Erie Day of Code 2016 Sponsorship Prospectus

What is Erie Day of Code?

Erie Day of Code is a one-day conference, being held Friday, June 17, 2016, for software developers of all skill levels to meet, converse, and learn. The event is organized by members of The Coderie software development meetup, a user group that meets monthly for similar goals.

Our first Erie Day of Code took place in April of 2015 with nearly 100 attendees, 7 speakers, 8 sponsors, and 7 organizers. We met our goals of providing a fun, educational, safe, and welcoming environment for everyone, and made sure attendees left with new knowledge and new connections.

This year we aim to exceed those goals. We have invited a number of awesome speakers to come share their expert knowledge with 100 to 200 developers. There is something for everyone; software engineering, team management, community building, and more. We've arranged a gorgeous venue, the Erie Art Museum, for this year's event and after party. We are even planning a smaller workshop event the following day.

The only thing missing is the financial backing to make this all happen!

Why Sponsor Erie Day of Code?

Along with a direct outreach to all attendees, speakers, and other sponsors, your support and contribution helps both you and the community by:

- Bringing attention to the development community in Erie
- Enhancing skills and competencies for both your employees and prospective hires
- Bringing developers together in one spot, focused on enhancing the quality of their software
- Giving you direct access to a pool of knowledgeable and local developers to get to know or hire
- Boosting morale amongst your employees and the community at large
- Building relations between developers, project managers, designers, and more to widen their support networks, including your employees

Sponsorship Tiers

We want to keep the ticket cost low so that the conference is open and available to everyone, and want to give our sponsors a chance to promote themselves as companies in the area who believe in empowering developers and enriching the Erie community.

Level	Platinum	Gold	Silver
Price	$1,500	$1,000	$500
Spots Available	2	5	5
Included Tickets	5	3	2
Booth/Table in main room for swag/networking (up to 2 people to staff the booth)	✓		
Banner hung on display in main room	✓		
Short blurb on site under sponsor logo	✓		
Call out/mention at the event	✓	✓	
Option to hand out swag or place swag at main table	✓	✓	
Logo and link on website	✓	✓	✓
Name or logo and link in email blasts	✓	✓	✓
Logo on sponsorship slide deck between talks	✓	✓	✓
Tweet from @eriedayofcode	✓	✓	✓
Exposure to the area's top developers	✓	✓	✓

Named After-party Sponsorship

We are looking for a company to sponsor the post-conference party located directly across the hall from the auditorium. If that sponsor is you, you will have the event named after your company (e.g. "The Acme Software After Party"), at which attendees will be given the opportunity to enjoy food, drinks, and discussions of the day. Additionally, for those who prefer to keep it low-key, we'll offer board games and tables set aside for hacking.

The sponsor will be given an introduction by the Erie Day of Code staff, and given a few minutes to promote their company or brand. This is currently the only opportunity for a sponsor to verbally promote and sell their brand at the conference. We estimate that this will cost between $2,000 and $4,000 depending on the total number of attendees. Contact us at sponsorship@eriedayofcode.com if you are interested in learning more.

Who do I contact to sponsor Erie Day of Code?

You'd love to help out the conference and developers in the Erie area? Great! Thank you so much! You can reach out to us at sponsorship@eriedayofcode.com and one of us will get back to you within 24 hours. We will update remaining seats for each sponsorship level in this prospectus on our website, http://eriedayofcode.com, once the seats start filling up. Reserve your sponsorship spot and tickets today!