

JSCONF HAWAI'I

# **SPONSORSHIP OPPORTUNITIES**

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FEBRUARY 5-7, 2020 | HONOLULU, HAWAI'I

# About JSConf Hawai'i

JSConf events have taken place around the world, helping bring together ideas from far-flung corners of the earth. We want to connect the local Hawaii Javascript community with the global community, and there's no better way to do that than a JSConf set in Honolulu.

There are a variety of sponsorship packages available for small and large companies alike! From setting up a developer lounge on-site, to hosting a meal, to reaching our eager Twitter audience, to being recognized as one of our "Diversity Sponsors" who help bring attendees to the conference, there's a huge range of benefits to take advantage of, and not all of them require you to attend.

This year, we're going bigger! With almost 400 developers from around the world attending, sponsoring the conference is one of the best ways to connect with an incredible community of developers. We are committed to creating a diverse lineup of attendees and speakers, in hopes of furthering our values below. Become a founding partner of JSConf Hawai'i today!

## Community

We hope to create an environment that encourages new connections & invigorates old ones, where individuals can come together to discuss JavaScript as a technology & grow it as a community.

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## Diversity

Our mission is to provide a space that is welcoming & inclusive of all identities & backgrounds, to support underrepresented communities, & bring together all the supporters of the JavaScript community.

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## Fun

We don't take ourselves too seriously. We believe a fun & authentic atmosphere is the most reflective of our community & our passion. It is our hope that our lively and honest nature shines through.

# 2019 Recap

## 330 Attendees

It was a big first year for us, with hundreds of people making the trip and filling the theater for a packed two-day series of 24 talks and panels.

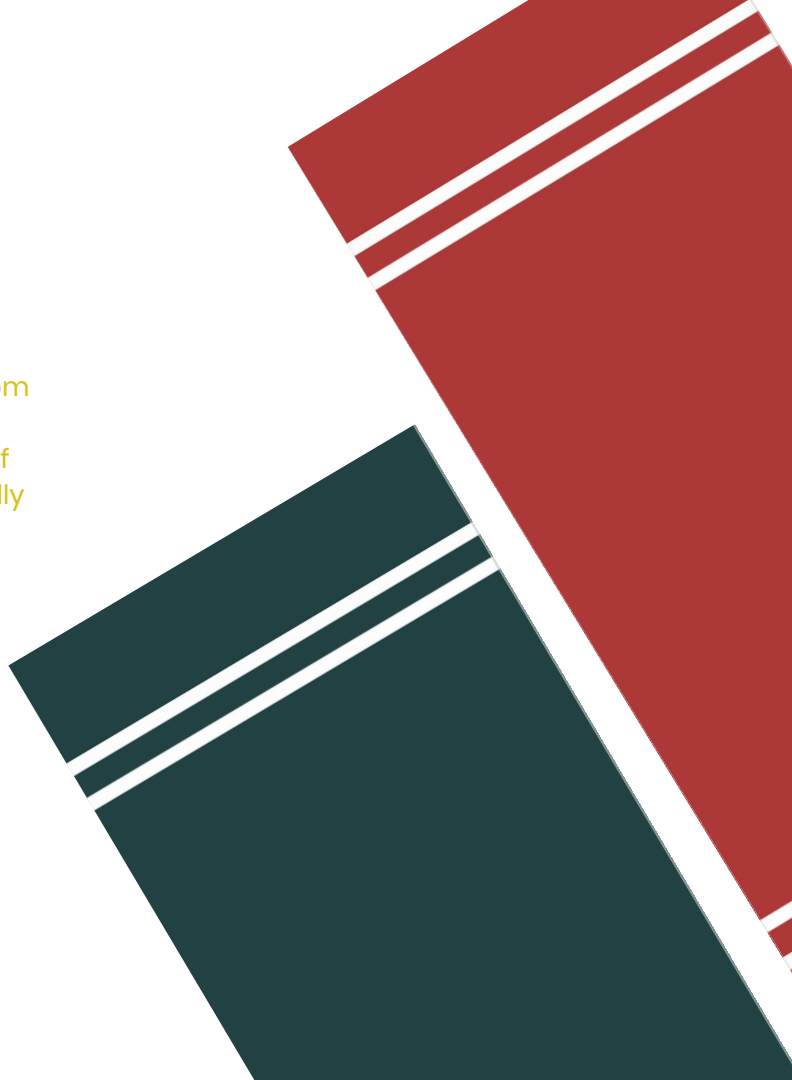
## 40+% URM

We worked hard to ensure people from all backgrounds felt welcome at the conference. A large portion of our attendees came from traditionally underrepresented backgrounds in tech

## 100+ Opt-In Leads

Because of the diversity of backgrounds, and relaxed atmosphere, almost one-third of our attendees opt-ed in to sharing their information and learning more from our sponsoring companies.

**60% of attendees have 5+ years experience!**



# Venue

## Alohilani Resort Waikiki Beach

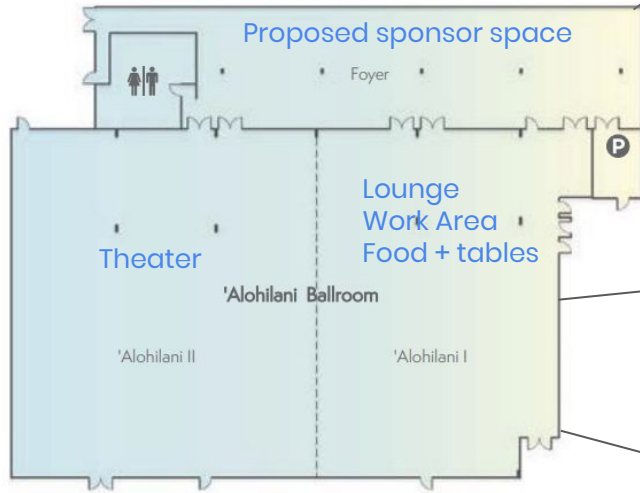
The event will be two days of amazing talks and one “gap” day focused on learning, sharing and experiencing Hawaii.

All talks will be single track so you won't miss out

Sponsor area and lounge give access to our close-knit community w/ ~400 attendees



# Venue Layout



# Sponsorship Philosophy

JSConf Hawaii is organized by passionate members of the Javascript community, for the community. We don't take a profit, and every dollar we receive goes straight back into improving the conference both now and in the future. Our goal is to create an incredible event where people can make connections within the community, and we hope you'll be a part of that.

JSConf Hawaii is a 501(c)(3) and all sponsorships are tax deductible.

As much as we are open to your creative sponsorship ideas, we want to maintain the integrity of the event with an attendee-first focus. This means we never sell talk slots, and we want to keep the opportunities unobtrusive, but still valuable.

## On-site Sponsors

You'll get to meet the incredible ~400 attendees and interact with your audience directly.

## Off-site Sponsors

If you want to have a huge impact, but can't make it to Hawaii, consider our Diversity Sponsorship. This sponsorship will directly help people from underrepresented groups who could not have otherwise attended this event, attend for free. This meaningful contribution furthers our shared goal of making the Javascript community a more diverse and welcoming place.



# Sponsorship Levels

## Bronze

\$2,500

- ✓ Your logo included on the Sponsor page of our website
- ✓ Your logo included on the Sponsor page of our program

- \* \$1,500 if 50 employees or less
- \* Only 4 Bronze sponsors available

## Silver

\$5,000

- ✓ 1 Ticket to JS Conf Hawai'i
- ✓ Your logo included on the Sponsor page of our website
- ✓ Your logo on the Sponsor Thank You slide, 1x per day
- ✓ A ¼ page ad in the program
- ✓ 1 Item in swag bag (flyer/sticker)

- \* \$4,000 if 500 employees or less
- \* Only 4 Silver sponsors available

## Gold

\$10,000

- ✓ 2 Tickets to JS Conf Hawai'i
- ✓ Your logo included on the Sponsor page of our website
- ✓ 1 Dedicated tweet
- ✓ Your logo on the Title slide, appearing between talks
- ✓ 1 minute stage pitch to raise awareness of your presence
- ✓ A ½ page ad in the program
- ✓ Huge ~8'x6' Booth space
- ✓ 1 Item in swag bag (flyer/sticker/booklet)

- Only 4 Gold sponsors available
- \* Option to buy additional
- \* discounted tickets if needed

## Platinum

\$25,000

- ✓ 5 Tickets to JS Conf Hawai'i
- ✓ Your logo included on the top of the Sponsor page of our website
- ✓ 2 Dedicated tweets
- ✓ Your logo larger on the Title slide, appearing between talks
- ✓ A full page ad in the program
- ✓ An 5 min announcement / speed talk during the conference highlighting you and your lounge
- ✓ Custom 20'x20' Lounge area
- ✓ 2 Items in swag bag
- ✓ Support to host a complementary event (such as a early morning workshop, pre-conference dinner)

- Only 1 Platinum sponsor available
- \* Custom location / planning of
- \* space

# Sponsorship Ala Carte / Add-ons

## Diversity

\$10,000

- ✓ Your logo included on the Sponsor page of our website
  - ✓ 1 Dedicated tweet
  - ✓ A ½ page ad in the program
  - ✓ We'll call out your brand's support!
- Help us finance travel + tickets for 4 opportunity scholarships!

## Swag Sponsor

\$2,500

- ✓ Branded pen (or object you supply) in swag bags

## Snack Sponsor

\$8,000

- ✓ Announced before and after snacks
- ✓ Logo displayed at serving table for coffee/snacks throughout *both* days

## Custom Sponsor

???

Have a unique idea for how you'd like to be involved?

Let us know at [sponsors@jsconfhi.com](mailto:sponsors@jsconfhi.com) and we'd be happy to chat with you

## Party Sponsor

\$8,000

- ✓ 2 Tickets to JS Conf Hawai'i
- ✓ Company announced as party sponsor at conclusion of day
- ✓ Logo displayed at event entrance
- ✓ Brand the drink special(s)!\*

## Transcription / AIY

\$5,000

- ✓ Includes bronze rewards
- ✓ Logo featured before each video recording
- ✓ Company listed as accessibility sponsor in program





Contact us

[sponsor@jsconfhi.com](mailto:sponsor@jsconfhi.com)

