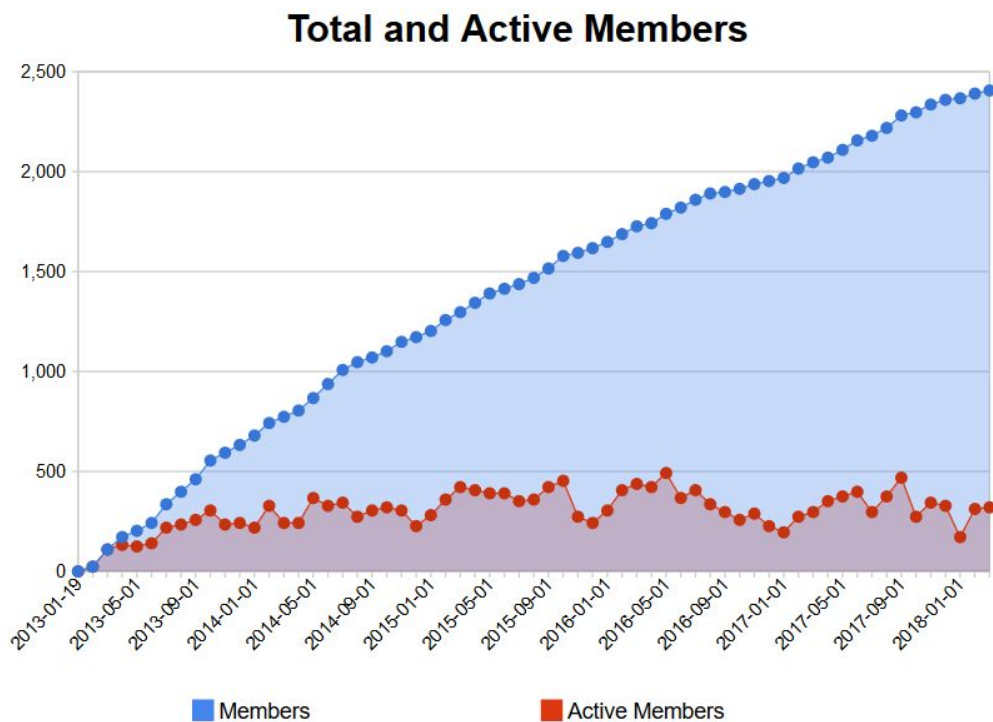# Chicago JUG Media Guide

Mission

The Chicago Java Users Group is here to help the Java Professional. We want to make Chicago the 'best' place to be a Java developer, by offering a support network that allows each individual Java developer to grow! Its only purpose it to serve its community by focusing on three areas: - Learning about the Java Craft - Making a Difference in the Java Community - Growing as a Java Professional.

Stats

Total and Active Members

CJUG Quick Facts	
24 Standard Meetups per year with 50 developers in attendance on average	We are inclusive
Nearly 1000 Twitter followers @cjug[1]	9 Diverse Board Members[2]
Access to the top Network of Java Professionals (Speakers, Consultants, Movers)	We have a track record of growing local speakers

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[1] twitter.com/cjug
[2] http://cjug.org/officers-and-board.html

Sponsorship Opportunities

One goal of the CJUG is to allow developers to meet, discuss and learn from our regularly scheduled presentations. These meetings are a fantastic opportunity to connect or network with employers and the Chicago tech industry. Benefits of this symbiotic relationship between developers and employers includes career opportunities, showcasing employer offices, raffles, freebies and discounts. Many years ago, CJUG relied on membership fees to cover a minimal set of expenses. Today we partner with local companies to create win-win opportunities for developers and employers. We strive to combine unmatched content at the best places to work in Chicago.

If you are interested in becoming a sponsor, we are offering multiple levels of privileges (shared or exclusive) such as speaking or presenting briefly at a meeting, hosting opportunities, and other advertising or marketing opportunities through our social networks.

Per Meeting Sponsorship

Sponsorship Type	Item you provide	Benefits	Average Sponsor Cost[3]
First Drink On Me	Round of Drinks after the meeting	'Thank you' Tweet featuring your company. Logo in slides during announcements.	~$200 Variable based on attendance
Venue + Food	Location for the talk. Food and beverages.	'Thank you' Tweet featuring your company. Sponsor segment during Announcements with Logo in Slides.	~$400 Variable based on attendance
Speaker	Travel and Lodging for an Out-of-Town Speaker	Thank you Tweet featuring your company. First Dibs on Venue Sponsor segment during Announcements with Logo in Slides.	~$1000 Variable based on Speaker Travel expenses

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[3] The Average Sponsor Cost denotes the average a sponsor spent covering the type of sponsorship (food / drinks / travel expenses)

Annual Sponsorship

Sponsorship Type	Benefits	Cost
Gold	1 year Logo on Marketing Material for CJUG events (CJUG4Kids, Polyglot, Meetups) First Dibs on Venue (with a non-sponsored speaker) All Silver Benefits	$3000 (only 2 of these available)
Silver	Logo on web properties (Website, Meetup) Logo on Meetup Slides	$1500
Friends of Polyglot	Logo on Polyglot Party as a sponsor	$1000
Friends of CJUG4Kids	Logo on CJUG4Kids events	$1000
Conference Scholarship	Logo and Thank You in CJUG Newsletter on Scholarship Award Announcement.	$1000

Events

Meetups

CJUG regularly holds 2 meetups a month on the first Thursday and third Tuesday. This means that companies that provide annual sponsorship will receive exposure at 24 meetups annually with an average attendance of about 50 members. This is about 960 impressions annually on developers that are perfecting their craft above and beyond their regular work hours. In other words, these are the people you want to hire. Our meetups feature speakers from around the world. Just last year we hosted 4 speakers from overseas. We also get stateside superstars like Venkat Subramaniam, Brian Goetz, and Ken Sipe. These names draw the best developers Chicago has to offer and provide great opportunities to build awareness of your company's brand.

CJUG4Kids

For the last few years, CJUG has been involved in a kids programming event partnering with GOTO JR as well as Devoxx4Kids. This year we're looking to host a few events on our own to help inspire the next generation of programmers. CJUG draws from volunteers that have worked in FIRST, Girls Who Code, and Hak4kidz. We look to offer these programs at a low cost to help make sure Chicago continues to be a first class destination for developers. Our Gold sponsorship offers companies an opportunity to participate in keeping the attendee costs down and show their commitment to STEM education.

Polyglot Party

Every summer CJUG collaborates with the ChiPy and Chicago Ruby meetup to throw a party for our memberships. This party consists of renting a bar for the evening and providing food and drink for attendees, while offering developers a great opportunity to relax and mingle with other communities and language fans. It also offers great opportunities for companies to show Chicago developers that are a part of that culture. There are very few opportunities to appeal to 3 of the largest Chicago developer communities at the same event. We publicly thank all event sponsors during the peak of the event and provide them with a brief slot to get the word out about their products and/or awesome work environment.

Conference Scholarship

CJUG provides travel scholarships to tech conferences for our members. Providing travel scholarships strengthens our group and our community. Members who may not be able to

attend conferences without these scholarships gain a unique opportunity to enhance their skills and knowledge by attending sessions, grow their personal network by engaging with other conference attendees, and bring new insights back to the Chicago community upon return from those events. Corporate sponsorship who provide for these scholarships will be recognized when announcing the scholarship, on the scholarship website, and when the winner is announced.

Planned Expenditures

Event	Estimated Cost
CJUG4Kids	$3,000
Polyglot Party	$3,000
Conference Scholarship	$2,000