Erie Day of Code 2017 Sponsorship Prospectus

What is Erie Day of Code?

Erie Day of Code is a one-day conference, being held Friday, June 16, 2017 at the Erie Art Museum, for software developers of all skill levels to meet, converse, and learn. The event is organized by members of The Coderie, a software development group that meets monthly for similar goals.

This year will be our third Erie Day of Code. Last year's event included 130 attendees, 9 speakers, 13 sponsors, and 9 organizers and volunteers. All of our numbers were up from our first year in 2015. 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. We even recorded and uploaded the talks from 2016.

This year we aim to exceed those goals. We have invited a number of awesome speakers to come share their expert knowledge with 150 to 200 of the region's top developers. There is something for everyone; software engineering, team management, community building, and more.

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	$5,000	$2,500	$1,000
Spots Available	1	2	3
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	✓		
Logo on shared banner on stage and in any recordings	✓	✓	
Call out/mention at the event	✓	✓	
Option to hand out swag or place it at main table	✓	✓	
Name or logo and link in email blasts	✓	✓	
Logo and link on website	✓	✓	✓
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. 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. The cost of this sponsorship is $3,000. 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!