

BrooklynAlpha

The Cabinet, Brooklyn NY

• OCTOBER 9TH-11TH 2012 •

sponsors@brooklynalpha.org // www.brooklynalpha.org

What is Brooklyn Alpha?

Brooklyn Alpha is a friendly, attendee-focused build-a-thon where a small group of talented, motivated designers and developers get together to share ideas, get excited, and get to work building something they're passionate about.

Build Something You Love

The focus of these three days in October will be on building exciting new things. Every attendee will be working within a small team to dream up an idea and then work together to turn that idea into reality.



Every attendee will work with a team to dream up, design and build a project.

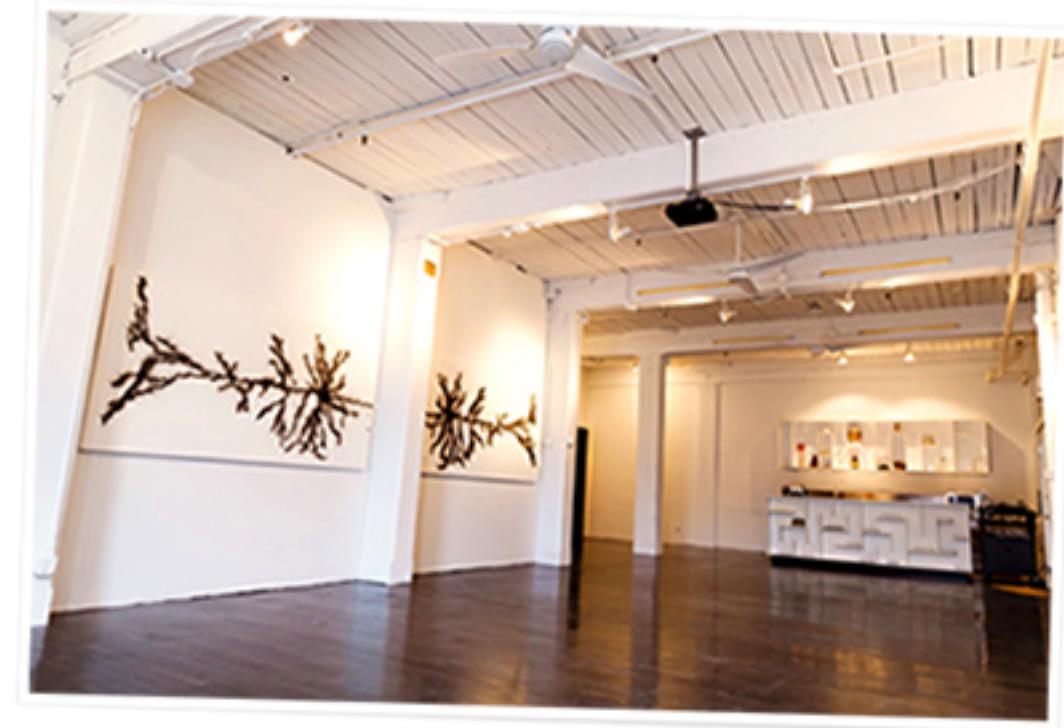
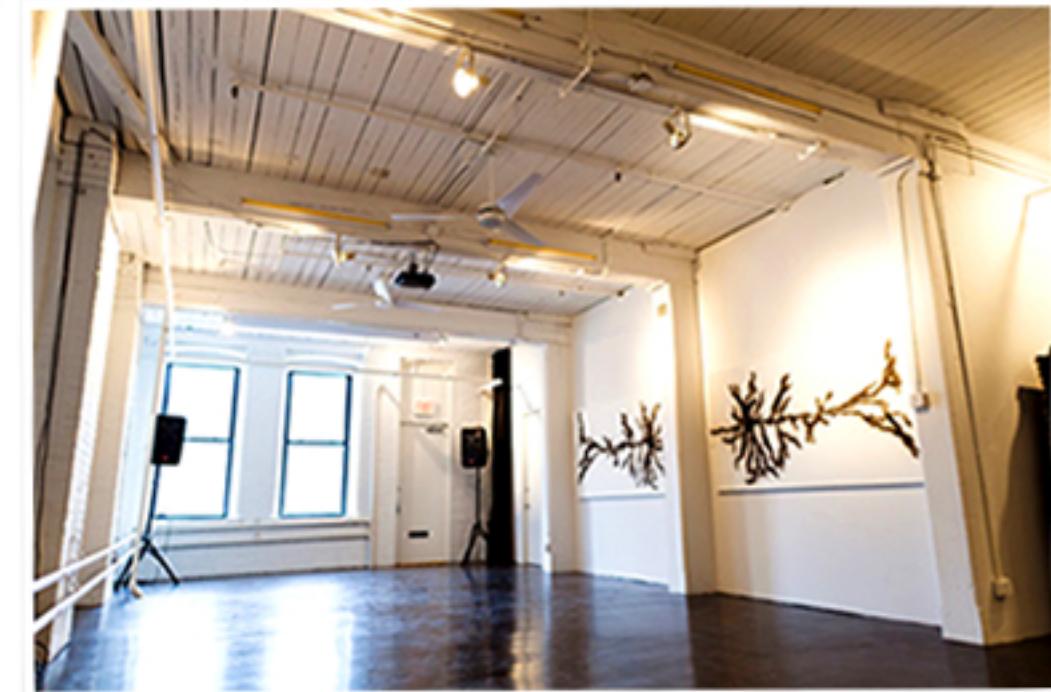
Get Feedback From Everyone

There are dozens of hack-a-thons during the year, what makes ours different is our focus on working with everyone to get things done. The competition will be very friendly. Every team and individual is encouraged to interact with other teams by providing and getting feedback on ideas, designs, code and their projects in general. *We're all friends here.*

The Venue



The Cabinet is an art and event space located in the Gowanus neighborhood of Brooklyn. The late 19th century building that houses it and its welcoming interior give it that unmistakable Brooklyn charm making it a perfect location for hosting a small, friendly build-a-thon.



Brooklyn Alpha 2011

Last October was our first time hosting Brooklyn Alpha. We were new at organizing an event and didn't quite know what to expect. The response we received was overwhelmingly positive.



It's important to us to keep a permanent record of each year's event. Last year is archived at <http://brooklynalpha.org/2011>

Why Sponsor?

Brooklyn Alpha is a gathering of incredibly passionate and motivated web designers and developers who, through their hard work, help shape the future of the web on a daily basis. By sponsoring, you will secure a place in their hearts and minds.

The Bigger Picture

While Brooklyn Alpha is a small gathering, it is part of a larger movement to bring the web community together to meet, greet and share ideas and inspiration. As a sponsor, you will be *recognized for furthering growth* and enthusiasm in the burgeoning Brooklyn web community.



Amazing things can be done by small teams of talented, motivated people. We're working hard to help bring these teams together.

Of Course You're Invited

As a sponsor you're more than welcome at with the event. Have an evangelist or API specialist? We'd love for them to be on site to talk with attendees about any questions that may come up. The final day everyone will show off their hard work, you'll definitely want to be there for that.

Sponsorship Levels

SPONSOR \$500

- Your logo on the Brooklyn Alpha web site.
- Your account added to the Twitter list @brooklynalpha/sponsors.
- A Tweet from @brooklynalpha about how awesome you are.

SILVER \$1000

- Sponsor plus...
- Second tier placement in the sponsors section of the Brooklyn Alpha web site.
 - Your branding on banners displayed throughout the conference.
 - A warm recommendation from us during the conference.

GOLD \$3000

- Sponsor and Silver plus...
- Exclusive first tier placement in the sponsors section of the Brooklyn Alpha web site.
 - A short presentation during the conference.
 - Your branding on an exclusive banner shown throughout the conference.
 - Our undying love & affection and/or a guaranteed standing ovation during the conference.

We're also open to other creative sponsorship ideas. Want to sponsor lunch for a day? Drinks for an evening? Something else we haven't thought of? Let us know, we'd love to have your support.

Ready. Set. Go!

We're confident that Brooklyn Alpha is going to be an incredible event that's going to generate quite a buzz in our web community. We'd love for you to be a part of it. Contact us at:



sponsors@brooklynalpha.org



*A huge thank you from Tom, Tyler and all the
Brooklyn Alpha crew!*