open source leaders to help share their mission and engage with developers and community members.

In recent years, Open Camps has emerged to provide a global stage that's open to all, and committed to ensuring there are no barriers between the world's best open source developers, technologies and organizations.

Michael "Monty" Widenius / Creator of MySQL & MariaDB

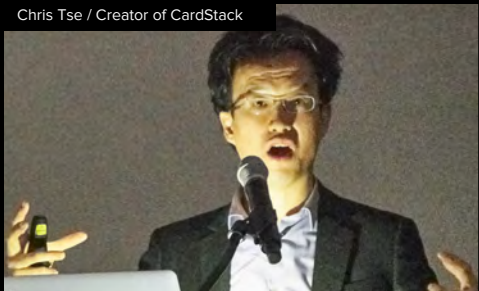


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Edward Tufte / Yale, Professor Emeritus



Chris Tse / Creator of CardStack



Dave Thomas / Founder The Pragmatic Bookshelf



Minerva Tantoco / NYC 1st CTO



Robin Chase / ZipCar Founder



# 2017 Sponsorship Options

## Connect with Open Source Communities

Open Camps is made possible thanks to the support of our generous sponsors. We strive to deliver excellent value to all Open Camps sponsors, and can tailor a package to provide the best possible exposure for any sponsor budget.

Highlights include **10,000+ attendees at 40+ camps** & a multi-day **sponsor pavilion & job fair**.

Sponsorship Level Benefits are outlined in more detail on the next page. Large organizations may collaborate on a single sponsorship across divisions & subsidiaries. As outlined on next page, sponsorship funds and branding at each tier can be allocated towards a number specific Camps.

For more info contact us at 212.203.8052 or by email at [sponsorships@opencamps.org](mailto:sponsorships@opencamps.org).

### Sponsorship Levels

See detailed benefits on next page

#### Founding Sponsor

\$35,000

#### Lead Sponsor

\$25,000

#### Platinum Sponsor

\$15,000

#### Gold Sponsor

\$10,000

#### Silver Sponsor

\$5,000

#### Bronze Sponsor

\$2,500

#### Community Sponsor

\$1,000

### Sponsorship Discounts

We also offer the following early bird, repeat sponsor, startup and mission-driven discounts outlined below. Discounts are cumulative and be combined to create a total overall discount.

**10% Very Early Bird Discount** for proceeding by Apr 25, 2017

**5% Early Bird Discount** for proceeding by May 10, 2017

**10% Back-to-Back-to-Back Sponsor Discount** (2015, 2016 & 2017)

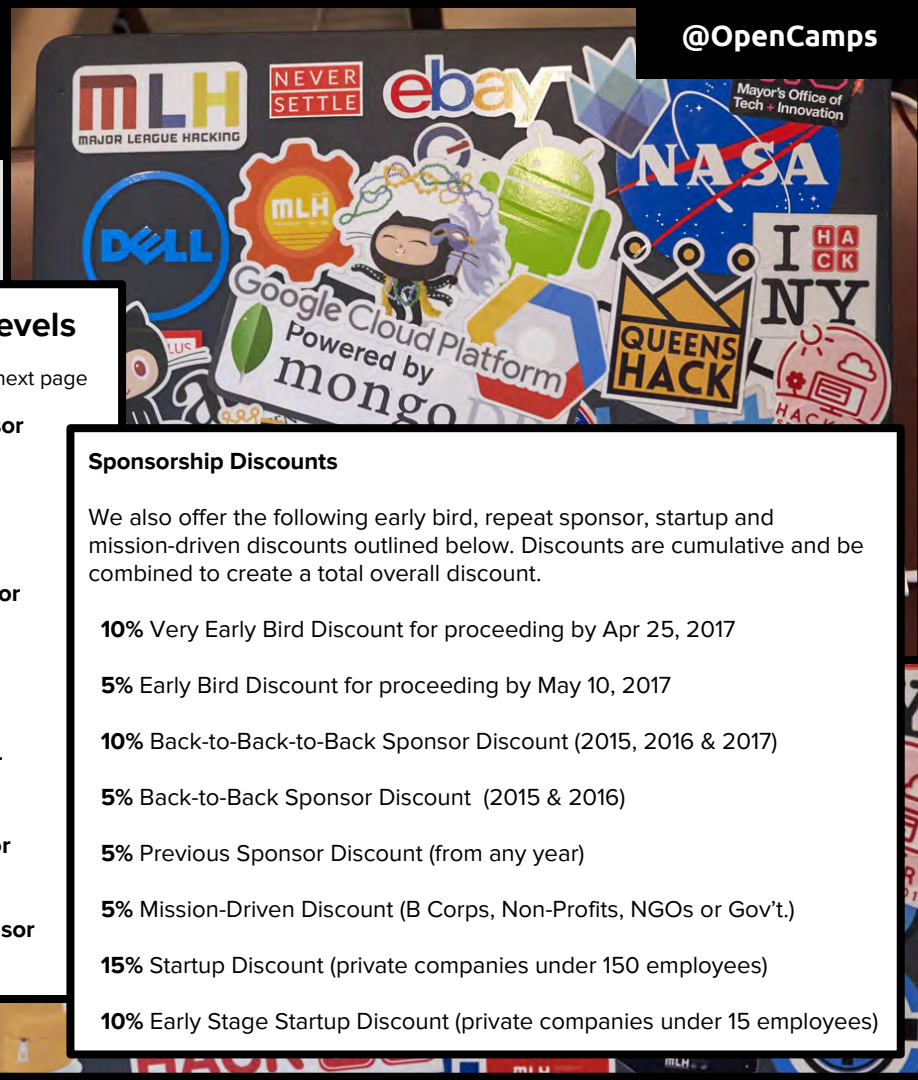
**5% Back-to-Back Sponsor Discount** (2015 & 2016)

**5% Previous Sponsor Discount** (from any year)

**5% Mission-Driven Discount** (B Corps, Non-Profits, NGOs or Gov't.)

**15% Startup Discount** (private companies under 150 employees)

**10% Early Stage Startup Discount** (private companies under 15 employees)



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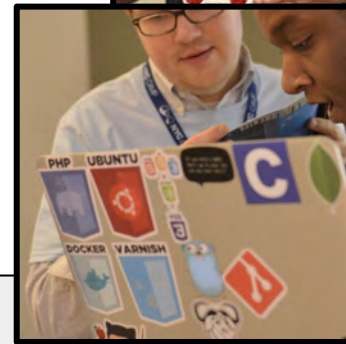
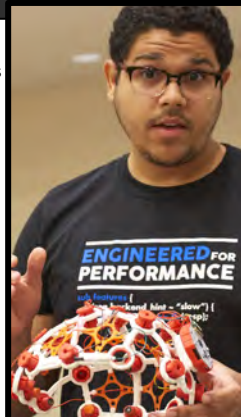
# Sponsorship Benefits

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## Options for Any Budget



Level	Cost	Table	Signage	Program/Website	Job Fair
<b>Founding Sponsor</b> Permanent Recognition as Founding Sponsor, Direct Branding on all Camps	<b>\$35,000</b>	XX-Large Table (96") Up to 5 Staff/Chairs	Large Booth or 4 Banners Hanging Sign & Large Booth LCD	Fixed Logo on All Pages XXX-Large on Program	All Open Camps sponsors are able to participate in Job Fair
<b>Lead Sponsor</b> Direct Branding on all Camps	<b>\$25,000</b>	X-Large Table (72") Up to 4 Staff/Chairs	Small Booth or 3 Banners and Small LCD at Booth	XX-Large Logo on Key Pages and on Back of Program	
<b>Platinum Sponsor</b> Direct Branding on up to 30 Camps	<b>\$15,000</b>	Large Table (60") 3 Staff/Chairs	2 Banners at Table & Logo on OC Signage	X-Large Logo on Key Pages (Rotating) and in Program	
<b>Gold Sponsor</b> Direct Branding on up to 20 Camps	<b>\$10,000</b>	Medium Table (48") 2 Staff/Chairs	1 Banner at Table & Logo on OC Signage	Large Logo on Sponsor Page and in Program	
<b>Silver Sponsor</b> Direct Branding on up to 10 Camps	<b>\$5,000</b>	Small Table/Stand 1 Staff/Chairs	1 Banner at Stand & Logo on OC Screens	Med Logo on Sponsor Page and in Program	
<b>Bronze Sponsor</b> Direct Branding on up to 5 Camps	<b>\$2,500</b>	Space on Common Materials Area Tables, No Staffed Table/Chairs	1 Banner at Banner Area & Logo on OC Screens	Small Logo on Sponsor Page and in Program	
<b>Community Sponsor</b> Direct Branding on up to 2 Camps	<b>\$1,000</b>	Space on Common Materials Stands or Tables, No Staffed Table/Chairs	No Banner, Logo on Common OC Banners/Screens	X-Small Logo on Sponsor Page and in Program	





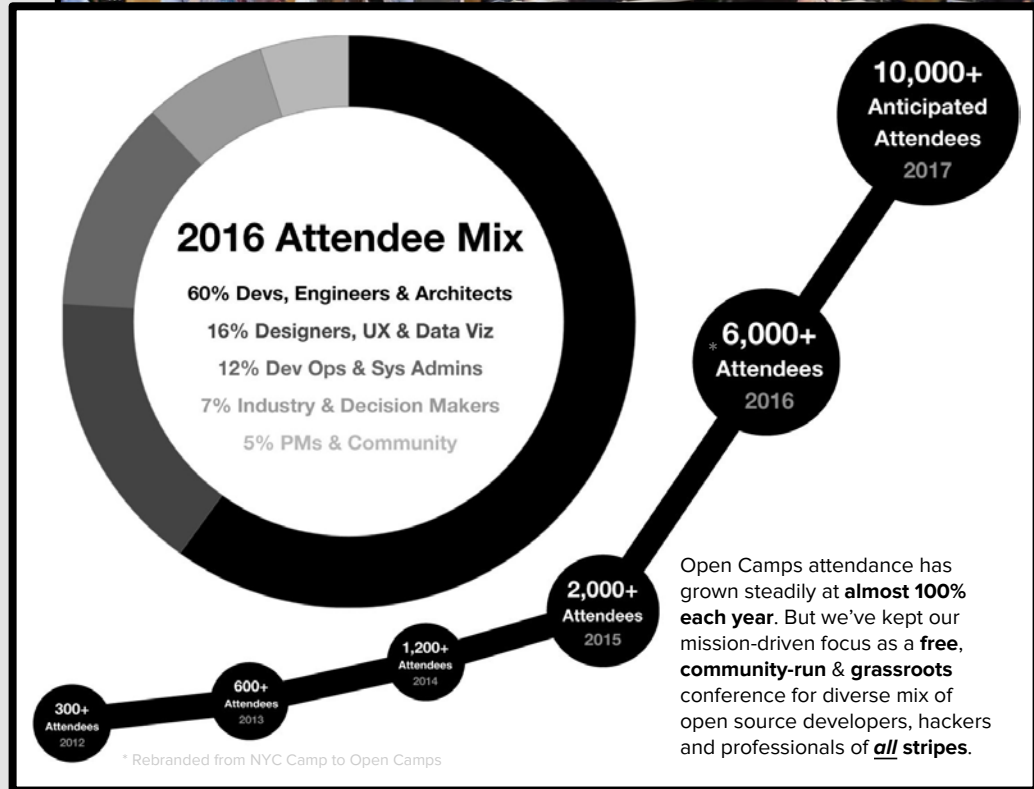
# Attendee & Speaker Demographics

## An Open Conference for Everyone

Open Camps attendees & speakers are primarily developers & engineers, but also include a diverse mix of open source technology professionals.

Open Camps speakers have come from a wide cross section of enterprise organizations, including leading platform providers, services & media companies.

Recent Presenters/Presenting Organizations Include:



# Trainings & Contribution Sprints

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## Solving the Hiring & Contributor Gap

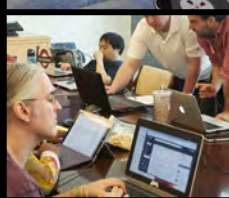
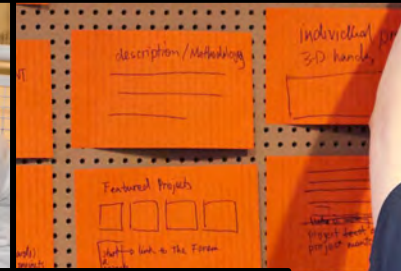
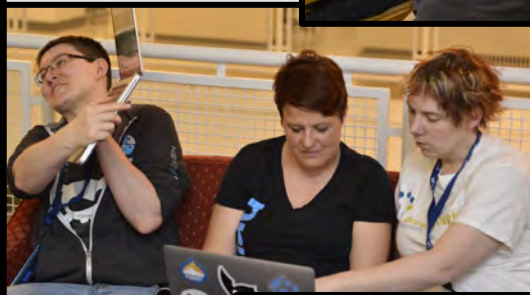
Open Camps features many trainings, industry-focused camps, and code/contribution sprints geared towards helping create more open source developers & contributors.

### Trainings

A wide range of free open source technologies, including: Android, AI, Drupal, Elixir/Phoenix, Git, NodeJS

### Industry Camps & Summits

- Capital Camp
- Community Camp
- Data Viz Camp
- Design Camp
- EdTech Camp
- Gov Camp
- Libraries Camp
- Non-Profit & NGO Camp
- Security & Privacy Camp
- Tech Transfer Camp



# 100% Mission Driven

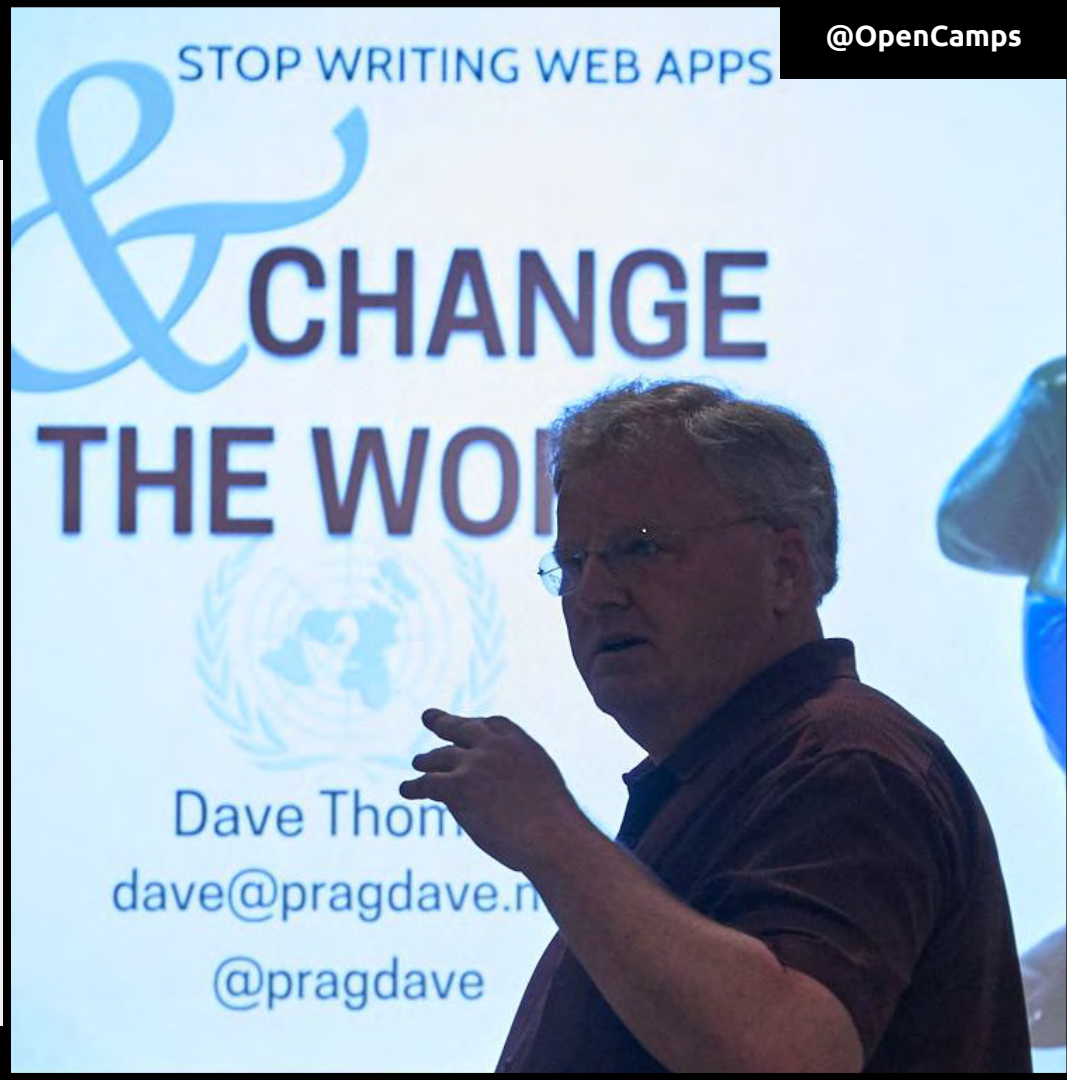
## Mobilizing Open Source for Good

Open Camps' mission is to foster greater contribution to, collaboration among and adoption of open source technologies.

Open Camps is run on a **not-for-profit** basis by a team of over **250+ volunteers** from across many open source communities. Our volunteer team and fundraising efforts help to keep Open Camps free to attend and *'open to all'*.

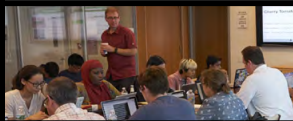
We also appreciate the support of the multiple open source communities and the UN's Open Source Innovation Initiative ([Unite Open Source](#)), whose effort the past several years helped make Open Camps possible.

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# Roadmap



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## The Best is Yet to Come

We started Open Camps in order to help create the sort of world we want for future generations.

Over the last 5 years we've achieved our initial goals making Open Camps one of the largest developer conferences in NYC, and then one of the world's largest open source conferences. Our rationale for these goals was to establish Open Camps as a platform to help foster open source contribution, collaboration & growth.

For 2017, our focus is on formalizing and implementing best practices. However, once that's achieved, we believe that Open Camps has incredible potential to grow (likely to 10,000+ attendees) and have a massively positive impact on open source in the years and decades ahead. Thanks to each of our volunteers, all our sponsors (especially the UN), and the many source community members who've helped us reach this point.

*Prospectus ver03, 2017-04-14*

