



Swift Island 2018

Sponsor packages



What is Swift Island?

How does it work?

Be part of it.

Why should I sponsor?

The sponsorship packages.



What is Swift Island?

Since 1989 Apple has hosted the Worldwide Developers Conference or WWDC in short. A conference where Apple reveals its new technology and products, betas become public and developers are showcased. For us Apple developers this is a technological Walhalla.

However not all of us have the luxury of traveling to Silicon Valley. We are sitting at home watching the live-stream. That's great but doesn't give you a hands on experience with the APIs. When you're stuck, you're probably on your own, as no one before you has experienced the same trouble with the API.

**But not this year.
This year will be different.**

This year we rented an **actual** Island. (Ok maybe not the whole Island, but at least part of it.)



How does it work?

A month after the WWDC our mentors will have ploughed through all the new SDKs and Frameworks Apple released and created accompanying workshops.

At Swift Island we create the time and space for attendees to come together and solve programming problems and absorb information. Attendees will pair program with the person next to them to gain hands-on experience, and as studies show pair programming makes you awesome [1].

[1]: "The Costs and Benefits of Pair Programming", University of Utah Computer Science, Laurie Williams et al.)



Be part of it.

Your company can be part of Swift Island.

With a line-up of industry experts covering a broad range of topics, Swift Island isn't only a place to participate in workshops but also to interact with attendees, network with the best in the industry, get new business, engage in meaningful conversations and get insight into what the developer community is moving towards.

We are really proud of our line-up:

Daniel Steinberg
Meghan Kane
Roy Marmelstein
Kate Castellano
Manu Rink
Donny Wals
Marijn Schilling
David Hart

As you can see the gender split among our mentors is 50/50. We think this is noteworthy and hope to see this reflected in our attendees as well.



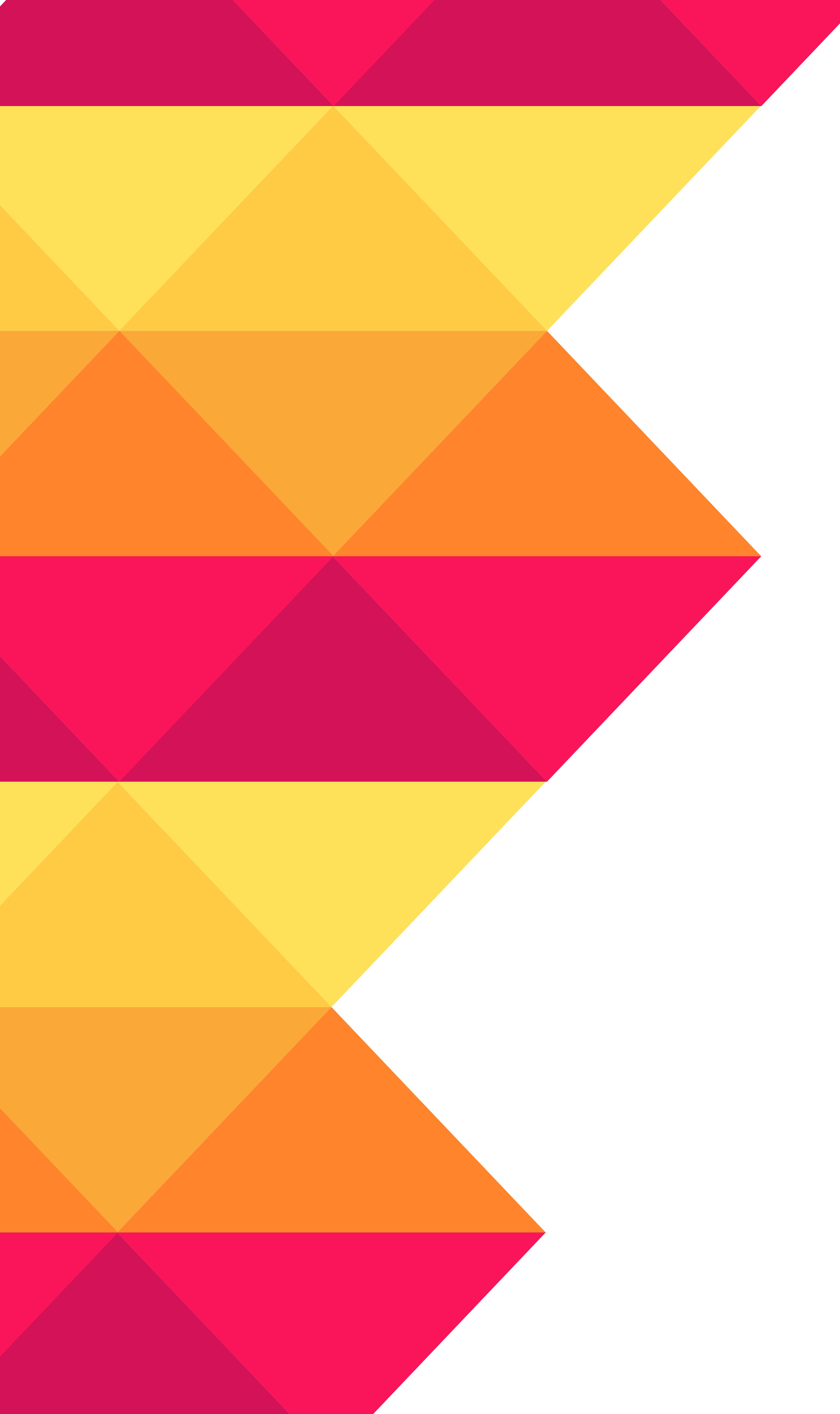
Why should I sponsor?

Because conferences are very passive and after a couple of weeks all the gained knowledge can diminish rather quickly.

Swift Island is a new type of conference.

- An optimal learning experience.
- Two days of intensive training.
- Eight two-hour workshops mentored by the best Apple developers in the industry.

On an Island, surrounded by nature.
And seals. Actual real life seals.
The fluffy kind, not the military kind.



Our reach.

Our reach in numbers. We have teamed up with two community partners to extend our reach.

Swift Island.

@SwiftIslandNL - **419** followers.
65.3K tweet impressions in last 28 days.

Website.

7200 visitors per month

Swift Usergroup Netherlands.

The dutch swift usergroup. They host monthly meetups, write about Swift/ community news and have a fairly big following.

Twitter.

@IHeartSwiftLang - **6127** followers.
31.1K tweet impressions in last 28 days.

Mailinglist.

325 members



Our reach.

Our reach in numbers. We have teamed up with two community partners to extend our reach.

iOS Goodies.

A weekly newsletter and prominent community participant.

Twitter.

@iOSGoodies - **3614** followers.
26.7K tweet impressions in last 28 days.

Mailinglist.

4240 members.
50-54% open rate.
20-23% click rate.

Website.

<http://ios-goodies.com>
2700-3000 unique users per month.

The sponsorship packages.

Seal

Get our seal of approval with this package.
The seal package includes:

- ✓ Name, logo and url on website
- ✓ Name, logo and url on newsletter (~300 people)
- ✓ Mentions on Twitter
- ✓ Adopt **4 seals** or a **North Sea whale** for a year at Eco Mare

Cost: €2500

Buoy

Be a beacon to those sailors coming home.
The buoy package includes:

- ✓ Sponsoring of an open bar for **two** nights.
- ✓ An extra for you and your employees - 10 times a limited edition Texels beer kit with craft beer and a special Texels glass.
- ✓ You'll also get everything from the seal package.

Cost: €5000

The sponsorship packages.

Navy Seal

Be a badass - rescue, name and adopt a seal. When your seal is recovered and well fed, you can set it free in the ocean! The navy seal package includes:

- ✓ Be a badass seal-saver for life. You'll get a certificate from your seal to hang in the office. **An actual seal of approval.**
- ✓ We'll put your logo on a USB drive. Every attendee gets one. We'll load it up before the conference with the latest beta's from Apple.
- ✓ You'll also get everything from the seal package.

Cost: €6000

Lighthouse

Be a lighthouse and make people shine.
The lighthouse package includes:

- ✓ As a diversity sponsor you are sponsoring 5 tickets to 5 people with different backgrounds. This also includes transportation and bike rental. How is that for karma points?
- ✓ You'll also get everything from the seal package.

Cost: €7500

The sponsorship packages.

Island

Want to make a lasting impression? One that people can bring home. Karma to the max.

The island package includes:

- Choose a swag item of your liking. Want to be on everyone's chest when they leave the conference? Sponsor t-shirts. Want to be on everyone's back? Sponsor a backpack. Want to be sure they don't run out of power? Sponsor a solar power bank.
- You'll also get everything from the seal package.

Cost: €9500

If you have ideas about a custom sponsor package, or you have less budget but would still like to sponsor us or If you would like more information regarding one of our sponsor packages, feel free to contact us at info@swiftisland.nl