Pitch to Sponsors: 'Don't just be seen — be part of the conversation.'

Full Version

Most conferences sell sponsorship as a logo, a banner, or a booth nobody visits. Developers walk past, grab swag, and move on. That era is over.

This new event format is designed around interaction — the kind developers actually value. Every project, personality, and open-source team gets a space to connect with attendees through conversation, demos, and collaboration. Sponsors aren't an afterthought — they're the anchors that make it possible.

As a sponsor, you're not buying airtime. You're investing in **authentic proximity** to the builders, frameworks, and communities shaping modern development. Your brand becomes a visible part of the ecosystem — integrated into the same space where every conversation and livestream moment happens.

The event merges the best of open-source culture with the energy of a creative expo. Developers move freely between OSS pods, sponsor zones, and mini-events — constantly sharing, filming, and posting what they discover. Every shot, every clip, every attendee experience includes your brand organically.

Why It Works for You
- High engagement, low friction: Sponsors are placed where the energy is — surrounded by the projects and creators developers care about.
- Deeper authenticity: No canned pitches. Your brand connects through tools, collaboration, and shared value.
- Content goldmine: The event is built for social clips, livestreams, and highlight reels — every one naturally features your presence.
- Halo effect: By supporting creators and OSS teams directly, your company earns visible goodwill in the community.
- Lasting visibility: Every post-event recap, photo, and memory keeps your brand in the conversation long after it ends.

Sponsor Experience
Sponsors are treated as *core pillars* of the floor design, not side exhibits.
- Zones, not booths: Interactive, branded spaces that host demos, lounges, and even OSS collaborations.
- Tiered presence: Ranging from immersive "anchor zones" to smaller conversation pods — scalable to any brand size.

- Shared value: Sponsors can "adopt" open-source teams, covering travel and co-branding their spaces.
- Livestream integration: On-site roaming crews highlight sponsor zones and activities throughout the event.

The ROI That Actually Matters
This isn't about logo placement or lead capture — it's about **trust, visibility, and cultural relevance.** The companies that invest early in this format will define the next chapter of developer events.

Your brand won't just be at the conference. It will *be part of the movement* that redefines what a developer gathering looks like.

Tagline Options
"Built for builders. Backed by you."
"Sponsor the next era of developer connection."
"Support the people who build what you build on."

30-Second Version

Traditional conference sponsorships are background noise — logos and booths no one remembers. This event makes sponsors part of the action. Every project and creator has a booth for real interaction, and sponsors anchor the experience with zones built for demos, collaboration, and conversation. Your brand isn't a banner; it's part of the story every attendee, camera, and livestream captures. Less selling. More belonging.

10-Second Version

Not another booth. Be part of the floor, the footage, and the conversation. Sponsor the next era of developer connection.