



London Node User Group

Sponsorship Pack



About LNUG

The London Node.js User Group is a friendly monthly meetup for people using Node.js for fun or profit. We meet on the 4th Wednesday of the month to talk about Node, Javascript and to network.

The audience is primarily made up of developers, with a strong emphasis on diversity, and we aim to offer content that is enjoyable to everyone from beginner through to advanced. We encourage attendance from non developers with a mixture of skills and professional capacities; for example, we have educational heads, CEO's, CFO's, Product Managers, PM's, Sales Exec's, & Investors. We curate the content to be appealing to all sizes of businesses, from freelancer, to startups, to enterprise..

Whilst London has a fantastically vibrant technology community, it does lack leadership. LNUG provides support and communication to a range of related meetups, and helps to bring continuity to the Node community as a whole. LNUG offers a platform to the best talent from around London, the UK, Europe and the rest of the world, to share their knowledge and experiences. We are able to do this via a mixture of in-person attendance and video conferencing.

Starting way back in September 2011, LNUG has consistently seen growth year on year to become one of the premier Node events in Europe. Each LNUG event has an average attendance of around 130 people with around 50 people on the waiting list. The event has seen attendances of approximately 180.

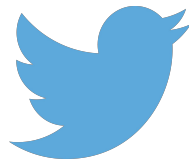
Searching for “Node London” in Google will return LNUG is the #1 serps result.

Reach

MailChimp

The newsletter has been running since July 2014 and has maintained a following of **350** people. One of our 2016 objectives is to increase this following.

	Q1	Q2	Q3	Q4
Impressions	1050	1050	1050	tbc
Opens	627	489	481	tbc
Clicks	190	211	144	tbc



LNUG currently has just under **1000 followers**, **increasing** on average by around **100** per month.

	Q1	Q2	Q3	Q4
Tweets	47	100	105	tbc
Impressions	46.7K	49.4k	59.8k	tbc
Visits	2189	2741	3491	tbc
Mentions	241	168	198	tbc
New Followers	115	78	85	tbc



We have undertaken a number of improvements to the website during 2015, culminating in a 2016 redesign aimed at increasing our reach

	Q1	Q2	Q3	Q4
Visits	1607	1629	1714	tbc
Increase	0%	+0.44%	+5.22%	tbc

Value



Increase brand awareness



Build community reputation

What you will receive:

- Logo on the landing page
- Logo on the newsletter
- Logo on the host slides at the event
- Tweets pre/post event thanking you for your support
- The mic during community announcements to highlight any vacancies
- You can give out stickers (basic branding)

What you won't receive:

- Attendee data
- Guaranteed speaker slots
- Stand or expo banner space
- Sector exclusivity

What we encourage:

- Attendance from a company representative
- Swag
- Social engagement

What we discourage:

- Job adverts via our social channels

How to Sponsor

We offer 4 sponsorship tiers for LNUG.

GOLD £500 + VAT

The goal of our Gold tier sponsorship is to build long standing partnerships with established brands who are looking to maintain a presence in the London market.

We offer the following bulk discounts:

- 6 event for £2500 + VAT
- 11 events for £5000 + VAT

SILVER £400 + VAT

The goal of our Silver tier sponsorship is to enable established companies ad-hoc sponsorship at the times when it's a best fits their objectives.

BRONZE £200 + VAT

The goal of our Bronze tier sponsorship is to enable local startups, who don't necessarily have the budgets of the larger enterprises to have the opportunity to build their brand.

COMMUNITY 20 HOURS

The goal of our Community tier sponsorship is to reward those who consistently make significant contributions to LNUG of around 20 hours a month.

Accountability

What we use the sponsorship money for:



Catering



Video Production



Security



SWAG (Stickers, T-Shirts)



Speaker Travel



Computer Software



PR

Contact

Ian Crowther



contact@lnug.org



twitter.com/lnugorg



Inug/discuss

Resources

Homepage: lnug.org/

Sponsors: lnug.org/sponsors

Organisers: lnug.org/contact