

Global Day of Coderetreat 2012

Saturday, December 8th

Global Sponsor Prospectus

About Coderetreat

Coderetreat is a day-long, intensive practice event focusing on the fundamentals of software development and design. The coderetreat format has proven itself to be a highly effective means of skill improvement by providing developers the opportunity to take part in focused practice away from the pressures of 'getting things done.' Since 2009, coderetreats have grown from small events held in isolated locations to a global community focused on promoting and educating current and future developers how to improve their code-writing skills.

About the Global Day of Coderetreat

For 32 hours on December 8th, coderetreats will be held all over the world as part of the Global Day of Coderetreat. The Global Day of Coderetreat helps to raise awareness of Coderetreats and brings people together from all over the world. Most importantly, The Global Day of Coderetreat helps to support global efforts to find, encourage, and educate the next generation of software developers (through the Coderetreat Community Contribution Fund).

Last year, 94 cities participated. This year, we anticipate approximately 200 cities will participate with an average of 15-20 participants per city.

As a sponsor, your brand will be seen by over 3,000 interested, engaged, skilled, and community-connected software developers.

Galaxy Sponsor - 7,500 USD*

- 3 Minute recorded video to be shown during all 200 events.
- Personalized slide in the rotating deck. Deck runs 8 separate times at all 200 events.
- Logo on the Global day of Coderetreat website.
- Broadcast thanks from thousands of participants on Social Networks (e.g., Twitter, Facebook, Google+).

Globe Sponsor - 4,500 USD*

- Personalized slide in the rotating deck. Deck runs 8 separate times at all 200 events.
- Logo on the Global day of Coderetreat website.
- Broadcast thanks from thousands of participants on Social Networks (e.g., Twitter, Facebook, Google+).

Continent Sponsor - 2,500 USD*

- Company's logo displayed on slide with up to 5 other sponsors. Deck runs 8 separate times at all 200 events.
- Name on the Global Day of Coderetreat website
- Broadcast thanks from thousands of participants on Social Networks (e.g., Twitter, Facebook, Google+).

Time Zone Sponsor - 1,500 USD*

- Company's logo displayed on slide with up to 10 other sponsors. Deck runs 8 separate times at all 200 events.
- Broadcast thanks from thousands of participants on Social Networks (e.g., Twitter, Facebook, Google+).

Giveaway Sponsor

Giveaway sponsors provide event specific materials, logo-wear, and/or company branded promotional materials, licenses to software, subscriptions to services, or other SWAG (Stuff We All Get). Promotional material and giveaways help increase excitement at the event and also give sponsors another opportunity to promote their goods and services.

Contact Information

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** The Coderetreat Community Contribution Fund is organized and operated as a non-profit, pending 501(c)(3) approval which promotes, coordinates, and helps fund directed practice events (like coderetreat) globally. Funds not utilized directly for the Global Day of Coderetreat will go to the Coderetreat Community Contribution Fund.*