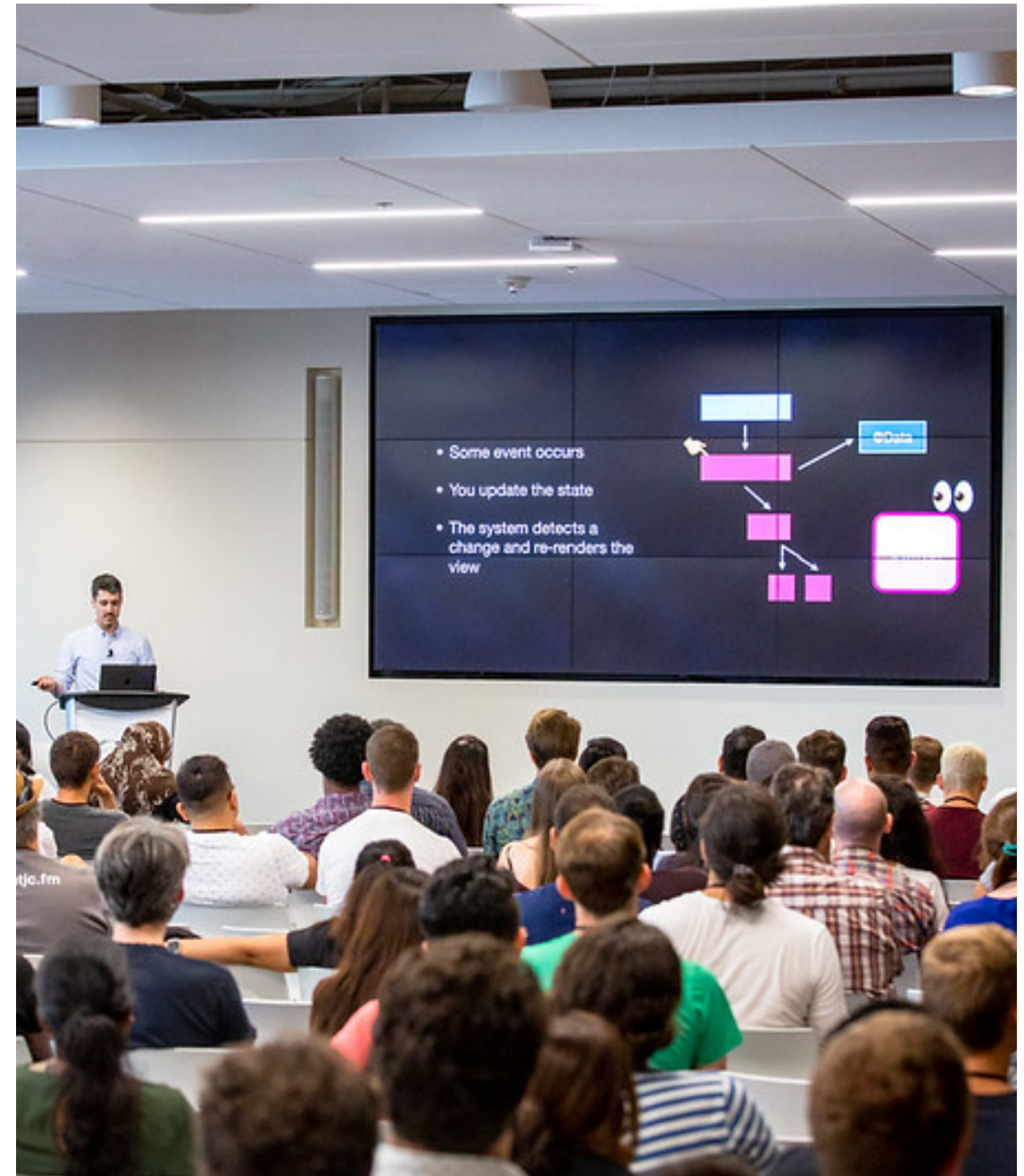


SPONSORSHIP INFORMATION

AUGUST 13TH & 14TH 2020

Why Sponsor Swift TO?

- Reach hundreds of local developers with your message
- Reach hundreds both at home and internationally when our videos are posted to Vimeo and Youtube
- A highly affordable way to both send your team to a conference and be a sponsor
- Most sponsor tiers cost less than the price of using a recruiter to hire one developer
- Build team morale and brand reputation within the Toronto iOS/ MacOS community



Sponsor for less than the cost of attending WWDC

- A WWDC ticket for one developer is \$1600 USD, plus airfare, hotel and meals
- Starting at \$2,500 CAD you can sponsor our conference and send a team member. Buy additional discounted tickets and send your team for <\$3000



Building on the success of Swift TO 2019

- Last year we aimed to run a single-day conference for 150 developers. We were blown away by the response and closed our sales at 250, with a growing waiting list
- Our after-conference satisfaction survey yielded a Net Promoter Score of 58
- This year our goal is to have 300 attendees, with capacity for up to 400. The conference will also be 2 days long and have a larger speaker budget



TIFF Bell Lightbox

- This year we have arranged to host Swift TO at TIFF Bell Lightbox.
- Host of the world renowned Toronto International Film Festival, this venue is first-class in its support capabilities for our conference and offers an unparalleled seating experience for our attendees



How does your sponsorship help?

- Help expand our speaker budget. We want to invite some of the best and brightest from our international community
- Help expand our extras. Your sponsorship money can help us with branded swag budgets and lots of extra 'nice-to-haves' that round out the experience and add prestige
- Help our conference party happen. We are looking to our sponsors to help us secure the best possible venue for our after party



Sponsorship Tiers

	Bronze (10x) \$2500	Silver (5x) \$6000	Gold (3x) \$10,000	Platinum/Party (1x) \$25,000
VIP Tickets (extra at discount)	1	2	5	10
Brand in all marketing and opening/closing remarks	✓	✓	✓	✓
Brand included at start and end of recorded videos		✓	✓	✓
Sponsor Booth at Venue		✓	✓	✓
2 minute sponsor pitch			✓	✓
Technical Speaking Slot				✓
Exclusive Party Sponsor Title & Booth				✓

Prices in Canadian Dollars
See next page for definitions and terms

- **VIP Ticket** - Includes distinctive Sponsor lanyard and exclusive access to seats in the upper balcony of the cinema
- **Sponsor Booths** - Pending approval from TIFF Bell Lightbox. Due to outstanding Sponsorship agreements with the venue, some companies may not be able to have a booth outside of the theatre. If this is the case for your brand, pricing and perks can be further negotiated
- **Technical Speaking Slot** - We reserve the right not to accept your proposed talk if it is overly promotional for the company and insufficiently educational for our audience. e.g. A talk about engineering problems is appropriate, but a hiring or sales pitch should be done during the 2-minute pitch
- **Exclusive Party Sponsor** - Platinum Sponsors have the opportunity to have the only sponsor booth at our after party and be thanked for making the party possible. We will call it “**The Swift TO Conference Party - Presented By [Company Name]**” and mention it in all marketing communications, including our Twitter profile bio.

Sponsor perks can be negotiated within reason. As best as possible we want to help find the right combination of perks that fit your company's budget. If you are interested/uninterested in a particular perk we may be able to negotiate an appropriate price adjustment to the tier you are interested in sponsoring at.