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| --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | www.dddbrisbane.com sponsorship@dddbrisbane.com | 2016  Sponsorship Prospectus | |  |  | |
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# What is DDD Brisbane?

DDD Brisbane is a **not-for-profit community event run by developers, for developers**. The 2016 event will be held on **Saturday 3rd December**.

DDD events are fairly unique in that they’re almost entirely community-driven and inclusive! Anyone can submit a session to the event, and the community then votes on the sessions they want to see. The top sessions by vote form the agenda.

The event has been running in Brisbane since 2011 and attendance has grown steadily. The 2016 event promises to be the biggest yet, while still maintaining a community feel.

In 2016, we expect between 350 and 400 attendees

## Demographics

Attendees are **almost exclusively software developers** with a lean towards the Microsoft stack and Web. The event also attracts a number of attendees in related specialties such as DBAs, designers, and project managers to name a few.

## Speakers

While most speakers are from the local area, each year sees a significant number of speakers from interstate, and frequently one or two higher profile international speakers.

In previous years, we have welcomed:

* [**Marita Cheng**](http://www.maritacheng.com/bio.html) (2012 Young Australian of the Year and founder of 2Mar Robotics)
* [**Scott Hanselman**](http://www.hanselman.com/about/) (Microsoft Principal Program Manager - Azure, ASP.NET, and Web Tools)
* [**Mads Torgersen**](https://www.linkedin.com/in/madst) (Microsoft Program Manager – C# Language)
* [**Erik Meijer**](https://www.linkedin.com/in/erikmeijer1) (President and Founder of Applied Duality Inc)
* [**Brian Beckman**](https://www.linkedin.com/in/brianbeckman) (Principal Software Engineer at Amazon Prime Air)

# Sponsorship Packages for 2016

There are four primary sponsorship levels available for DDD Brisbane 2016. Availability of sponsorships is on a first-come, first-served basis.

Selection of booth location and placement of banners is decided based on the sponsorship level, then the order of receipt of sponsorship funds.

All sponsors have the opportunity to provide prizes to be drawn at the close of the event. We can handle the entries, or if you’d prefer, you can do it at your booth!

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Platinum | Gold | Silver | Standard |
| Cost | $6,000 | $4,000 | $2,000 | $1,000 |
| Availability | 1 | 8 |  |  |
|  |  |  |  |  |
| Exhibitor space with 6’ table and power provided. | ✓ | ✓ |  |  |
| Pull-up banners able to be displayed on stage in keynote theatre, in foyer area, and in session rooms | 3 | 1 |  |  |
| Specific sponsor acknowledgement during opening address | ✓ | ✓ |  |  |
| Logo printed on attendee nametags1 | ✓ | ✓ | ✓ |  |
| Logo printed on speaker and organizer shirts1 | ✓ | ✓ | ✓ |  |
| Attendee tickets included | 10 | 5 | 3 | 2 |
| Logo included on sponsor slide used in each session | ✓ | ✓ | ✓ | ✓ |
| Attendee bag inserts. Size restrictions apply and all items must be pre-approved by event organisers. | ✓ | ✓ | ✓ | ✓ |
| Logo included in sponsor section of dddbrisbane.com website | ✓ | ✓ | ✓ | ✓ |
| Names and email addresses for attendees who opt in | ✓ | ✓ | ✓ | ✓ |

1 To allow time for printing, inclusion of your logo is subject to receiving sponsorship funds and suitable artwork by October 1st

# Additional Sponsorship Options

As well as the above, there are some additional sponsorship options available. Participation in these options is available in addition to a primary sponsorship package.

Availability of these sponsorship options is on a first-come, first-served basis.

## Attendee Swag Bag Sponsorship

**Cost: $2,000 - $5,000 *One sponsor only***

**Give attendees something to carry all their awesome swag!**

The attendee swag bag sponsor will have their logo pride of place on the bag each attendee receives when registering. The DDD Brisbane logo must also be present, but we’ll work with you to arrange a suitable bag for the event that will get used again and again after the event is done and dusted!

## Major Prize Sponsorship

**Cost: $1,000 - ? *One sponsor only***

**Give away something amazing to one lucky attendee!**

The major prize sponsor will provide the prize everyone is hoping for at the close of the event. You’ll have the opportunity to address the gathered attendees with the last message they hear before leaving. We’ll work with you to choose an appropriate prize, but feel free to let your imagination run wild!

## Coffee Sponsorship

**Cost: $1,500 *One sponsor only***

**Keep everyone alert as their minds get hammered with information!**

The Coffee sponsor gets a special mention during the opening address and has the opportunity to display their logo and/or banner where coffee is being served. Trust me – programmers need coffee! We’ll arrange the coffee; you provide the advertising!

## Morning/Afternoon Tea Sponsorship

**Cost: $1,500 *Maximum two sponsors***

**Recharge the masses when they need it most!**

Morning or afternoon tea sponsors get a special mention during the opening address and have the opportunity to display their logo and/or banner where morning or afternoon tea is being served. We’ll work with you to choose a suitable snack for the attendees.

## Room Sponsorship

**Cost:**

**$1,000 (keynote room) *One sponsor only***

**$750 (session rooms) *Maximum two sponsors***

**Get your name on the door!**

Room sponsors will have their logo on the printed agendas alongside the room, and can add an A3-sized logo to the pull-up banner outside the entrance to the sponsored room. This is a great opportunity to get your logo in the face of each attendee every time they enter the room!

**Have another sponsorship idea? Let us know and we’ll try to make it happen!**