



# WORDCAMP PHOENIX 2013 SPONSORSHIP OPPORTUNITIES

## WHY SPONSOR WCPHX 2013?

WordPress is free, open-source software that is revolutionizing the Internet by allowing any individual or business to publish, maintain & market a website. Nearly 20% of the website on the Internet are now powered by WordPress.

WordCamps are volunteer-organized, community-sponsored conferences bring together local technology professionals, enthusiasts, vendors & customers to connect with each other and learn about WordPress.

As a sponsor, you'll gain unique visibility in a large, tech savvy young crowd with disposable income. WordCamps are held regionally all across the world, but the Phoenix WordCamp is one of the oldest, largest and most popular. We've got a great reputation among our attendees, which enables us to generate maximum impact for our sponsors.

The WordCamp Phoenix organizing team is serious about working personally with our sponsors to provide unique and powerful promotional opportunities that will generate maximum ROI for their brands. For sponsors, there is no better opportunity to reach an intelligent, interesting and evangelistic crowd.

Sponsors are encouraged to act fast as there is a limited need for funding and sponsorship opportunities will go fast.

## SPONSOR EXPECTATIONS

- If your brand represents a software product, it must be GPL friendly
- If you or your company deals in WordPress-derivative works (plugins, themes, etc), those must be 100% GPL (not split license) or compatible, the same guidelines followed on WordPress.org.
- Sponsors may apply but will not be guaranteed speaking spots
- Funds must be received before sponsorship will be announced
- Any excess sponsorship proceeds will be donated to the non-profit WordPress Foundation
- This is a community event, not a highly commercialized one. Consequently, we will work with you to find organic/creative sponsorship opportunities rather than the traditional swag/spam/stunt advertising. Not only does this make the event more classy but our research shows an organic approach results in higher attendee brand retention

## EVENT DETAILS

Technology conference / Multiple events  
January 18-20, 2013

Venues include: Chandler Center for the Arts, Gangplank, Chandler Community Center, Library and other locations in/near downtown Chandler, AZ

Ticket price: \$20-30 per person  
Expected attendance: 600+ in person, thousands online

Demographics: (based on data from Wordcamp Phoenix 2009-2012)

- 25-45 yrs old
- 45-125k/annum HHI
- Web & tech savvy professionals
- An astounding 90% of attendees are active bloggers
- Most are highly active on Twitter, Facebook, Yelp, FourSquare with large influence circles
- 80% of attendees local to AZ

## SPONSORSHIP PACKAGES

### Gold - \$5,000

Limited to 3 total sponsors  
Large logo & link on WordCamp Phoenix website  
Large logo on all printed material  
Logo & link on all email communication sent to attendees prior to the event  
Option to do one camp-wide giveaway  
Featured post on the event blog & social media accounts  
Repeated mentions throughout the 3-day event  
Placement of up to 3 items on the swag table  
10 tickets to WordCamp

### Silver - \$2,500

Limited to 7 total sponsors  
Medium logo & link on the WordCamp Phoenix website  
Medium logo on all printed material  
Text link on all email communication sent to attendees prior to the event  
Blog post on the event blog  
Mentioned 3 times throughout the event  
Placement of 1 item on swag table  
6 tickets to WordCamp

### Bronze - \$1250

No limit on number of sponsors  
Small logo on the WordCamp Phoenix website  
Text mention on all printed material  
No swag items  
3 tickets to WordCamp

### Community - \$250

No limit on number of sponsors  
Text link on the WordCamp Phoenix website  
Text mention on printed material  
1 scholarship ticket to a deserving student (we will give it away + tell the student you sponsored them)

## SPONSORSHIP CONTACT

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