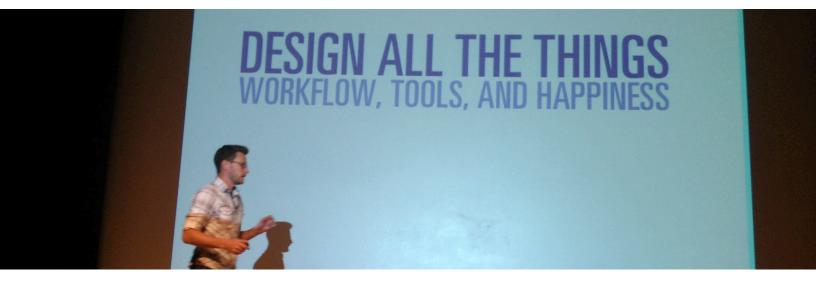# Atlanta Web Design Group

2015 Sponsorship Guide

About the Atlanta Web Design Group

The Atlanta Web Design Group is the largest association for web professionals in the southeast. Our goal is to serve Atlanta area designers, developers, creatives, marketers, and technology business owners in a number of ways:

- Educate and foster the web and technology community in the through events, workshops, and publications.
- Provide a forum where web professionals will collaborate, communicate, and grow as individuals.
- Advance web design and development as a profession.
- Help establish and solidify Atlanta's position as a technology hub.

We do this through meet-ups and social events, email newsletters, social media content, and conferences. We've been hosting events since 2008, have established a strong community, and are a "trusted source" for inspiration and information across the region.

Speaker Event Series

Since starting in 2008, we have hosted over 200 presentations and lecture events with speakers from Google, Apple, Amazon, Facebook, Microsoft, AT&T, Netflix, MailChimp, and many more of the world's leading tech companies and creative digital agencies.

Topics include:

- web design & development
- digital marketing
- social media
- user experience design
- branding
- content strategy
- responsive design
- project management
- and more

- Industry expert speakers
- A wide range of timely topics
- $10 average ticket price
- 80 attendees average
- 98% attendee satisfaction
- Food and drinks provided

Socials and Mixers

These events provide a way for people who live in various parts of the community to connect with other people in their area, and serve as a way for members to participate in the group with minimal travel. They are a vital part of keeping the community together and providing a way for members to connect with each other.

Web Afternoon Conference Series

In 2012 we found a thirst in the community for more than just single speaker evening events, so we created an event with multiple speakers in a TED® style format. It was a resounding success so we turned it into a series.

There have been events in four cities across the Southeast, and there are plans to expand to many other cities across the country.

Speakers include some of the most well known and respected people in the web design business, speaking on a wide range of topics designed to inspire and educate the community.

- 1pm-6pm on Friday afternoons
- Events in Atlanta, Charlotte, Charleston, and Augusta
- Planning for Boston, Austin, Seattle, and Chicago are underway
- Attendance capped at 150
- $99 ticket price

Now in its third year, the series has established a reputation for providing fantastic content in a no-frills, no-nonsense environment.

Polygon Atlanta

Community doesn't just happen online. People need a physical space to meet each other and build relationships. Many groups are loosely organized and don't have the resources to find and pay for typical event space. Recognizing this, we opened Polygon to host events for Atlanta's tech web and creative communities.

Polygon is the only venue of its kind in Atlanta. Hotels and convention centers cater to large corporate clients and charge fees most groups cannot afford. Polygon provides the perfect venue for small to medium size groups at affordable rates. The vision is to secure enough corporate sponsorship so we can allow these groups to use the space for little or no cost.

Conveniently located in Atlantic Station, Polygon offers a collection of amenities not available anywhere else in the city. Easy access from highways, 17 restaurants, a four star hotel, plenty of entertainment and shopping options, and over 7000 covered and security patrolled parking spots.

- Opened October 2014
- Located in Atlantic Station
- All audio/video included
- Hosted 23 events and over 1,500 people in first 30 days
- 164 seated capacity
- Rents for $100 per hour

Sponsorship Options

All annual sponsorships include:
- Recognition on our family of websites
- Special event perks and VIP access
- Priority placement in our email newsletters

Diamond Level – $50,000

AWDG, Web Afternoon, and Polygon Exposure
- Priority "Diamond Sponsor" placement of logo on signage throughout all events
- Priority "Diamond Sponsor" placement of the logo and link on event websites
- Priority "Diamond Sponsor" placement in our email newsletters
- Frequent social mentions on Twitter, Facebook, LinkedIn, etc.
- Cross promotion of your content through our social networks

AWDG Specific Exposure
- One event featuring a speaker from your company
- 4 attendee passes to each AWDG Lecture event
- Sponsorship mention/thank you at each AWDG event
- Featured post on awdg.org talking about your company (we will work with you to create this)
- Your logo on screen saver slides at each event
- Give out swag, literature, and other info at each event

Web Afternoon Specific Exposure

- 5 minute address on stage at each Web Afternoon event
- Your logo on screen saver slides at each Web Afternoon event
- Exhibit at each Web Afternoon event (tables will be provided)
- 4 attendee passes to each Web Afternoon event
- Give out swag, literature, and other info at all events

Polygon Specific Exposure

- Priority logo placement on the interior and exterior signage
- Free usage of the space for up to 10 hours each month

Platinum Level – $25,000

AWDG, Web Afternoon, and Polygon Exposure

- Priority "Platinum Sponsor" placement of logo on signage throughout all events
- Priority "Platinum Sponsor" placement of the logo and link on event websites
- Priority "Platinum Sponsor" placement in our email newsletters
- Frequent social mentions on Twitter, Facebook, LinkedIn, etc.
- Cross promotion of your content through our social networks

AWDG Specific Exposure

- 2 attendee passes to each AWDG event
- Sponsorship mention/thank you at each AWDG event
- Featured post on awdg.org talking about your company (we will work with you to create this)
- Your logo on screen saver slides at each AWDG event
- Give out swag, literature, and other info at each AWDG event

Web Afternoon Specific Exposure

- Verbal "thank you" at

- Exhibit at each Web Afternoon event (tables will be provided)
- 2 attendee passes to each Web Afternoon event
- Your logo on screen saver slides at each Web Afternoon event
- Give out swag, literature, and other info at each Web Afternoon event

Polygon Specific Exposure
- Priority logo placement on the interior and exterior signage
- Free usage of the space for up to 10 hours each month

Gold Level – $10,000

AWDG, Web Afternoon, and Polygon Exposure
- "Gold Sponsor" placement of logo on signage throughout all events
- "Gold Sponsor" placement of the logo and link on event websites
- "Gold Sponsor" placement in our email newsletters
- Social mentions on Twitter, Facebook, LinkedIn, etc.

AWDG Specific Exposure
- 1 attendee pass to each AWDG event
- Sponsorship mention/thank you at each AWDG event
- Your logo on screen saver slides at each event

Web Afternoon Specific Exposure
- Verbal "thank you" in opening and closing remarks at each Web Afternoon event
- Exhibit at each Web Afternoon event (tables will be provided)
- 2 attendee passes to each Web Afternoon event
- Give out swag, literature, and other info at each Web Afternoon event

Polygon Specific Exposure

- Priority logo placement on the interior and exterior signage
- Free usage of the space for up to 6 hours each month

Silver Level – $5,000

AWDG, Web Afternoon, and Polygon Exposure

- "Silver Sponsor" placement of logo on signage throughout all events
- "Silver Sponsor" placement of the logo and link on event websites
- "Silver Sponsor" placement in our email newsletters
- Social mentions on Twitter, Facebook, LinkedIn, etc.

AWDG Specific Exposure

- 1 attendee pass to each AWDG event
- Sponsorship mention/thank you at each AWDG event
- Your logo on screen saver slides at each event

Web Afternoon Specific Exposure

- Verbal "thank you" in opening and closing remarks at Web Afternoon Atlanta
- Exhibit at Web Afternoon Atlanta (tables will be provided)
- 2 attendee passes to Web Afternoon Atlanta
- Give out swag, literature, and other info at Web Afternoon Atlanta

Polygon Specific Exposure

- Priority logo placement on the interior and exterior signage
- Free usage of the space for up to 3 hours each month

Single Channel Packages

Annual AWDG Lecture Series - $3000
- Sponsorship mention/thank you at each AWDG event
- Your logo on screen saver slides at each event
- Logo and link in event promotional emails

Annual AWDG Socials and Mixers - $2500
- Signage and recognition at each event
- Logo and link in event promotional emails

Web Afternoon Single Event - from $500

Custom Packages Available

We're happy to work with you to create a sponsorship package that suits your goals.

Please contact Stacey James to discuss your sponsorship opportunity.

stacey@ninelabs.com
678.561.6463 x702
@stacey