WISDOM AS A SERVICE

WORLD TOUR 2015

A spirited initiative to engage 35+ User Groups representing over 2000 PHP developers around the world in a conversation about Community, Software Craftsmanship, Personal Growth and Professional Development.

"Devangelism on Demand"

Sponsorship Prospectus

http://wisdomworldtour.com

sponsorship@wisdomworldtour.com

The Mission

Marketing to Developers can be Challenging

Reaching the development community represents a unique challenge. Developers are a tricky sell — highly resistant to traditional marketing efforts, logical, focused on that which solves problems rather than that which makes them feel good.

Developers are the classic "don't call us, we'll call you" prospects.

Traditional Evangelism is Limited

Conference sponsorship is perhaps the most common method of reaching out to the development community in numbers. Conferences, however, have their limitations: they are focused on the very limited subset of the community which is able to attend, are often regionally limited, and tend to overlap from conference to conference and year to year.

How do you get your message heard by more developers?

Imagine Your Brand Presented to 2000 Engaged PHP Developers Worldwide

Your evangelism efforts don't need to suffer from these limitations. You can get your brand in front of developers representing a wide cross-section of the community, geographically distributed, in large number, and in a way which predisposes them toward favorable consideration of your message.

How?

Introducing the Wisdom as a Service World Tour 2015

The Wisdom as a Service World Tour was envisioned as a year−long effort to visit 35 PHP User Groups around the world during 2015 and engage developers in a conversation about Community, Software Craftsmanship, Personal Growth and Professional Development.

The response from the PHP development community to this initiative has exceeded even the most optimistic expectations and 15 Tour events spanning 8 countries have already been confirmed for the first 90 days!

The Tour is currently projecting as many as 50 events reaching over 2000 PHP developers. Advertising by participating User Groups projects to reach over 10,000 developers.

Taken as a whole, the Tour will be visited by more PHP developers than the several of the largest PHP conferences combined!

The Tour is a year−long effort; your sponsorship will continue to deliver value throughout 2015.

Given the geographic distribution of the events, this is also a much broader segment of the community than would be possible to reach by committing resources to a single event. In several instances the Tour will be assisting the launch of a new PHP User Group or the reboot of a Group which has been dormant. The vast majority of the attendees will be developers which you are likely not reaching through your current evangelism.

These are the developers that you need to reach.

An Opportunity to Reach Your Audience and to Deliver Your Message

The Wisdom as a Service World Tour is not *just* a chance to make an investment in the PHP community by sponsoring speakers and supporting User Groups around the world.

It's an opportunity to get your message in front of your audience on their terms.

Confirmed Tour Dates

January 12th, 2015   **ShorePHP User Group** (Tour Kickoff Event)

> Asbury Park, New Jersey, USA

January 20th, 2015   **Frysian PHP User Group**

> Leeuwarden, Netherlands

January 21st, 2015   **Brussels PHP User Group** (Group Launch Event)

> Brussels, Belgium

January 23rd, 2015   **Benelux PHP Conference** (Opening Keynote)

> Antwerp, Belgium

January 26th, 2015   **Koln Symfony User Group**

> Cologne, Germany

January 27th, 2015   **Frankfurt PHP User Group**

> Cologne, Germany

January 28th, 2015   **Berlin PHP User Group**

> Berlin, Germany

February 9th, 2015   **Dublin PHP User Group**

> Dublin, Ireland

February 11th, 2015   **Glasgow PHP User Group**

> Glasgow, Scotland

February 16th, 2015   **Brighton PHP User Group**

> Brighton, England

February 20th, 2015   **ConFoo Conference**

> Montreal, Canada

February 24th, 2015   **New York PHP User Group**

> New York, New York, USA

March 3rd, 2015	**Lakewood Web Developers Meetup**
	Lakewood, New Jersey, USA
March 10th, 2015	**Milwaukee PHP User Group**
	Milwaukee, Wisconsin, USA
March 11th, 2015	**Rockford PHP User Group**
	Rockford, Illinois, USA
March 12th, 2015	**Madison PHP User Group**
	Madison, Wisconsin, USA
March 15th, 2015	**Midwest PHP Conference**
	Minneapolis, Minnesota, USA
April 16th, 2015	**LoneStar PHP Conference**
	Dallas, Texas, USA
May 21st, 2015	**php[tek] Conference** (Opening Keynote)
	Chicago, Illinois, USA

Sponsorship Packages

A tour of this scope is a considerable financial undertaking: travel, meals and accommodations for the speaker(s) as well as costs for venue, food and giveaways at each tour stop. Sponsorship will be used to offset a portion of the costs of the tour.

While the Tour projects 50 events over a year, Sponsorship Packages are based upon 35 Tour events over six months and will be extended to additional Tour events at no additional cost.

Sponsorship Package	Price	Quantity
Titanium – Tour Benefactor	$10,000	1 of 1

- **Name on Tour Title**
  - "'Wisdom as a Service World Tour' presented by *YourCorp*"
- **Five Minute Video Presentation**[1,2]
  - ...introducing your Company/Product at each Tour Event
- **Title Slide Logo**[1]
  - ...for all Event Presentations
- **Sponsor Table**[1,3]
  - ...at each Tour Event
- **Distribution of Swag/Materials**[1,2]
  - ...at each Tour Event
- **Event Collateral Logo**[1]
  - ...on all Advertisements, Signage, Presentations & Emails
- **Press Release**
  - ...announcing Tour Sponsorship
- **Blogpost**
  - ...announcing Tour Sponsorship & promoting services
- **Facebook & Twitter Promotion**
  - ...announcing Tour Sponsorship
- **Intro/Outro Callout**
  - ...during all Event Presentations
- **Sponsorship Slide Logo**[1]
  - ...for all Event Presentations
- **Website Logo**

Sponsorship Package	Price	Quantity
Platinum – Tour Partners	$5,000	3 of 4

- Sponsor Table[1,3]
  ...at each Tour Event
- Distribution of Swag/Materials[1,2]
  ...at each Tour Event
- Event Collateral Logo[1]
  ...on all Advertisements, Signage, Presentations & Emails
- Press Release
  ...announcing Tour Sponsorship
- Blogpost
  ...announcing Tour Sponsorship & promoting services
- Facebook & Twitter Promotion
  ...announcing Tour Sponsorship
- Intro/Outro Callout
  ...during all Event Presentations
- Sponsorship Slide Logo[1]
  ...for all Event Presentations
- Website Logo

Sponsorship Package	Price	Quantity
Gold – Tour Sustainers	$3,000[4]	5 of 6

- Event Collateral Logo[1]
  ...on all Advertisements, Signage, Presentations & Emails
- Press Release
  ...announcing Tour Sponsorship
- Blogpost
  ...announcing Tour Sponsorship & promoting services
- Facebook & Twitter Promotion
  ...announcing Tour Sponsorship
- Intro/Outro Callout
  ...during all Event Presentations
- Sponsorship Slide Logo[1]
  ...for all Event Presentations
- Website Logo

Sponsorship Package	Price	Quantity
Silver – Tour Patrons	$1,500[4]	9 of 12

- Blogpost
  - ...announcing Tour Sponsorship & promoting services
- Facebook & Twitter Promotion
  - ...announcing Tour Sponsorship
- Intro/Outro Callout
  - ...during all Event Presentations
- Sponsorship Slide Logo[1]
  - ...for all Event Presentations
- Website Logo

Sponsorship Package	Price	Quantity
Bronze – Tour Supporters	$750[4]	∞

- Facebook & Twitter Promotion
  - ...announcing Tour Sponsorship
- Sponsorship Slide Logo[1]
  - ...for all Event Presentations
- Website Logo

Sponsorship Package	Price	Quantity
Copper – Tour Backers	$350	∞

- Website Logo/Listing

$100 for Non Profit Organizations, $50 for Participating User Groups and Individual Community Members wishing to show their support for the Tour.

[1] Limited to User Group Events.

[2] Provided by Sponsor.

[3] A Sponsor staff-member may also attend.

[4] 50% off for Non Profit Organizations

Special Sponsorship Opportunities

In addition to standard sponsorship packages, a number of special sponsorship opportunities are also available. The following sponsorships include all of the benefits of the Silver Sponsorship level as well as appropriate signage and/or branding and special mention during the introductory & closing remarks at each event.

Special Sponsorship	Price	Quantity
Food Sponsor Pizza, Hors Devours Buffet or similar	$4,500	3
Beer Sponsor at Event Location	$2,000	2
Happy Hour Optional & Off−site, following Event	$500[1]	per location
Swag Stickers, Pens & Note Cards	$2,500	1
Raffle MacBook Pro Retina (at End of Tour)	$3,500	1
Custom Limited Only by Your Creativity	negotiable	∞

[1] Minimum 4 locations.

Ready to Sponsor?

To help sponsor the Wisdom as a Service World Tour, please contact sponsorship@wisdomworldtour.com. We are looking forward to partnering with you!