BarCampLondon - Sponsorship

When: **Weekend of November 13th-14th, 2010**
Where: **City University London - Social Sciences Building**
Who: **300 intelligent, engaged open thinkers from a wide variety of backgrounds**

About BarCamp

A BarCamp is an open, free-to-attend, participatory unconference. Unconferences differ from normal conferences in that the schedule is created and filled by the attendees with everyone running a session or talk about whatever subject they have a passion for. From Cocktail Making to Programming for Beginners, from Arduino Hacking to Photography, BarCamps attract people from all sorts of backgrounds, each sharing their expertise and experiences.

To date there have been over 200 BarCamps worldwide since the phenomenon was started in San Francisco in 2006, and they have been attended by thousands of people. London has been host to 7 BarCamps (and many other more specific Camps, such as BankCamp and TweetCamp), and now a group of dedicated, passionate organisers who have been involved in BarCamps across Europe are preparing to host the next BarCampLondon.

BarCamp attendees come from all walks of life and ages 18-80; what they have in common is a passion for stimulating conversations and expanding their own knowledge. They love to give back to the community and a BarCamp is the perfect place to do this. BarCamp attendees are not only the great thinkers of today, but the great thinkers of tomorrow. They are excited by the diversity of discussions and insights that are achieved in the intellectual melting pot that is BarCamp. BarCamp is an excellent opportunity to be involved in innovations that shape the creative landscape of London.

Previous BarCamps have received widespread online media coverage, with attendees Tweeting throughout the day, live blogging the sessions, and afterwards sharing photos and videos online. Tickets are always highly coveted, with over 500 people interested in attending.

Sponsorship Opportunities

The BarCamp London Planning team are looking for sponsors to make the next BarCamp London possible. Due to the nature of the event there are a number of costs incurred which make great sponsorship opportunities for local businesses, regional tech/industry companies and international companies looking to increase their exposure amongst the active London community.

In return for their support of BarCampLondon, sponsors will:
- have their logo featured on the BarCampLondon website, blog and newsletter
- be given space to put up signage for display during the BarCamp
- have the opportunity of handing out schwag in our goody bag
- be mentioned throughout the weekend

Sponsors are also encouraged to attend and participate in the BarCamp, holding interesting, passionate talks, and taking the time to talk face-to-face with the BarCamp community.

We have a range of sponsorship options to suit, and we are open to discussion if nothing here fits. Ideally, sponsors will be able to directly provide items such as food, drinks, T-shirts, rather than money, but we can discuss exactly how this will work.

Micro Sponsor	£250	only for new, small start ups, and individuals
Regular Sponsor	£500-1000	sponsorship for anyone and everyone
Super Sponsor	£1500+	direct sponsorship of a meal or party (e.g. Dinner by ACME)

What Next

If you think you may be interested in sponsoring BarCampLondon, or would like to discuss anything in this document, please feel free to contact Cristiano Betta at any time.

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