

Greetings! **The Philippine Web Designers Organization (PWDO)** cordially invites you to take part in this year's **<form> function() & .class web design conference** as one of our sponsors.

**Form Function & Class (FFC)** is an annual conference that imparts essential knowledge to the web design community in Asia and the rest of the world. It not only highlights the best practices of crafting websites from desktop to mobile devices, but also aims to inculcate values of quality and excellence in the web design profession.

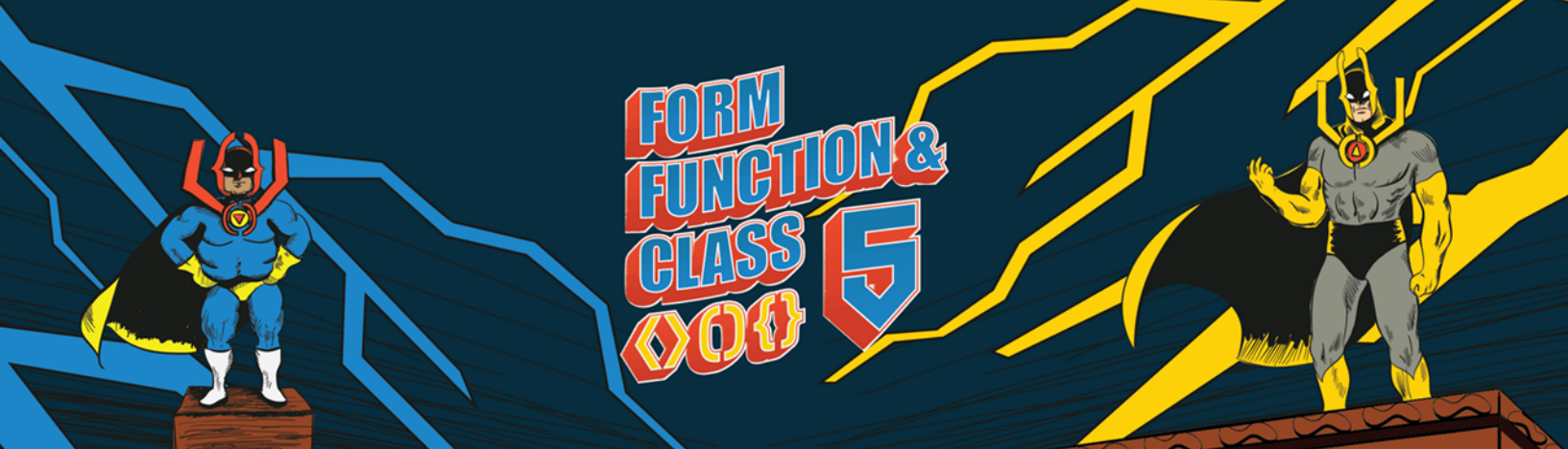
FFC will cover topics like HTML, CSS, JavaScript, graphic design, typography, user experience, interaction design, mobile, business, & other relevant disciplines in building for the ever-changing landscape of the Internet industry. It will consist of 45-minute plenary sessions in a single track, followed by Q&A panels by the end of the morning and the afternoon.

Every year, crowds of over 200 industry practitioners, educators, students, and hobbyists have gathered at **Form Function & Class** since its launch in 2009. FFC has seen speakers from Mozilla, Google, Adobe, as well as the brightest minds in the country & the region. This **November 8, 2014**, FFC will celebrate its 5<sup>th</sup> year of promoting web standards, usability, and professionalism in a theme that honors our design superheroes—past, present, & future.

Joining us are some of the biggest names in the industry, such as: **John Allsopp** (runs Westciv, founded Web Directions conferences, authored of “A Dao of Web Design”—hailed as the “manifesto for anyone working on the Web”), **Jina Bolton** (senior product designer for UX at Salesforce.com, authored *Fancy Form Design & The Art & Science of CSS*), **Erick Clark Su** (Lifebit founder, shipped over 20 mobile apps Philippines’ top brands Microsoft PH, Nokia PH, Axe, Coke), **Sacha Greif** (Sidebar.io, Folyo, Discover Meteor, worked with Le Monde, Codecademy, Hipmunk, Intercom).

**Form Function & Class** is organized by fellow web professionals who want to create a venue for meeting and learning from the best minds in the industry. Your brand can greatly benefit from establishing a relationship with the web design community through this conference.

Contact us at [info@pwdo.org](mailto:info@pwdo.org) and visit the conference website at <http://formfunctionclass.com>



# PWDO

Philippine Web Designers Organization

We are a group of enthusiasts & professionals who create human interfaces for the Web, champion the use of standards, accessibility & usability, and aim to uplift the state of web design in the country.

PWDO started in September 2008, when several of us gathered because we wanted to have a web design conference in the Philippines. We held the first **MiniFFC** meet-up by the end of October, registered with the SEC as a non-stock, non-profit corporation in March, and on July 10, 2009, launched the first **<form> function & .class** conference.

Since then we've expanded our conference format to include workshops, created a **Junior FFC** for students, held a code camp on **Ruby on Rails for Designers**, and organized a pro-bono website building hackathon for charities/non-profits called **Caritakathon**. We do all of this on our own free time as volunteer work for the local web designer community.

Website	Twitter	Facebook	Google+	Mailing List
<a href="http://pwdo.org">pwdo.org</a>	<a href="https://twitter.com/pwdo">@pwdo</a>	<a href="http://webdesigners.org.ph">webdesigners.org.ph</a> 2,500+ followers	<a href="https://plus.google.com/pwdo">gplus.to/pwdo</a> 21,400+ views	2,000+ subscribers
	<a href="https://twitter.com/ffcp">@ffcp</a>	<a href="https://groups.webdesigners.org.ph">groups/webdesigners.org.ph</a> 5,000+ members		
Blog		<a href="http://formfunctionclass">formfunctionclass</a> 450+ followers	Instagram	
<a href="http://blog.pwdo.org">blog.pwdo.org</a>		<a href="http://caritakathon">caritakathon</a> 280+ followers	<a href="https://www.instagram.com/pwdo">pwdo</a>	



**2009**

**ASIAN INSTITUTE  
OF MANAGEMENT**



**2011**

**ASIAN INSTITUTE  
OF MANAGEMENT**



**2012**

**UNIVERSITY OF  
SANTO TOMAS**

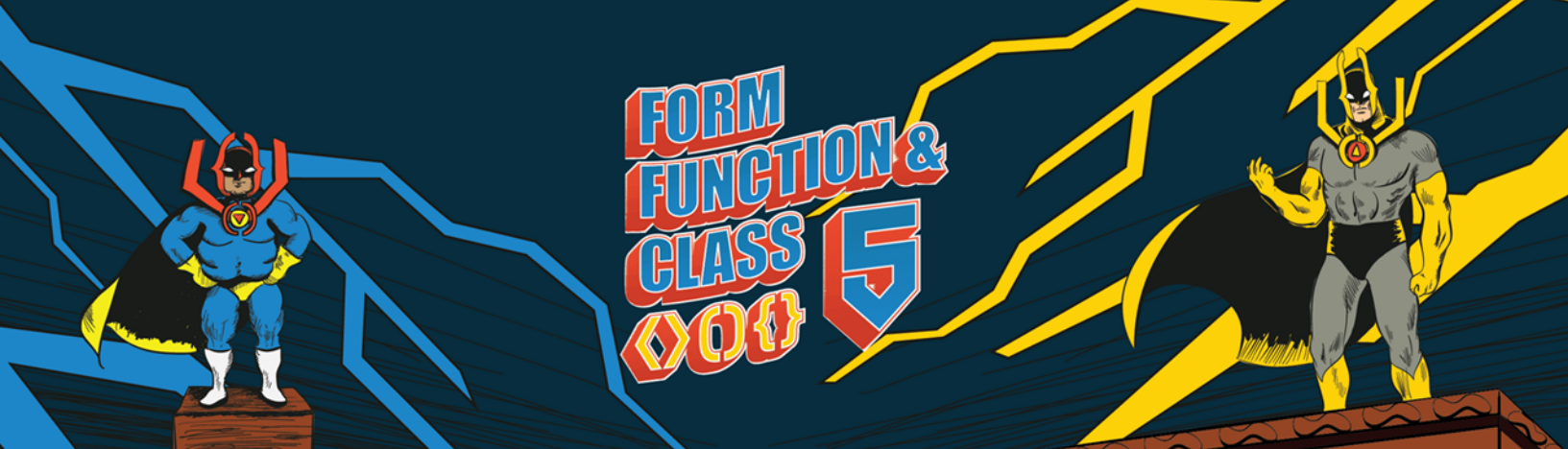


**2013**

**DE LA SALLE -  
COLLEGE OF  
SAINT BENILDE**







<b>Sponsorship Value</b> <i>in Philippine Pesos</i>	<b>Co-Presenter</b> 200,000	<b>Diamond</b> 150,000	<b>Platinum</b> 100,000	<b>Gold</b> 50,000	<b>Silver</b> 30,000	<b>Bronze</b> 10,000
Category exclusivity	✓	✓	✓	✗	✗	✗
Company name & logo - on streamers & posters - in email & social media - on the website (linked) - flashed & announced at every opportunity in FFC	✓ Top Billing	✓ Top Billing	✓ Top Billing	✓	✓	✓
Speaking opportunity (maximum of 10 minutes)	✓	✓	✓	✓	✓	✗
Audio-visual presentation (maximum of 5 minutes)	✓	✓	✓	✓	✓	✓
Complimentary tickets (worth PhP 4,000 each)	✓ 6 tickets	✓ 5 tickets	✓ 4 tickets	✓ 3 tickets	✓ 2 tickets	✓ 2 tickets
Right to set up booth	✓	✓	✓	✓	✓	✗
Right to display banners	✓ 6 banners	✓ 5 banners	✓ 4 banners	✓ 3 banners	✓ 2 banners	✓ 1 banner
Right to raffle / distribute brochures, tokens, etc.	✓	✓	✓	✓	✓	✓
Promotional blast in PWDO social networks & email newsletter**	✓ 7 social posts; 2 email blasts	✓ 6 social posts; 2 email blasts	✓ 5 social posts; 2 email blasts	✓ 4 social posts; 1 email blast	✓ 3 social posts; 1 email blast	✓ 2 social posts

\* We are open to negotiating custom packages and ex-deals.

\*\* Promo blasts to be provided by the sponsor. As part of our privacy policy, we do not distribute participant emails or other contact information to sponsors, but we will gladly pass along any announcements or promotions via PWDO channels.