

# PNWPHP – Sponsorship Prospectus

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September 11<sup>th</sup>-12<sup>th</sup>, 2015 – Seattle, Washington

The **Seattle PHP User Group** [@seaphp], **PDX PHP Users Group** [@phpdx], and **Vancouver PHP Meetup** [@phpvancouver] invite PHP developers everywhere, and of all skill levels, to come learn, network, and hack together with us in Seattle at the first **Pacific Northwest PHP (PNWPHP)** conference.

This community-run, not-for-profit conference targets a wide variety of developers, from students to professionals. We want to keep our ticket prices as low as possible, so we are depending on sponsors like you to help us provide an amazing and affordable experience for the attendees and speakers.



## About the Conference

Our 2-day, multi-track conference will take place on **September 11<sup>th</sup>–12<sup>th</sup>, 2015**, in **Seattle, WA**. It will be hosted at **Impact Hub Seattle**, a cool co-working and event venue in the Pioneer Square neighborhood of downtown Seattle, within walking distance of Pike Place Market, the Puget Sound waterfront, the Seattle Underground Tour, Century Link Field, many hotels and restaurants, and the SoundTransit Central Link light rail—for easy access to SeaTac (SEA) airport. It is also only 2 miles away from the Space Needle and Pacific Science Center.

## Themes

1. **Cloud is the New Normal**
2. **Proudly Invented Elsewhere**
3. **Community Works**

## Ticket Prices

- **Corporate** (\$349) – Available to attendees whose tickets are being paid for their company/employer or who are being reimbursed for their tickets.
- **Individual** (\$239) – Available to attendees who are paying for their own tickets, including those who must take vacation time to attend, or who are independent contractors.
- **Early Bird Individual** (\$199) – Available until July 1<sup>st</sup>, 2015, for individuals.
- **Student** (\$149) – Available to full and part time students; proof of student status is required.
- **Early Bird Student** (\$129) – Available until July 1<sup>st</sup>, 2015, for individuals.



## Conference Sponsorship

The PHP user groups in the Pacific Northwest are all volunteer-run organizations, and rely on kind sponsors to host their activities. We hope that you will chip in to make this regional event a success.

***Our invitation to sponsor is to any company that employs, recruits, supports, or provides services to PHP developers, web developers, or other companies that use PHP.*** We hope that you will seriously consider sponsoring the Pacific Northwest PHP conference and that your investment in this event brings in new customers, supports existing customers, attracts new employees, and reflects positively on your reputation and public image.

Please review the following sponsorship options (both the sponsorship levels and a la carte opportunities). If you are interested in sponsoring, have any questions, or would like to negotiate something special, please send an email to [jeremy@seaphp.com](mailto:jeremy@seaphp.com).

### Standard Sponsorship Packages

We have standard sponsorship packages (e.g., platinum, gold, silver, etc.) priced from \$500 to \$5000 for those that want to provide general sponsorship and support. We also have a set of *a la carte* sponsorship opportunities (e.g., sponsored meals, rooms, lanyards, socials, etc.) for those of you wanted to brand certain parts of the conference. We understand that sponsors want a valid return on investment and we try to facilitate that as much as possible.

### Sponsorship Packages Comparison

Benefit	Platinum	Gold	Silver	Bronze <sup>†</sup>	Copper
Guaranteed <sup>††</sup> breakout session for your speaker	✓	-	-	-	-
Free-standing sign placement at event <sup>†††</sup>	✓	-	-	-	-
5-ft. table in exhibitor area	✓	✓	-	-	-
Featured sponsor in emails to attendees	2	1	-	-	-
Logo placement on conference entrance sign	✓	✓	-	-	-
Flier/brochure in attendee "Goodie Bag"	✓	✓	✓	-	-
Logo on conference program/schedule	Large	Medium	Small	-	-
Blurb in sponsorship section of the website	✓	✓	✓	-	-
Email access to "Job Seekers List"	✓	✓	✓	-	-
Posting access to "Job Posting Board"	Full Page	Full Page	½ Page	¼ Page	-
Callout in conference opening/closing ceremony	✓	✓	✓	✓	-
Free conference tickets for employees	5	3	2	1	-
Small sticker/card in attendee "Goodie Bag"	✓	✓	✓	✓	✓
Social media mentions on Twitter and Facebook	4+	4+	3+	2+	2+
Logo/link placement on website (ordered by level)	✓	✓	✓	✓	✓
PRICE (NUMBER AVAILABLE)	\$5000 (3)	\$3000 (5)	\$2000 (∞)	\$1000 (∞)	\$500 (∞)

<sup>†</sup> If you cover a remote speaker's travel and lodging costs, you will automatically qualify for a Bronze-level sponsorship or \$1000 off of another sponsorship package.

<sup>††</sup> Speakers must still submit through the Call for Papers and meet the requirements for content quality and speaker ability.

<sup>†††</sup> The sponsor must provide and ship/return their own signs.

### Community Sponsorship - \$100

Thanks for all you do for the PHP community! If you represent a user group, conference, event, book, magazine, newsletter, freelancer, non-profit, or free service within the PHP community, we'll show your logo and link on the Community Sponsors section of our sponsors page on the conference website and announce your sponsorship via social media. You can also provide a sticker/card in the Goodie Bag. (Note: We have the final say on whether your organization fits under this sponsorship or should pay for a Copper level sponsorship.)

## A La Carte Sponsorship Opportunities

The standard packages are important to us for raising the general funds for the conference, but we also have additional a la carte sponsorship opportunities. By taking advantage of these, you're investing in and exclusively branding a specific part or sub-event of the conference. You also get Copper-level benefits, if you don't already have them via another sponsorship package.

Opportunity	Availability	Price
<b>Sponsored lunch</b> <i>Includes name/logo on the schedule, few minutes to address attendees.</i>	1/2	\$2000
<b>Sponsored breakfast</b> <i>Includes name/logo on the schedule.</i>	2/2	\$1000
<b>Sponsored breakout room</b> <i>Includes audio/written mentions with room name, sign placement inside room.</i>	3/3	\$1000
<b>Additional "Goodie Bag" flier</b> <i>In addition to one already provided as part of a sponsorship package.</i>	∞	\$300
<b>Additional "Goodie Bag" sticker</b> <i>In addition to one already provided as part of a sponsorship package.</i>	∞	\$50
<b>Sponsored "Goodie Bag"</b> <i>Includes logo on the "Goodie Bag", which every attendee receives.</i>	1/1	\$1000
<b>T-shirt logo</b> <i>Includes logo on the t-shirt, which every attendee receives.</i> <i>Note: You can sponsor all three t-shirt logo spots for exclusivity.</i>	3/3	\$1000
<del><b>Lanyard logo (ALL GONE)</b></del> <i>Includes logo on the lanyard, which every attendee receives.</i>	0/1	\$1000
<b>Video recording sponsor</b> <i>Includes a brief "sponsored by" message in each of the video recordings.</i>	2/3	\$2000
<b>Sponsored speaker dinner</b> <i>Includes a sign placement and short message to group. Talk to us for more details.</i>	1/1	Ask
<b>Sponsored hack-a-thon</b> <i>Help organize topics and prize for hack-a-thon. Talk to us for more details.</i>	1/1	\$3000
<b>Sponsored opening social</b> <i>Includes a sign placement and short message to group. Talk to us for more details.</i>	1/1	\$3000
<b>Sponsored after party</b> <i>Includes a sign placement and short message to group. Talk to us for more details.</i>	2/2	Ask
<b>Scholarship (helps 1 or more developers to come to the event)</b> <i>Special recognition as a scholarship sponsor. Happy feelings.</i>	∞	\$500

## Thank You

Thank you for sponsoring the Pacific Northwest PHP Conference! We hope that you will join with us to provide an awesome conference to the PHP community.