

Sponsorship Prospectus — Spark Conference



Sponsorship Prospectus

Thank you for your interest in sponsoring Spark Conference!

The Spark Conference is the premier, must-attend event for technology enthusiasts in the South Atlantic region. This sponsorship prospectus offers your company a unique opportunity. You will have access to a highly engaged, passionate, driven audience. It is a truly special group of individuals. Formerly Carolina Code Camp, the Spark Conference is the best place for companies to connect with top-notch talent and decision makers.

What Happened to Code Camp?

In short, it grew! Due to an overwhelming attendance, we've outgrown the previous venue. This presented an opportunity to shake things up...and we couldn't resist! But rest assured that our goal is to not just match the rich success of Carolina Code Camp but to make it better than ever for our attendees and sponsors.

Why Should I Sponsor?

With topics including UI/UX design, mobile development, cloud computing, and business intelligence

(just to name a few), we guarantee this event will connect your business to the best professionals in the industry. Additionally, sponsoring Spark Conference is a prime opportunity for your organization to take part in fostering the development of the Charlotte IT community.

Branding Opportunities

Spark Conference is offering the following very unique and precious branding sponsorship opportunities. Please contact us to discuss the details!

VIP Reception

Want to be the swankiest sponsor in town? Your sponsorship helps underwrite the pre-conference VIP reception. We only invite our Very Important Presenters (VIPs) and select guests to this mixer. We accept multiple sponsors for this event. However, the first sponsor to sign up may elect to cover all costs creating an exclusive sponsorship opportunity for this important reception.

Cost: TBD

Saturday Lunch

We will be providing a mid-day lunch on Saturday to everyone in attendance. This year, we'd like to offer a hot buffet style meal rather than a stale boxed lunch, soggy sandwiches, or worse, cold pizza. The Saturday lunch sponsor will have their logo incorporated into the buffet line. The sponsor may provide a single page collateral in a designated location. We guarantee every attendee will want to shake your hand in appreciation of a great meal!

Cost: TBD

SNACK TABLE

With a jam-packed day of intensive learning, our attendees need to replenish their energy. This year, we'd like to keep snack tables generously stocked during the conference. The snack table sponsor will have their logo incorporated into the snack bar. The sponsor may provide a single page collateral in a designated location at the snack bar.

Cost: TBD

After Party

Many attendees stick around to kick back and relax after the end of the conference. Food, drinks, conversation—and we will place your company's branding all around! You'll also have a table just for your own use. Mix with attendees as they unwind and discuss all the great things they learned during Spark Conference! We accept multiple sponsors for this event. However, the first sponsor to sign up may elect to cover all costs creating an exclusive sponsorship opportunity for this highly visible party.

Cost: TBD

Attendee Parking

Imagine your company's branding being one of the first thing every attendee will see the day of the conference. UNC Charlotte does not own or manage the parking lots around the building. Attendees will be charged \$5 per car unless they are UNC Charlotte faculty, staff, or students that have a main campus parking permit. The attendee parking sponsor will underwrite the cost of hiring a parking attendant to direct and tally attendees. This sponsorship offers an opportunity to have their logo prominently displayed on all parking signage around the building.

Cost: \$2,500

Conference App

We want to engage attendees before, during, and after the conference by replacing outdated, printed schedules and sponsor collateral with a mobile app that houses all event content—from session information to speaker bios, exhibitor details and more. The conference app sponsor will have their logo prominently displayed within the app. This sponsorship offers an opportunity to help make our conference greener while greatly increasing the number of attendee brand impressions.

Cost: \$1,000

Registration

Imagine your company's branding being one of the first thing every attendee will see the day of the conference. The registration sponsor will have their logo prominently displayed on a small banner attached to each check-in kiosk. This sponsorship offers an opportunity to make a positive and lasting brand impression as soon as attendees walk in the door.

Cost: \$750 + Rentals

Attendee T-Shirt

Each attendee could receive a conference t-shirt with the Spark Conference logo on the front. The T-shirt sponsor will have their logo prominently displayed on a sleeve of their choosing. This sponsorship offers an opportunity to have your company displayed on a long-lasting t-shirt which will be used by each attendee for years.

Cost: TBD

Attendee Notebook

Each attendee could receive a pocket notebook with the Spark Conference logo on the front cover. The notebook sponsor will have their logo prominently displayed alongside on the front cover. This sponsorship offers an opportunity to have your company displayed on a long-lasting notebook which will be used by each attendee for years.

Cost: TBD

Lanyards

Get your company's branding around everyone's neck!

Cost: Sold Out!

Room/Track Sponsors

Get your branding in front of a captive audience for over six hours! You may place one (1) standard pop-up style banner in the front corner of a room/track. Banners may be no larger than 80" high by 40" wide.

Cost: \$375

Double-wide Booth

Do you have something special planned for your booth? Do you need more space? You can get a double-wide booth footprint. **Only two (2) are available per level!**

Cost: \$250

Stage Banners

Get your branding on the main keynote stage, right in front of all conference attendees! You may place one (1) standard pop-up style banner on the corner of the stage. Banners may be no larger than 80" high by 40" wide.

Cost: \$125

Other Sponsorship Opportunities

One of our primary goals of sponsorship is to create something that's both interesting and fun for the attendees and beneficial for you as a sponsor. Please let us know how we can help promote your product/service. We welcome any ideas you have!

Cost: TBD

Rhodium (Sold Out!)

\$3,000



CONTRIBUTION

A Rhodium sponsor contributes \$3,000 cash to the Spark Conference.

BENEFITS

- Logo on the conference website (www.sparkconf.org).
- Larger logo size than Platinum sponsors.
- Logo included on conference handouts.
- Preferential logo placement among all sponsors.
- Table/Booth Space and two chairs in the "Sponsor Pavilion" on the 2nd Floor Atrium level. (Please let us know two weeks in advance if you will be using a table.)
- Two guaranteed timeslots for a technical presentation during the regular sessions.
- An email sent to registered conference attendees with information of your choice. The email will be sent by the conference organizers one week prior to the event.
- Your company name and a brief paragraph included in all conference emails.
- Your banner displayed on the main keynote stage. Banner may be no larger than 80" high by 40" wide.

RESTRICTIONS

- There may only be one.

Platinum

\$1,500

CONTRIBUTION

A Platinum sponsor contributes \$1,500 cash to the Spark Conference.

BENEFITS

- Logo on the conference website (www.sparkconf.org).
- Larger logo size than Gold sponsors.
- Logo included on conference handouts.
- Preferential logo placement among all Platinum sponsors based on total contribution amount and date of contribution.
- Table/Booth Space and two chairs in the "Sponsor Pavilion" on the 2nd Floor Atrium level. (Please let us know two weeks in advance if you will be using a table.)
- A guaranteed timeslot for a technical presentation during the regular sessions.
- An email sent to registered conference attendees with information of your choice. The email will be sent by the conference organizers one week prior to the event.
- Your company name and a brief paragraph included in all conference emails.



Gold

\$1,000

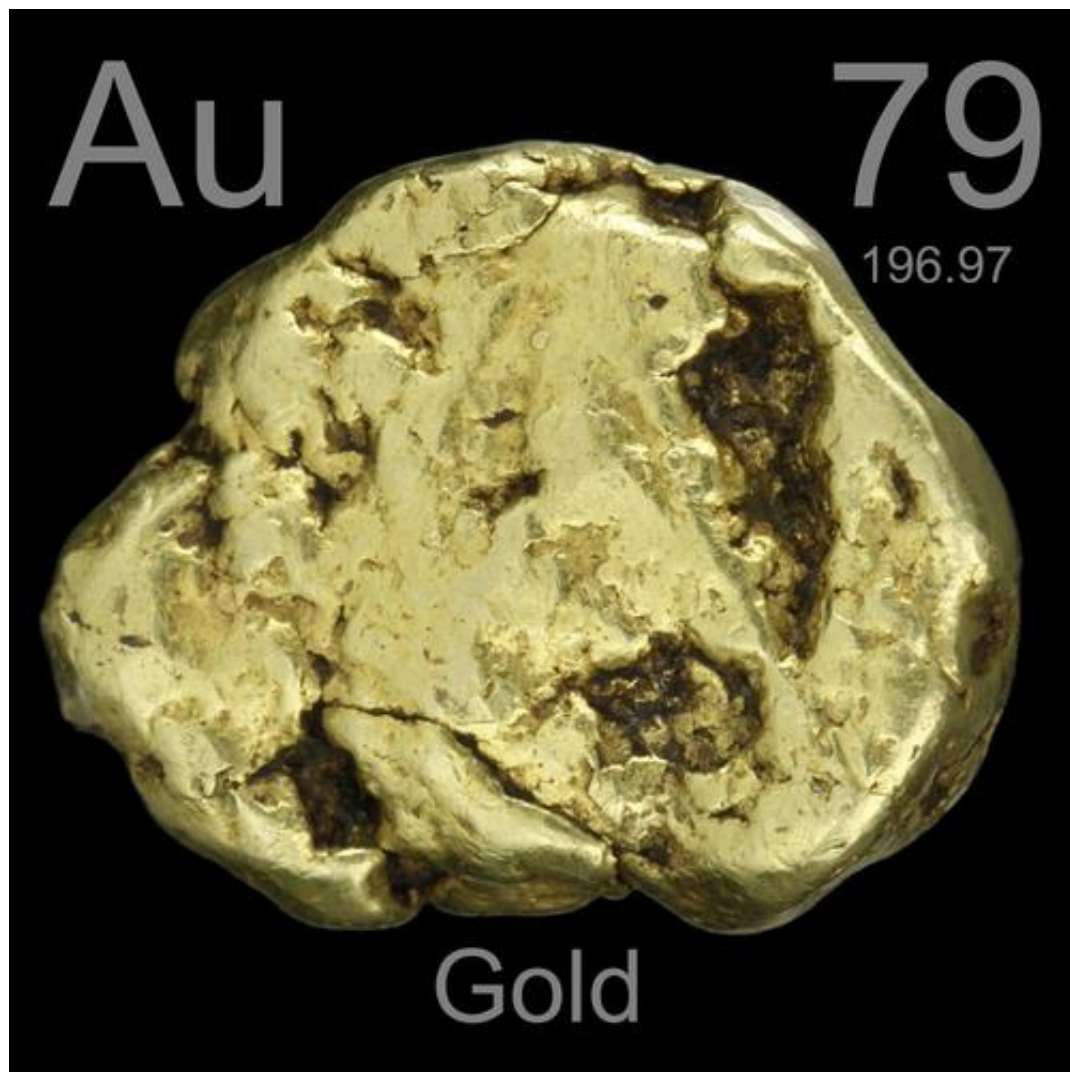
CONTRIBUTION

A Gold sponsors contributes \$1,000 cash to the Spark Conference.

BENEFITS

- Logo on the conference website (www.sparkconf.org).
- Larger logo size than Silver sponsors.
- Logo included on conference handouts.
- Preferential logo placement among all Gold sponsors based on total contribution amount and date of contribution.
- Table/Booth Space and two chairs in the "Sponsor Pavilion" on the 2nd Floor Atrium level. (Please let us know two weeks in advance if you will be using a table.)

- An email sent to registered conference attendees with your company name and a brief paragraph. The email will be sent by the conference organizers two weeks prior to the event.



Palladium

\$500

CONTRIBUTION

A Palladium sponsor contributes \$500 cash to the Spark Conference.

BENEFITS

- Company name or logo on the conference website (www.sparkconf.org).
- Preferential logo placement among all Palladium sponsors based on total contribution amount and date of contribution.
- Table/Booth Space and two chairs in the "Sponsor Pavilion" on the 3rd Floor Mezzanine level. (Please let us know two weeks in advance if you will be using a table.)



Silver

< \$500

CONTRIBUTION

A Silver sponsors contributes less than \$500 cash to the Spark Conference.

BENEFITS

- Company name or logo on the conference website (www.sparkconf.org).
- Preferential logo placement among all Silver sponsors based on total contribution amount and date of contribution.

RESTRICTIONS

- No booth at the conference.



Community Support - Startup

\$250

CONTRIBUTION

A Community Sponsor - Startup contributes \$250 cash to the Spark Conference.

RESTRICTIONS

- Available only to a small company commonly referred to as a "startup".
- No booth at the conference.

Community Support - Individual

\$100

CONTRIBUTION

A Community Sponsor - Individual contributes \$100 cash to the Spark Conference.

BENEFITS

- Individual's name on the conference website (www.sparkconf.org).

RESTRICTIONS

- Available only to an individual, independent consultant. Cannot be a company of more than one (1) employee.
- No booth at the conference.

Swag

Non-Cash Contribution

CONTRIBUTION

A Swag sponsor makes a non-cash contribution to the Spark Conference.

RESTRICTIONS

- No booth at the conference.

FAQ

Frequently Asked Questions

Q: We're working against budget schedules. Can we commit to sponsorship now but pay closer to the event?

A: Yes; however, your benefits will not be activated until we receive payment. All benefits are first-come, first-served based on the date we receive your payment. Spark Conference is an event completely run by volunteers. We simply don't have the bandwidth to deal with Accounts Receivable.

Q: What is "Preferential Logo Placement"?

A: Whenever all sponsor logos are displayed together, they will be arranged from left to right and top to bottom within the various sponsorship levels by the total contribution size (largest first) and the date that payment was received (earliest first).

Q: May we contribute more than the minimum amount for a given sponsorship level?

A: Yes. This will count towards your total contribution for logo placement and purchase limit for additional opportunities.

Q: We have a great idea for a sponsorship opportunity that you haven't listed. What can we do?

A: Pitch the idea to us and we'll work with you to help you put on something educational, helpful, or just plain fun.

Q: Are there any restrictions on booths? What's included?

A: Exhibiting sponsors will receive a table, 2 chairs, a power strip, and the booth space paid for. We encourage our sponsors to think out of the box when designing their booth and are happy to help with any special requests. To ensure safety of all of our attendees, your exhibit must fit into your designated booth space. The Fire Marshall may inspect booths for safety.

Q: Do we get a copy of attendee mailing list?

A: We greatly respect the privacy of our attendees. We hate spam too! We will never ever share our mailing list with others. However, you are more than welcome to create your own mailing list during the conference.

Whew! That was a lot of information to share. Hopefully you found it helpful. Please let us know how we can help promote your product/service. We want to create something that's both interesting and fun for the attendees and beneficial for you as a sponsor. Click the button below to contact us about becoming a sponsor at the 2015 Spark Conference.

Don't miss your opportunity to get involved. After all, *it only takes a spark!*

CONTACT US