



ela conf

2017
Sponsorship
Prospectus

Mission

Ela is a conference and community with a goal to create a safe, supportive, inspiring and comfortable space for adult (18+) marginalized genders to gain the confidence needed to become leaders, speakers, writers, and teachers in the world of tech.

We're a not-for-profit initiative with 100% marginalized gender founders, organizers, speakers, volunteers, and attendees.

Event Video: bitly.com/elapromo

The Conference

Ela Conf takes place each fall in Philadelphia, PA.

- Speaker mentors
- Financial/diversity grants
- Childcare stipends
- Speakers travel coverage



The Community

In order to make the most of the conference experience each year we have a number of remote community initiatives to help everyone connect and grow their leadership skills.

- AMAs
- Office Hours
- Lunch & Learns
- Coaching sessions



Letter to Potential Sponsors

Reach out to us at hello@elaconf.com

Hello,

Ela Conf is simply not possible without your support. We aim to keep ticket costs low while also offering childcare stipends, financial and diversity grants, cover all meals, secure a centrally located venue, reimburse speaker travel and lodging, and host a networking party following the event. The spirit of the event focuses on providing a platform for new and experienced speakers to share their stories and knowledge.

The Ela Slack channel currently has 250+ members where women get and give advice, participate in AMAs, discuss political activism, and all-around support each other, establishing a year-round connection that helps ensure the conference is as welcoming and comfortable as possible.

In the event that a profit is made from our fundraising efforts we pass along a donation to Girl Develop It and carry over a small amount as a venue downpayment for the following year.

Endless thanks for your support, we cannot wait to call you a partner in our mission.



Joni, LeeAnn, Katy, Arti, Shanise

Sponsorship Opportunities

| | \$2,000 | \$4,000 | \$6,000 | \$15,000 |
|-------------------------|-----------------------|--------------------------|-------------------------|-----------------------|
| | Community Builder (5) | Conference Supporter (3) | Ecosystem Supporter (2) | Signature Sponsor (1) |
| Logo on site, slides | ✓ | ✓ | ✓ | ✓ |
| Social media mentions | ✓ | ✓ | ✓ | ✓ |
| Tickets | 1 | 2 | 4 | 8 |
| Job postings | 1 | 2 | 4 | 8 |
| Logo on entry signage | | ✓ | ✓ | ✓ |
| Logo in '17 newsletters | | | ✓ | ✓ |
| 70-word desc on site | | | ✓ | ✓ |
| Food sponsor | | | ✓ | ✓ |
| Promo items on table | | | ✓ | ✓ |
| Logo on lanyards | | | | ✓ |
| Logo on stage | | | | ✓ |
| 10 minute Fri PM talk | | | | ✓ |

Networking Event Sponsor: \$5,000

Become our networking event partner; it's fun, we promise.

Our networking afterparty is listed among the most enjoyable parts of the event. It is a great opportunity to unwind, reflect on the talks from the past day and a half, and truly get to connect with peers in a more intimate setting.

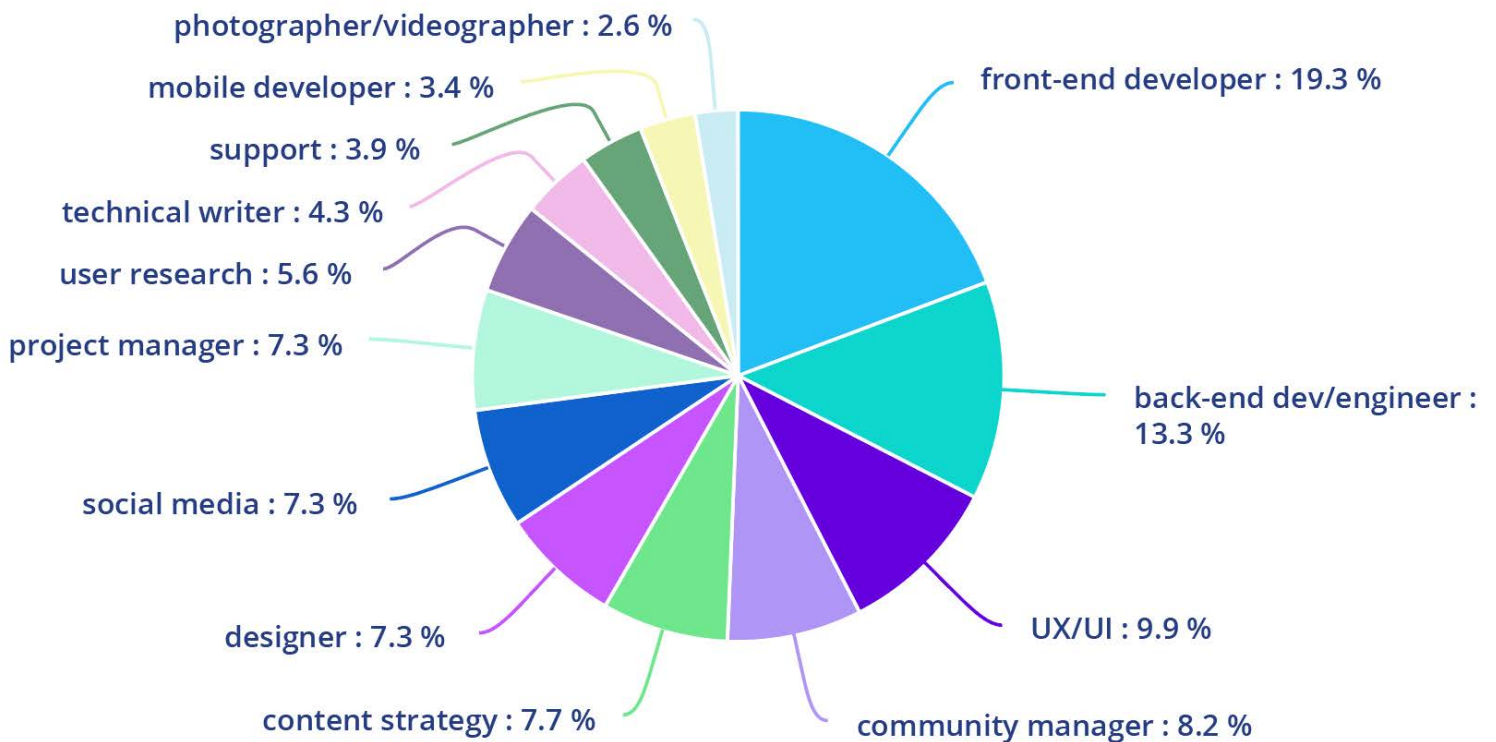
The networking event sponsor will:

- Get logo placement on main site and signage at party
- Cover refreshments for all
- Have an opportunity to speak to the group for 5 minutes
- Allow us to host a speed "dating" activity for friendships
- Be permitted to distribute swag items at party
- Have name and logo on site, slideshow, and in newsletter alongside networking details
- Get mentions on social media
- Receive up to 8 tickets to networking party; must be of marginalized gender to attend
- Receive 3 tickets to conference

Survey Results, Careers

Full survey results: elaconf.com/2016/#evaluation

What type of work do you do?

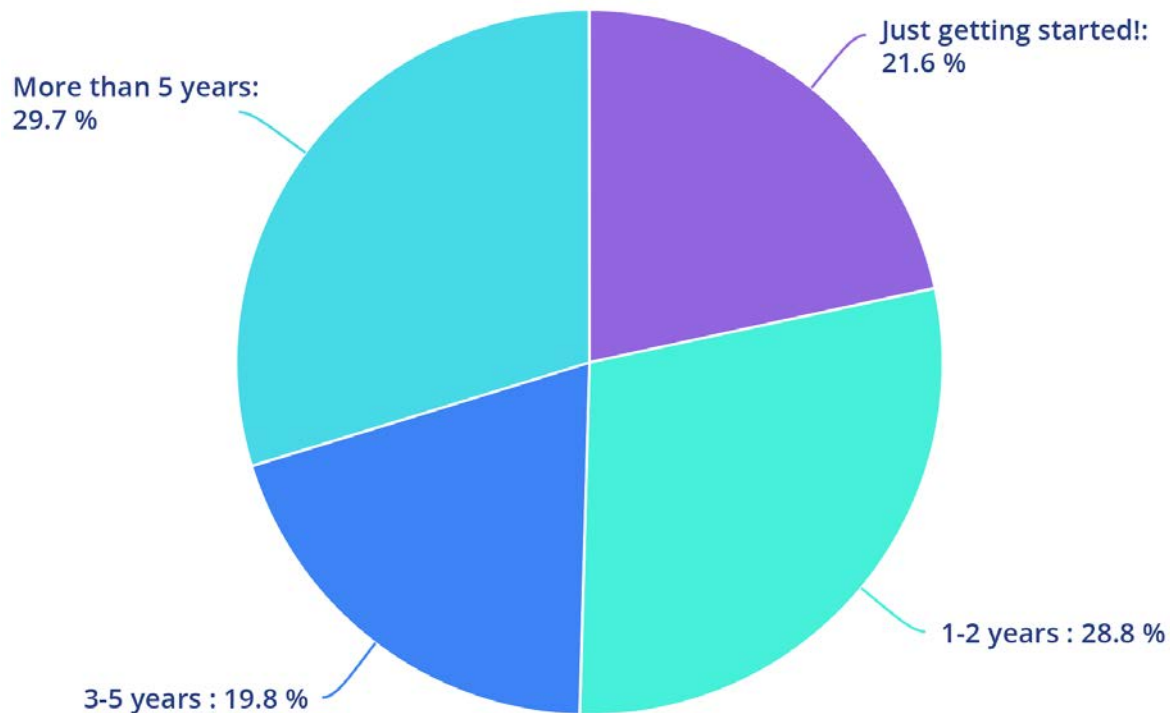


While a majority of Ela Conf 2016 attendees were developers, we work to empower and welcome *all*, regardless of job title. The nature of our content is not specifically technical, but rather focused on advancing certain individual leadership skills.

Survey Results, Experience

Full survey results: elaconf.com/2016/#evaluation

How far along are you in your tech career?



Our Ela Conf 2016 attendees consisted of a very even mix of experience levels. Having this diversity strengthens our community as participants are able bond with peers and learn from role models.

Past Sponsors

Want to see your logo next to these lovely companies?

Mapbox

GitHub

zapier

Braintree
A PayPal Company

Cerner



U.S. Cellular

agilebits

DigitasHealth
LifeBrands



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WILDBIT

devbootcamp

NowSecure™



DRAMAFEVER

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