



October 14th, 2017

Huntsman Hall
at The Wharton School
University of Pennsylvania

CONTACT US

sponsorship@barcampphilly.org
twitter.com/barcampphilly

WHY SPONSOR BARCAMP PHILLY 2017?

Sponsoring BarCamp Philly is one of the best ways to support Philadelphia's educational community environment, foster learning and collaboration, and reach some of the most driven, creative, and tech-savvy people from the region.

We love our sponsors, and we show it - leading up to the event, with tweets to 3,700+ dedicated and engaged followers, plenty of love on our website + all day long at BarCamp with online and IRL shoutouts, logos displayed proudly and providing space for our sponsors with tables to network, mingle, and be a part of the true BarCamp experience.

Our 2017 sponsorship levels allow for companies and individuals to donate whatever their budget allows. No matter what the amount, you are a big part of making this year's event a success.

We use all sponsorship money to improve the quality of the BarCamp Philly experience. Last year, sponsorship money went to printing t-shirts, providing breakfast (and lots of bacon!), coffee and afternoon snacks, conference materials, and a big BarCamp celebration at the after party.

Chances are, if you're getting this, you've taken part in a past BarCamp Philly, and no matter how big or small - we thank you for your contribution! **Now, onto the details.**



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PREMIER SPONSORSHIP PACKAGES

Get THE most visibility possible with our premier packages that offer top billing on social media, on the sponsor section of the website and on the wall and around the space at the event.

BREAKFAST \$2,000

This package sponsors the professionally-catered morning breakfast spread of pastries, bagels, fruit, yogurt, and more, that will kick us off in the morning. It is a seriously delicious way to start the day. You'll get signage on the breakfast table in addition to the other perks. It comes out to -\$4 per person to start everyone's day off right.

BRING ON THE BACON \$1,500

Yes, we have made bacon its own sponsorship tier this year. It just makes sense, since bacon gets a lot of love at BarCamp! This level ensures there is an abundance of crispy, salty, fresh and flavorful bacon. (This level includes smoothies for all of the non-meat eaters, too!) See your logo highlight the bacon station all morning long. It comes out to -\$3 per person to make breakfast even better.

CAFFEINE \$1,500

Buy coffee for everyone. All day. No really, we're able to provide both the morning and afternoon coffee and tea service that will be available to fuel attendees all day long with this sponsor package. You'll get premium billing all day near the coffee. It comes out to -\$3 per person to make sure we're all buzzing about BarCamp Philly.



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SUGAR RUSH \$1,500

This package sponsors an afternoon infusion of sweetness and salt, by way of hot spiced apple cider, delicious cookies, gourmet popcorn, and more, all of which will be brought into the main forum during the lunch break and is around till late in the day. See signage with your logo in the afternoon at the snack tables. It comes out to -\$3 per person to keep BarCamp's bellies full all afternoon.

FEED BARCAMP PHILLY \$5,000

We are offering the biggest sponsor spot available, if you're ready to be the hero of BarCamp Philly 2017! This sponsorship level provides all of the food and drink services in the levels above - the beautiful professionally catered spread at breakfast, ample coffee and tea all morning and afternoon and an afternoon infusion of sweetness. It comes out to -\$10 per person to provide all of this awesomeness to every attendee. And if you choose this level, we get to see how large we can print your logo - challenge accepted.

AFTER PARTY (TITLE SPONSOR) \$2,500

The after party is a chance for attendees to relax, have a drink and connect with everyone they've chatted with and learned from all day at BarCamp Philly. Sponsorship covers light fare and an open bar for 2 hours. This party is the place to be for BarCamp locals and out-of-towners alike. See your logo loud and proud at the venue. It comes out to -\$5 per person for a pretty killer after party.



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AFTER PARTY (FOOD SPONSOR) \$1,500

Pony up for this premium sponsorship to get some extra snacks (which usually double as dinner!) for the crowd at the BarCamp Philly after party, and comes with extra signage by the food stations. It comes out to ~\$3 per person to help feed the hungry masses.

AFTER PARTY (DRINK SPONSOR) \$1,500

Let's drink a toast to BarCamp 2017! This level buys another round or two of drinks at the after party, and comes with extra signage at the bar. It comes out to ~\$3 per person for a pretty killer after party.

Premium Sponsorship levels include top billing on the website and T-shirt, 6 complimentary tickets (8 if you've sponsored before), a recruitment/networking table during the day (first come, first serve), ample branded signage near your sponsored spread, an over-sized wall decal, and plenty of shoutouts, both on social media and at the event.

We're open to reworking the details if you have another idea in mind, so let us know what you're thinking!

NOTE: Amounts above are approximate based on estimated attendance and previous year's budget.



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STANDARD SPONSORSHIP LEVELS

LUCHADOR! \$1,000

Your logo gets placed large and in charge on our site, the back of the BarCamp Philly t-shirt, a well-placed wall decal at the event, and you receive 6 free tickets.

GIANT \$500

Your logo is featured on our site, the back of the BarCamp Philly t-shirt, on a wall decal at the event, and you receive 4 free tickets.

BIG \$250

Your logo is featured on our site, company name listed on the back of the BarCamp Philly t-shirt, and you receive 2 free tickets.

EVEN MORE +\$500 TO GIANT OR LUCHADOR! LEVEL

Ask about the opportunity to set up a recruitment/networking table during the day. This perk is first come, first serve and VERY limited.

SPONSORED BARCAMP BEFORE?

You've got the coveted Legacy Sponsor status, and that means 2 extra tickets for each level!