Sponsorship & Reimbursement

Sponsorship from Google varies for each available campaign and details will be announced to all community organizers on the Community Leads Platform, North America Slack and Google Groups.

Sponsorship Request Process

1. Campaign and sponsorship rules are announced to the community

2. An event sponsorship budget and support form is submitted by the community organizer **once.** Google will only support one event at a time with the same date, location, and expected number of attendees, even if it is in collaboration with other communities.

reimbursed if a pre-approved budget was not sent/confirmed by Google.

4. After the event, please submit a North America Reimbursement Form with all itemized receipts within 60 days after the event to get   reimbursed by our agency. The reimbursement amount will match the amount of pre-approval.

For other events that are outside of our available campaigns (i.e. regular meetup, hackathons, etc.), you can complete this form to request for sponsorship.
Note: Filling out the form does not guarantee sponsorship. Please expect a response from the Google Team.

Reimbursement Guidelines

The reimbursement request starts with submitting the North America Reimbursement Form after your event.

- Submissions should be made **within 60 days** after the event. After 60 days, we will not be able to process the reimbursement.
- All **itemized receipts** must be included with the reimbursement submission.
  - Travel receipts should include full names and the details of the trip (ie. passenger name, ticket number, departure times, individual travel segments, the amount charged, and date)
  - Dates on itemized receipts should be clear and legible
  - Google cannot accept bank transaction screenshots or credit card statements
  - Google only accepts receipts and invoices from the vendor that you work with, not invoices from your own company
- In case of using PayPal, please use personal PayPal accounts. Otherwise, you will be responsible for any fees that occur.
  Please Note: As of August 2022, if you are using a PayPal business account it will be subject to a 2.99% fee seller fee.
- It could take up to 15 business days to receive your reimbursement once your request is approved
- During peak seasons (such as DevFest season), please expect a delay on payments due to the daily transaction limits for Google for Zelle payments.

Which Expenses Are Eligible for Reimbursement?

For any items not listed below, please reach out to corinnaluu@google.com to confirm if items you plan to purchase for your online/in-person events are eligible for reimbursement, prior to purchasing.

Gift cards and voucher meals are now eligible for reimbursement from January through December 2023

Events Organized By You

What is Covered?

What is Not Covered?

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In-Person Events

*Please ensure you always **receive pre-approved budget first**, before making purchases to be eligible for reimbursement.*

Event Set-Up

- Meals and Catering (up to $15USD per person)
- Venue
- Creative Assets - i.e. banners, lanyards, signage
- AV / Recording
- Photographer

Attendees

- SWAG (up to $10USD per person) - i.e. stickers, shirts, mugs, etc.
  Note: Giftcards / Vouchers Meals (i.e. Google Play, Amazon, etc.) are eligible for reimbursement for purchases made from Jan - Dec 2023.

Speakers

- Speaker Fees
- Travel Expenses (ie. flight, ground transportation, etc.)

Note: Your pre-approved budget will not be needed to cover travel for these following speakers:

- Google Developer Experts - travel is covered by the GDE team via their own portal
- Googlers - travel is covered by Google
- GDG & WTM Mentors - travel is covered by the Google North America Dev Ecosystem Team

- Transportation expenses accumulated prior to the event (i.e. swag delivery, Uber/Lyft to transport food items)
- Alcohol totals of more than 30% of reimbursement total
- Meals and drinks with speakers, community or others, that are not part of the event

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Virtual Events

*Please ensure you always **receive pre-approved budget first**, before making purchases to be eligible for reimbursement.*

Event Set-Up

- Platform Subscription/fees - i.e. Hopin, Zoom, etc.
- Ads for Event Promotion - i.e. Facebook, LinkedIn, Twitter
- Equipment (up to $300USD) - i.e. microphone, camera, etc.

Attendees

- SWAG (up to $10USD per person) - i.e. stickers, shirts, mugs, etc.
  Note: Giftcards / Vouchers Meals (i.e. Google Play, Amazon, etc.) are eligible for reimbursement for purchases made from Jan - Dec 2023.
- Raffle Prizes (up to $500USD) - i.e. online training/learning courses, etc.
- Swag and Raffle Prize Shipping Costs

Events Organized By Google

What is Covered?

What is Not Covered?

Flights

*Please ensure you **follow travel caps shared in event announcements and are confirmed to attend first**, before making purchases to be eligible for reimbursement.*

- Flights (airline of your choice) - within travel cap per subregion as indicated by our team
- 1 Carry-On Luggage Per Attendee

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- Flight Cancellation Fees
- Flight / Seat Upgrade or Preferred Zone / Seat Fees
- Flight Insurance / Cancellation Packages

Ground Transportation

- Uber / Lyft
- Public Transportation (Bus / Train)
- Airport Shuttle
- Taxi Cab

- Travel from/to airport and hotel (~up to $100 USD)
- Fuel Costs (~up to $100 USD)

- Travel from/to home and airport (unless pre-approved by Google)
- Rental Vehicle and Rental Vehicle Insurance
- Mileage
- Vehicle Parking or any tickets, tolls, or fees (unless pre-approved by Google)
- Vehicle Repairs or Car Wash

Hotel Accommodations

Typically, hotels in the form of shared rooms are booked and covered by the Google North America Team for all attendees during the event dates.

- Not applicable

- Hotel Room Upgrade Fees
- Single Room Request (unless pre-approved by Google)
- Additional Nights / Rooms Outside of Event Dates
- Room Service Fees (i.e. meals and entertainment, etc.)

Tips / Gratuity & Other Expenses

- Gratuity for Catering or Use of Service Industries (which are included in the contract)

- Tips that are Subjective (i.e. Uber / Lyft rides, Meals / Drinks at a restaurant, etc.)
- Food Expenses during trips for events (unless pre-approved by Google)
- Expenses above caps without pre-approval
- Google Domain for your chapter

Useful Content for Sponsorship

GDG North America Leads Academy Content

- Best Practices on Getting Your Group Sponsored

Thanks to Greg Bennett (GDG Cloud Calgary) for creating and sharing the below resources!

- Sponsorship Overview
- Sponsorship Inventory
- You can check out this example from WTM Montreal

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