Melbourne CocoaHeads Inc.

2023 Sponsorship Opportunities

Support the Melbourne Apple development community and promote your company.

Melbourne CocoaHeads Inc

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melbournecocoaheads.com
@melbournecocoa

About Us

Melbourne CocoaHeads first met in July 2007 and has been meeting almost every month since. We are Melbourne's longest running independent Apple developer community event.

We're run by a small group of volunteers and supported by the wider Melbourne community. Each month members volunteer their time to present on iOS, macOS and software development topics, usually related to Apple. These events are broadcast live to YouTube.

Other events we run monthly include the Hack Night, where people gather with laptops to learn, collaborate, and work on personal projects, as well as social events like Drinks Night and [NS]Breakfast.

CocoaHeads is open to everyone. A diverse range of people come to the meetings including hobbyist developers, designers, freelance contractors, commercial and indie developers. Whatever your background, the CocoaHeads community is a fantastic, supportive group who are all ears when it comes to discussing development for iOS and macOS.

Sponsorship

Sponsoring Melbourne CocoaHeads is an excellent way to place your company in the minds of Melbourne's current and upcoming Apple platform developers as a place they might like to work or engage with. Key benefits include recruiting staff, staff development and building a developer support network.

Code of Conduct

All of Melbourne CocoaHeads' events and associated channels are covered by a Code of Conduct. All a members or attendees of CocoaHeads events are expected to be familiar with our code of conduct, which is available on our website.

Association

Melbourne CocoaHeads is managed by Melbourne CocoaHeads Inc, an incorporated association in Victoria, Australia. Registration number A0109180L. Volunteers are members of the association and elect a committee annually who look after the day-to-day operation of the community. The association is run using the Model Rules for an incorporated association.

Presentation Night

Our Presentation Night is held on the second Thursday of each month and is focused on learning, networking, and sharing knowledge.

Historically our Presentation Night has been the key focus of the community and the one that brings the highest participation. It is run by a roster of volunteers from the community, who each bring their own personality and style to the format while balancing it with the consistency our attendees expect.

Prior to COVID-19 the Presentation Night was hosted at YBF Ventures and had an approximate average attendance of 50 people each month. From April 2020 we moved to be entirely online and were one of a very few Melbourne based community groups that continued to run events every month throughout 2020 and 2021 thanks to the dedication of our volunteers. A total of 1,100 people have watched our broadcasts live since 2020, with an average of 50 people per meetup. An additional 14,000 have watched our videos on demand after the events.

From 2022 we have run the Presentation Night as a hybrid in-person and online event, with specific initiatives to encourage online participation aimed at ensuring the remote audience does not feel like it is missing anything. In the post-COVID era we feel some people may not feel comfortable returning to in-person events, and some have families or lifestyles that do not leave with them with the time to attend a regular event. We want to allow them to get as full an experience as possible.

The Presentation Night is a catered event, with individual portions of food available as well as beers, wine, and soft drinks.

Hack Night

Hack Night is continuing in 2023 on the third Wednesday of each month.

Hack Nights began in 2009 as a combination social and working nights. Community members would meet with laptops at Joe's Garage in Fitzroy to eat, drink, socialise and work on their personal projects.

After several years the balance between people working on personal projects and those there solely to socialise had shifted, and so the regular Drinks Night was split off into its own event, and the Hack Night shifted focus.

In 2018 we joined forces with GDG Melbourne to run the Hack Night together in the spirit of sharing and collaboration. 30-40 people would attend each month to work on projects related to iOS, macOS and Android development, with subgroups like the Flutter Meetup in attendance also.

The new generation of Hack Night was a catered but alcohol-free event and had a focus on helping people who were new to the development environments, giving them hands on experience and helping start them on their journey.

The Hack Nights were paused in 2020 when the first lockdown cancelled all our in-person events as the format was not easily translated to an online format, though we did try a few times with a Discord server.

In-person Hack Nights returned in 2022 and were again run-in conjunction with GDG Melbourne with a catered alcohol-free format. They will continue throughout 2023 on the third Wednesday of each month from the Mantel Group office on Flinders Street.

Drinks Night

Drinks Night is one of our two monthly social events, on the last Tuesday of every month.

Drinks Night split off from the Hack Night a few years ago when we realised that many people were attending the Hack Night solely for the socialising aspect.

It is run on the last Tuesday of each month at a pub or bar in the CBD, with the venue chosen by attendees in the #drinks-night channel on Slack.

The #drinks-night channel is also used to organised ad-hoc social events when former community members return to Melbourne or international members of the Apple development community visit.

[NS]Breakfast

For those who prefer mornings to evenings, [NS]Breakfast is a pre-work social event.

[NS]Breakfast caters for the morning crowd, for those who prefer to meet over coffee before work than for alcoholic beverages after work.

Community members gather at cafes and restaurants in the city once a month to socialise and talk shop.

Melbourne CocoaHeads

We use several different tools and platforms across the community, for communication, collaboration, and online socialising.

Slack

Slack is our main platform for keeping in touch with the community. Our Slack team has recently crossed the 1000-member mark and is active throughout the workday and when we are running events.

Some notable channels include the #meetup channel, for questions and discussions during Presentation Night events, and #volunteers where the organisers gather and coordinate. Channels for major Apple technologies like #swift and #swiftui are also quite popular.

melbournecocoaheads.com

Twitter / Mastodon

We use Twitter as our primary method of communicating event details with our community; our @melbournecocoa account has 1500 followers. We will be following our communities in 2023 and moving our social presence primarily to Mastodon.

twitter.com/melbournecocoa

Meetup.com

All our events are published on Meetup.com and we use it to manage events and attendees. We currently have 170

meetup.com/Melbourne-CocoaHeads/

YouTube

Our YouTube channel has 442 subscribers and hosts all our live broadcasts as well as recordings of past events.

Our broadcasts average 40-50 live viewers, and another 250 will watch them on demand afterwards. When our broadcasts are edited and separated into individual presentations, they can attract thousands of viewers organically from Google searchers on the presentation subject.

melbournecocoaheads.com/live

GitHub

Our GitHub account is the home for community projects. This includes the source of our website, the history of our community, and many more.

github.com/melbournecocoa

Website

Our website is the usual landing point for new members of the community, and hosts information on our incorporated association as well as the Code of Conduct.

melbournecocoaheads.com

2023 Sponsorship

In 20223we will be offering annual sponsorship packages that run from February through until December. Sponsors receive benefits related to our Presentation Night, Hack Night and via online channels.

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Sponsorship Benefits

Melbourne CocoaHeads Sponsors help grow and strengthen the local development community. Sponsors benefit from:

- **Recruitment** – raising your company's profile and getting direct access to a community of developers for hiring.
- **Staff Development** - Melbourne CocoaHeads assists staff personal development through receiving and presenting talks.
- **Developer Support network** – the community actively provides each other support in solving technical issues, design patterns and sharing expertise via the Melbourne CocoaHeads slack channel.

Gold Sponsor

$7000

- Thanked as the Gold Sponsor at the Presentation and Hack Nights on a dedicated slide.
- First opportunity to speak at our "Who's Hiring" segment at the Presentation Night.
- Your company logo on our website as the Gold Sponsor.
- Your company logo as a sponsor on our Meetup.com page.
- Your company logo in the opening and closing credits on a dedicated graphic as the Gold Sponsor on all live broadcasts.
- Your company logo in the opening and closing credits on all other recordings on our YouTube channel.
- Limit of 1 one Gold Sponsor.

Silver Sponsors

$3000

- Thanked on a slide with other Silver Sponsors at the Presentation and Hack Nights.
- Second opportunity to speak at our "Who's Hiring" segment at the Presentation Night.
- Your company logo on our website as a Silver Sponsor.
- Your company logo in the opening and closing credits on a graphic with other Silver Sponsors on all live broadcasts.
- Limit of 5 Silver Sponsors.

Bronze Sponsors

$1500

- Your company logo on our website as a Bronze Sponsor.
- Your company logo in the opening and closing credits on a graphic with other Bronze Sponsors on all live broadcasts.

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