



# Sponsor Opportunities

## GDG DevFest The Netherlands

Saturday October 10th 2015

### Contact details

#### Stichting The Dutch Android User Group

*"Stichting" is the Dutch word for foundation*

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Twitter:

[@dutchaug](https://twitter.com/dutchaug)

Google+ Page:

[The Dutch Android User Group](https://plus.google.com/+TheDutchAndroidUserGroup)

LinkedIn Group:

[The Dutch Android User Group](https://www.linkedin.com/groups?gid=11111111)

# Introduction

First of all thank you for your interest in becoming a sponsor of the GDG DevFest The Netherlands 2015! Sponsoring the GDG DevFest The Netherlands 2015 gives you the opportunity to brand your company and products as *community friendly* and is a great opportunity to meet with a lot of Google Technology enthusiasts on a high-level developer event.

Nearly 700 Google Developer Groups (GDG) in over 100 countries organize regular Google Tech events for their local community. Many of them once a year join hands in organizing a GDG DevFest. At these DevFests combined more than 40.000 attendees worldwide will have the opportunity to learn about Google technology in a friendly environment. National and international speakers will take the group up to speed with the latest on Google technology and share their experiences in real life projects via talks and hands-on workshops.

The GDG DevFest The Netherlands event is organized by [GDG Dutch Android User Group](#) (main organizer), [GDG The Netherlands](#), [The Dutch AngularJS Group](#) and [Golang Amsterdam](#). The Dutch GDG DevFest is a free, single day conference event, including a t-shirt, goody bag, lunch and an after party. Last year We organized a conference day with 18 sessions and 2 workshops. Tickets sold out in a little more than a day and we welcomed 260 attendees. We are planning to open the door for 500 attendees this year and you can help us making them feel right at home!



Group photo of last years GDG DevFest attendees. Read more about it in [this blog post](#).

On the next pages we will describe each sponsor level and opportunity in detail. If you think of another creative way to sponsor our DevFest, we are very interested to hear about it as well!



## Platinum Sponsor (€3000,- excl. 21% VAT)

The Platinum sponsor is our *exclusive*, main sponsor that will carry the biggest and loudest logo affiliated with the GDG DevFest The Netherlands, at the venue and throughout the various announcements. The platinum sponsor will put you right next to Google's logo on the various logo sheets we'll use before and during the conference.

- You are allowed to set up a promotional banner on all (3) stages
- An extra "*Meet the platinum sponsor*" blog post with your custom content on the conference website.
- We will put your company logo + link in the sponsor section on the <http://www.dutchaug.org> website for 6 months
- We will announce the Platinum Sponsor in an extra edition of our newsletter (which normally is sent out once a month) to our more than 700 members.
- We will send out a tweet, a post on LinkedIn, a post on Google+ with a link to a web page of your choice.
- We will put your company logo with a link to a web page of your choice on the event website, the tickets page on Eventbrite, our event page on Meetup.com and our event page on Google+.
- We want to give you the possibility to present a session on our DevFest (with an appropriate topic in one of our three categories Google Cloud, -Web or -Mobile)
- You are allowed to put up to 3 items in the goody bag, or even better, you are allowed to provide the bag itself with your company logo.
- You are allowed to set up a conference booth at the conference venue
- A 2 minute introduction of your company in our opening presentation
- Showing a full company promo slide in our opening presentation.
- Showing up to 4 promo slide in a rotating slide show in the various breaks.
- 5 reserved tickets to the conference

## **Gold Sponsor** (€1500,- excl. 21% VAT)

The Gold Sponsor package for GDG DevFest The Netherlands 2015 is set to €1500,- (excl. 21% VAT). We are proud of our Gold Sponsors and we will let the world know with the following actions:

- We will announce the Gold Sponsor in a scheduled edition of our newsletter (which normally is sent out once a month) to our more than 700 members.
- We will send out a tweet, a post on LinkedIn, a post on Google+ with a link to a web page of your choice.
- We will put your company logo with a link to a web page of your choice on the event website, the tickets page on Eventbrite, our event page on Meetup.com and our event page on Google+.
- We want to give you the possibility to present a session on our DevFest (with an appropriate topic in one of our three categories Google Cloud, -Web or -Mobile)
- You are allowed to put 1 item in the goody bag.
- You are allowed to set up a conference booth at the conference venue
- Showing a full company promo slide in our opening presentation.
- Showing up to 2 promo slide in a rotating slide show in the various breaks.
- 3 reserved tickets to the conference

## **Silver Sponsor** (€750,- excl. 21% VAT)

The Silver Sponsor package for GDG DevFest The Netherlands 2015 is set to €750,- (excl. 21% VAT). We are equally proud of our Silver Sponsors and we will show it with the following actions:

- We will announce you as our Silver Sponsor in a tweet and a post on Google+ with a link to a web page of your choice.
- We will put your company logo with a link to a web page of your choice on the event website, the tickets page on Eventbrite, our event page on Meetup.com and our event page on Google+.
- You are allowed to set up 1 company banner at the conference venue.
- Showing a half page company promo slide in our opening presentation.
- Showing 1 promo slide in a rotating slide show in the various breaks.
- 2 reserved tickets to the conference.

## **Bronze Sponsor** (€375,- excl. 21% VAT)

The Bronze Sponsor package for GDG DevFest The Netherlands 2015 is set to €375,- (excl. 21% VAT). Yes, of course we are proud of our Bronze Sponsors as well and in return we will:

- Announce you as our Bronze Sponsor in a tweet and a post on Google+ with a link to a web page of your choice.
- We will put your company logo with a link to a web page of your choice on the event website, the tickets page on Eventbrite, our event page on Meetup.com and our event page on Google+.
- Show your company logo on a slide in our opening presentation.
- 1 reserved ticket to the conference.

## Sponsor overview per level

	<b>Platinum</b> €3000	<b>Gold</b> €1500	<b>Silver</b> €750	<b>Bronze</b> €375
Reserved tickets to the conference	5	3	2	1
Branding in opening presentation	full slide	full slide	half page slide	logo
Logo + link on the various event pages	✓	✓	✓	✓
Sponsor announcement in tweet & Google+ post	✓	✓	✓	✓
Promo slide in rotating slide show during breaks	4	2	1	
Banners at venue			1	
Company booth at venue	✓	✓		
Sponsor announcement on LinkedIn	✓	✓		
Sponsored talk	✓	✓		
Newsletter announcement	exclusive	section		
Company booth at venue	✓	✓		
Items in goodie bag	3	1		
Provide goodie bag itself with company branding	✓			
2 minute company pitch in opening presentation	✓			
A company banner on all (3) stages	✓			
Meet the platinum sponsor blog-post	✓			
Company logo+link on dutchaug.org website	✓			



Draft artwork of this year's DevFest t-shirt

## Goodie sponsor

What is a conference without some great goodies?! If you will sponsor our DevFest as Platinum or Gold sponsor you are allowed to put 3 respectively 1 item in the goodie bag. Our advice: *"Be creative!"* A pen or notepad probably won't get you the desired attention so please let us know what you want to sponsor and we can tell if our attendees will get enough warm fuzzy feelings when they lay eyes on those goodies.

## After Party sponsor

At the end of the event we will invite all attendees to the after party in a nearby cafe. Of course we want to serve the necessary snacks along with the cold beers. Sponsoring the after party will underline the coolness factor of your company. You are allowed to put up a table, banners, what have you. It's your party! The after party sponsor package is set to €2000,- (excl. 21% VAT). Additionally you will receive all the perks of a Gold sponsor.



The After Party at the end of GDG DevFest The Netherlands 2013, sponsored by Big Nerd Ranch



The After Party at the end of GDG DevFest The Netherlands 2014, sponsored by IceMobile

# Checklist

If you want to make use of one of the sponsor packages described on the previous pages we need some company information and artwork to quickly progress things.

## Company info

- **Company name** (+ slogan, if applicable)
- **Short company description** (300 words. Preferably related to Google technology). This text will be used in the various social media announcements.
- **Link to a web page** will be used in the various social media announcements
- **Invoice details** Your company name, name of your financial department or person to address the invoice to, a PO number, a BTW number (dutch VAT) if applicable.
- **Twitter handle**
- **Google+ Page**

## Artwork

- **Company logo - rectangular / horizontal** (Large PNG or vector image)
- **Company logo - square** (Large PNG or vector image)
- **Promo slide (Gold / Silver sponsors only)** preferably in Keynote. Powerpoint will work as well, but then please make a screenshot of your powerpoint slide so it best displays how you originally intended the slide. Of course a PDF or PNG/JPG is fine as well.). If you are Gold Sponsor please create a couple of promo slides we can use in the rotating slide show during the various breaks.



# About The Dutch Android User Group

Stichting The Dutch Android User Group, or DutchAUG in short, organises monthly meetups where Dutch Android professionals can meet and connect with each other. The main goal is to inspire and be inspired by hearing members sharing their knowledge about- and experiences with their passion, Android.



The organizers; from left to right: Dennis, Hugo, Johan, Wiebe and Paul

Our meetups are fun and technical, with presentations done by Android gurus, open discussions, demo's and workshops in an informal setting. The purpose is to provide "the Dutch Android professional" a place to learn more about the Android technology, ask questions and meet other people.

The foundation doesn't have a member administration but there are various ways that people can be informed about our events and activities. The following information is from August 2015:

<a href="#">Meetup.com:</a>	<b>700+</b> members
<a href="#">LinkedIn group:</a>	<b>144</b> members
<a href="#">Twitter @dutchaug:</a>	<b>317</b> followers
<a href="#">Google+ page:</a>	<b>1581</b> followers and <b>300K</b> pageviews

On average 30 to 50 people join our monthly meetups. Once or twice a year we have larger meetups where we welcome 100-250 attendees. The GDG DevFest is one of those events. Apart from organising our own events the DutchAUG (board) members are speaking at national conferences like [droidcon](#), [BABBO](#), [mdevcon](#), [Mobile Down South](#), [NLJUG J-Fall](#)