



# elab 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](https://bitly.com/elapromo)**

## The Conference

Ela Conf takes place each fall in Philadelphia, PA.



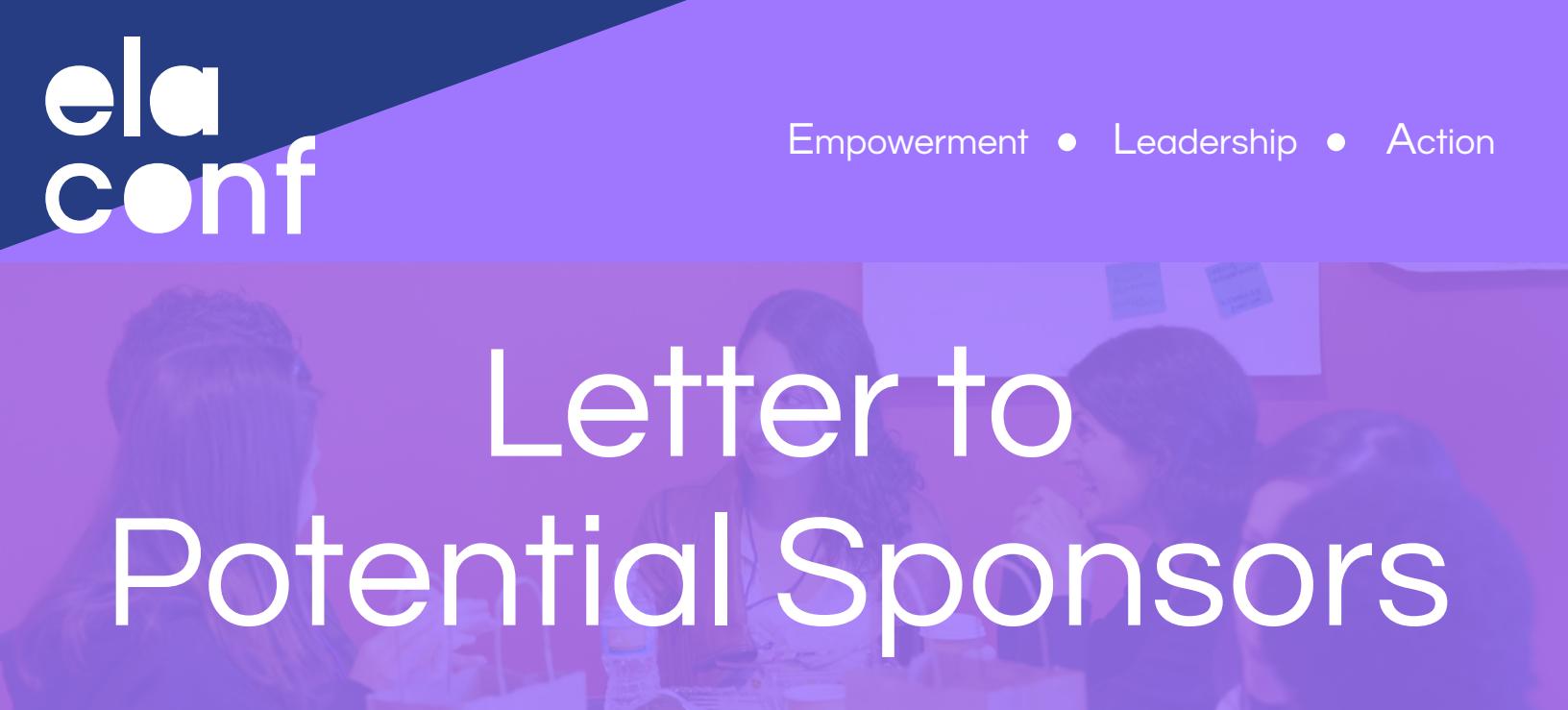
- Speaker mentors
- Childcare stipends
- Financial/diversity grants
- Speakers travel coverage

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



# Letter to Potential Sponsors

**Reach out to us at [hello@elaconf.com](mailto: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 310+ 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

20% off  
additional  
tickets

\$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	2	3	5	10
Job postings	2	3	5	10
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.

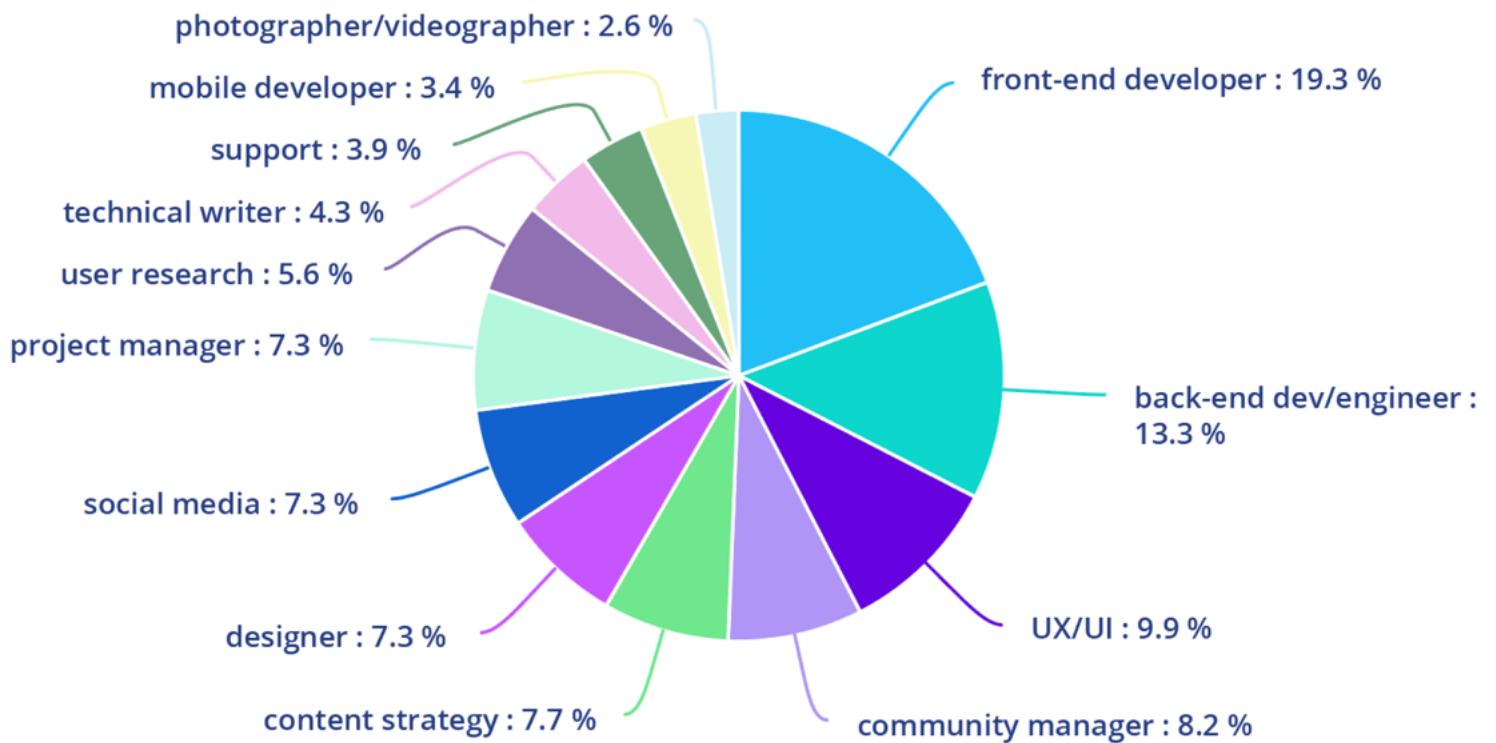
## The networking event sponsor will:

- 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](http://elaconf.com/2016/#evaluation)

What type of work do you do?

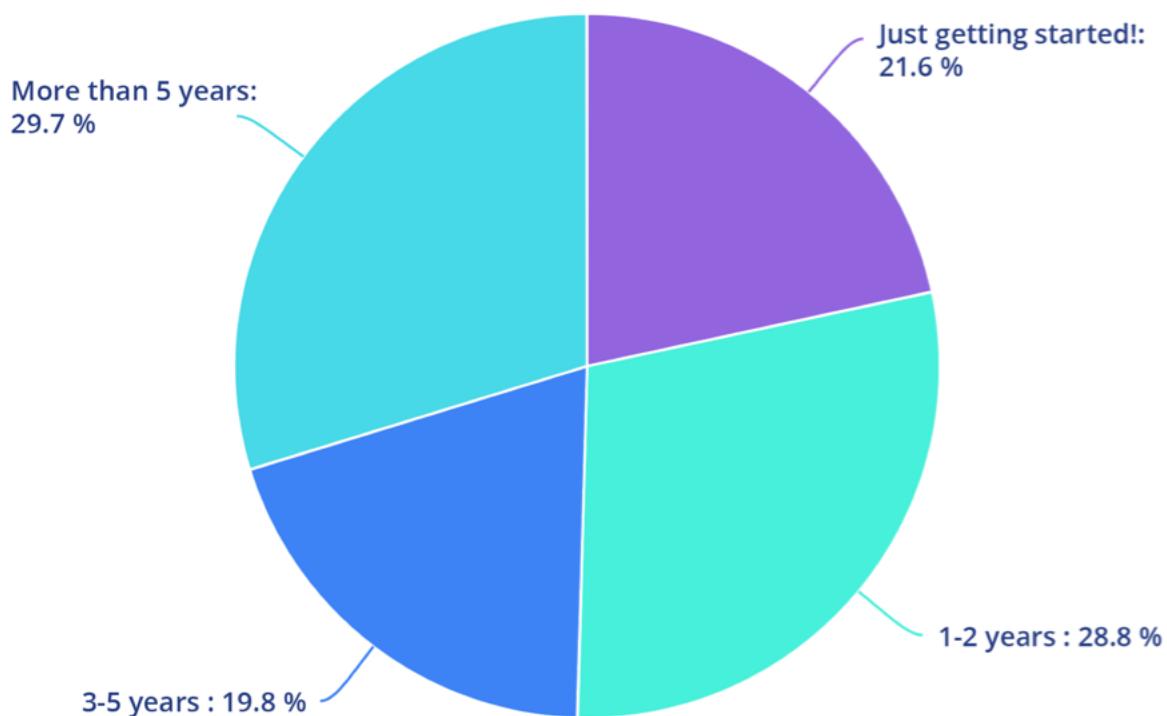


While a majority of Ela Conf 2016 attendees were developers, we work to empower and welcome *all*, regardless of job title. The nature of our content is not specifically technical, but rather focused on advancing certain individual leadership skills.

# Survey Results, Experience

**Full survey results: [elaconf.com/2016/#evaluation](http://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?



# Connect With Us



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