



# Heart of Clojure

## Sponsor Prospectus

18 & 19 September 2024, Leuven, Belgium

# Heart of Clojure

Heart of Clojure is an event by and for the European Clojure community, a mini holiday together with 300+ of your favorite Clojurists, to meet, share, learn, and have a good time.

## Social

Conferences provide a unique opportunity for people in the community to meet face to face, but often attendees spend most of the time sitting and looking at the stage.

Instead we try to provide a mix. Top-notch speakers are there to learn from, and to spark conversations, but there's also lots of opportunity to meet and spend time together.

## Interactive

During the conference, and even on the days before and after, people can participate in a wide range of activities, offered across the two venues.

Some of these will be organized by the orga team, but attendees can add their own activities as well, adding to the program.

All of these can be found in our activities app, where people can browse and sign up.

## Fun

We want to remind people of the joy of learning, of creating something together, of building for the future.

Let's all take a mini holiday together, and go home with a renewed appreciation to inspire our work.

Heart of Clojure isn't just a conference, it's an experience.

# Located in the Heart of Europe

Leuven, Belgium is connected to Brussels Airport by a 12 minute train ride, and by High Speed Rail to London, Paris, Amsterdam, and the Ruhr area.

## City

We chose to organize Heart of Clojure in Leuven, a university city with a rich past. Leuven is easily accessible from across Europe and has plenty of accommodation to offer.

The historic center is largely car-free, and easily navigated on foot, making it a visitor friendly destination. With hundreds of years of history, many local breweries and a small walkable core it's a perfect playground for the community to mingle.



# Two locations with one Heart

The city has given a local non-profit a five year lease to turn these old industrial warehouses into the beating heart of the neighborhood.

## Two Historic Venues

Heart of Clojure will take place in two venues, located 700m apart: Hal5, a historic railway warehouse right behind Leuven Station, and Het Depot, an old movie theater turned concert hall.

Het Depot provides the main stage for our speakers.

Hal5 is a charming location with great accessibility. The outdoor space, food court, as well as the partners that are housed there all provide opportunities for socializing and fringe activities.



# A unique event

Heart of Clojure is not yet another dry tech conference, but an experience meant to inspire.

## Topics beyond tech

We live in a world that is increasingly shaped and controlled by our industry, as engineers we need to think about the impact of our work, and act responsibly.

A select number of invited speakers will provide food for thought around contentious issues, and inspire conversations.

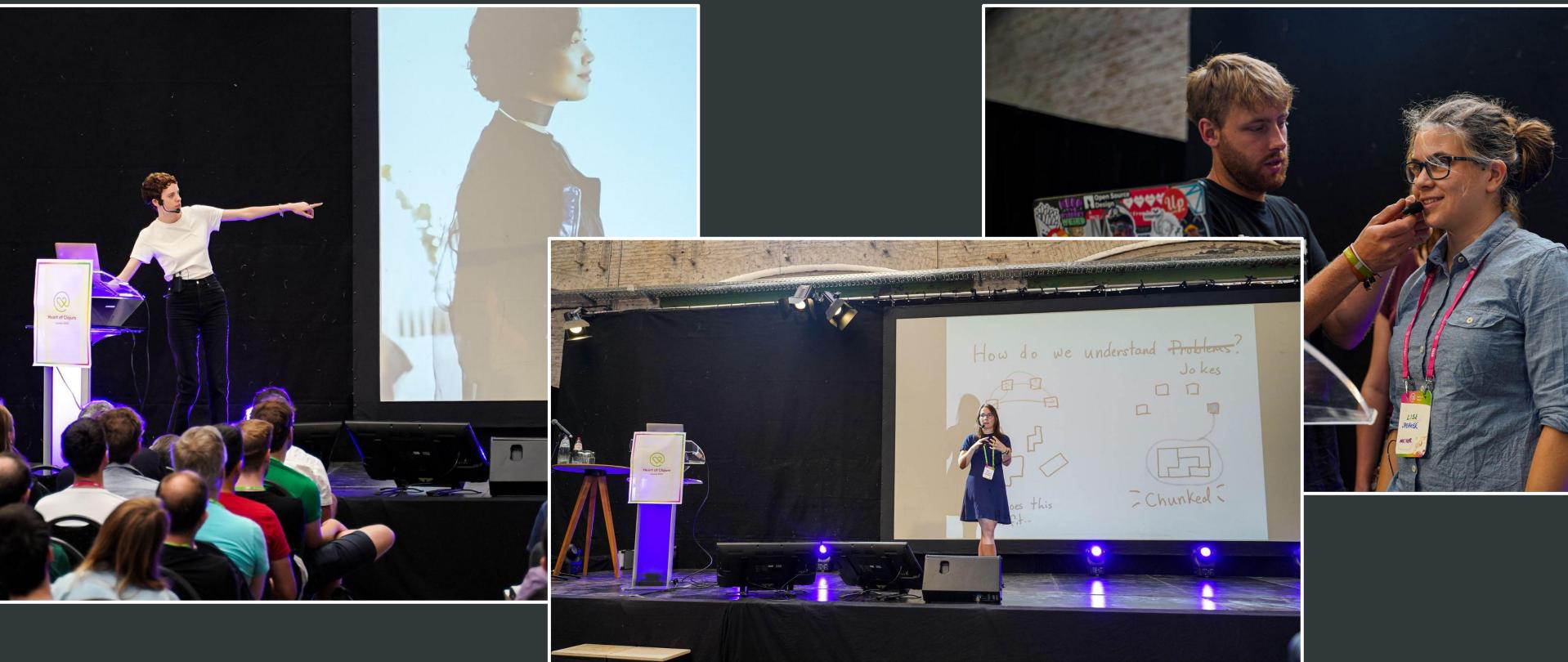
## Activities

We don't want to bring these great minds together just to have them stare at the stage together. Besides quality talks Heart of Clojure will also have activities; some offered by us, and some by the speakers and attendees.

A city walk, board games, beer tasting, a round table discussion, anything is possible. We'll provide a web app so people can post activities or take part in them, and allow plenty of time for them in the schedule.

# Heart of Clojure in 2019

14 speakers from 9 countries inspired over 250 Clojure enthusiasts over 2 days.



# Heart of Clojure in 2019



# Heart of Clojure in 2019

↻ Heart of Clojure reposted

 **Daniel Compton** ✅ @danielwithmusic · Aug 2, 2019

Day 1 of #heartofclojure has been amazing. Great community of people, excellent speakers, and such a welcoming event 🙌



 **dixel** @dixel@mastodon.social

@johnny@chaos.social @plexus One of the greatest conferences I had an opportunity to join. I stopped feeling about it as a tech event, but rather people who all happened to be interested in clojure were exchanging the knowledge and worldview on a much deeper level. The tech part though was also excellent.

« 0 ⚖ ★ 📄 ... 2h



 **forbidden dither aficionado** @superSGHP · Aug 3, 2019  
The whole @heartofclojure schedule has been great honestly. Workshops in the middle, lightning talks right before closing.

 **@plexus@toot.cat** @plexus · Aug 3, 2019  
Lightning talks! Other Clojure conferences, pay attention, this is how you do it.)

# Bigger & Bolder in 2024

While we had an amazing event in 2019, we were at the limits of what we could do in Hal 5. Doing it again at that scale did not feel satisfying, but coming up with a suitable alternative was not easy.

## Twice as many venues

This is one of the reasons of why it took us five years to do this event again. We wanted to retain much of what made the first event special, but also be able to grow.

With Het Depot we have a great place nearby that is ideal for talks, and where we can seat theoretically over 600 people. At Hal 5 we could only seat 250.

And with that Hal 5 can do what it does best, be a place for social interaction and activities.

## More room for sponsors

This also gives us much more room for sponsors to really be part of the event. Part of Hal 5 will be an open area with a bar. This will be the center of the action, and sponsors will be able to have a booth here and meet attendees, or depending on the sponsorship tier can place a banner.



# Help us make this event a reality.

We're a small group of avid Clojure users with experience running community events, wanting to make something special for the community.

## Sponsorship

It's not just to be seen, but to be seen at the right place and with the right people, isn't it?

Getting involved means sponsoring talks, coffee, laughs, drinks, Belgian chocolate, delicious meals, sun, deep conversations, ice cream, new friendships, and lasting memories.

Help us build this beautiful bazaar of ideas by picking one of four sponsorship packages. We're also happy to understand your needs to make your involvement work better for you.



# Platinum



€ 11000 excl. VAT

As a **Platinum** sponsor you are one of the key pillars that make this event possible. You'll have maximum visibility, and lots of opportunity to meet attendees.

- Large Sponsor table (230Wx75Dx110H) in exhibit hall (Hal 5)
- Large Sponsor table (230Wx75Dx110H) in auditorium (Het Depot)
- First dibs on where to put your booth
- Banner on stage
- Large logo on screen in between talks
- Your logo added to talk recordings posted online
- Eight tickets included, additional tickets at 20% discount
- Option to add a company/product workshop to the program

As well as any perks of the **Gold** sponsorship, including a lightning talk slot, hiring email, logo in conference emails.

# Gold



€ 6000 excl. VAT

If a Platinum sponsorship is out of reach, but you still want to have a significant presence at Heart of Clojure, and be recognized as core contributor, then a **Gold** sponsorship is for you.

- A Large Sponsor table (230Wx75Dx110H) in the exhibit hall (Hal 5)  
OR in the auditorium (Het Depot)
- A Banner at the other venue where you don't have a booth
- Banner in front of the stage
- Your logo in all of our email marketing
- Medium sized logo on screen in between talks
- Lightning talk slot to present your company
- Four tickets included
- Up to four more tickets with a 20% discount

As well as any perks of the **Silver** sponsorship, including Inclusion in a hiring email, and a talk of the day 'presented by' you.

# Silver



€ 3000 excl. VAT

Our entry level sponsorship package. Instead of the larger rectangular tables we use for the Gold and Platinum packages, with **Silver** you get a smaller round standing table in Hal 5 or Het Depot, close to the bar, for a low barrier way to interact with attendees.

- Standing table booth (round, Ø 86cm) at Hal 5 or Het Depot
- A Banner at the other venue where you don't have a booth
- Inclusion in a hiring email
- Choose a talk of the day which will be 'presented by' your company, optionally with a custom message
- Two tickets included
- Up to three more tickets with a 20% discount

As well as any perks of the **Supporting** sponsorship, including your logo on our website, a small logo shown on screen, shoutout on social media, and access to Digital Swag.

# Supporting



€ 1500 excl. VAT

You are a small business or freelancer, and want to do something extra to make this unique event a reality, then consider a **Supporting** sponsorship.

- One ticket included
- Up to two more tickets with a 20% discount
- Your logo on the Heart of Clojure website
- Small logo shown on screen in between talks
- Shout out on social media before and during the event
- Access to shared 'Swag Table' for putting goodies
- Access to 'Digital Swag' email

# Sponsorship packages at a glance



## Platinum

€ 11000



## Gold

€ 6000



## Silver

€ 3000



## Supporting

€ 1500

	8	4	2	1
Tickets included	8	4	2	1
Additional tickets	∞ @ 20% discount	4 @ 20% discount	3 @ 20% discount	2 @ 20% discount
Logo on website	✓	✓	✓	✓
Logo on screen throughout conference	large	medium	small	small
Social media shoutout	✓	✓	✓	✓
Opportunity to provide handout/swag	✓	✓	✓	✓
Digital Swag	✓	✓	✓	✓
Inclusion in hiring email to Heart of Clojure mailing list	✓	✓	✓	-
Talk "Presented by" your company	✓	✓	✓	-
Sponsor table	Long tables in Hal 5 & Het Depot	Long table at Hal 5 OR Het Depot	Small table at Hal 5 OR Het Depot	-
Banner	On Stage at Het Depot	Front of stage & other venue	Other venue	-
Logo in email marketing	✓	✓	-	-
Lightning Talk	✓	✓	-	-
Workshop	✓	✓	-	-
Logo displayed on conference videos	✓	-	-	-

# Meet the organizers

## The core team

Arne



Arne is an old hat in the Clojure community. Chestnut, Kaocha, Lambda Island, ClojureBridge, The Clouncil, ClojureVerse.

Heart of Clojure is his attempt to take the learnings from a decade of going to conferences, and use them to create magic.

Martin



Martin has been a big presence in the Clojure and especially ClojureScript communities. He's also the creator of Cljdoc.

This year Martin will likely be less involved, but it's clear that without him Heart of Clojure would not exist.

Bettina



Bettina was a co-organizer of ClojureBridge Berlin, together with Arne and Martin. Before that she was active in the Ruby community organizing and coaching since 2012.

She's passionate about creating a friendly and welcoming environment for everyone in tech so that everyone can contribute to their fullest.

# Meet the organizers

## Gaiwan

Gaiwan is a consultancy specializing in Clojure, with a warm heart for the Clojure community and open source ecosystem. We are well known for maintaining the Lambda Island open source projects like Kaocha and Ornament, and for running important community infrastructure, like the ClojureVerse forum and Clojurians-log. The whole Gaiwan team is involved in organizing, while the company also provides a fiscal home for the conference.

The logo consists of a large, stylized, dark gray 'G' shape on the left, which is partially overlaid by a smaller, lighter gray 'W' shape. To the right of the logo, the word "GAIWAN" is written in a large, white, sans-serif font.

# GAIWAN





# Thank You!



If you have questions, reach us under

[sponsors@heartofclosure.eu](mailto:sponsors@heartofclosure.eu)