

Multi-Event Sponsorship Program 2014

Thanks for your interest in sponsoring multiple WordCamps at once! We appreciate your support and hope to make the process of supporting the amazing educational initiative that is the WordCamp program easy for you and your company.

Sponsorship opportunities are available on a quarterly basis. The first round is available starting January of 2014. You will be billed at the beginning of the quarter based on the figures for 2013 WordCamps, and then two weeks after the end of each quarter, you'll be provided with 2014 data and billed if necessary to adjust the total sponsorship fee due, based on the number of WordCamps held that quarter and the attendance thereof. Attendance figures will be rounded up to the nearest 50.

Sponsorship levels:	Pillar	Champion	Accomplice
Per person	\$10.00	\$5.00	\$2.50
Median WordCamp (@250)	\$2,500.00	\$1,250.00	\$625.00

Regions available for multi-event sponsorship:

	WordCamp attendees (annual)	Pillar (annual)	Champion (annual)	Accomplice (annual)
North US*	1,550	\$15,500	\$7,750	\$3,875
South US*	1,800	\$18,000	\$9,000	\$4,500
East US*	1,650	\$16,500	\$8,250	\$4,125
West US*	3,050	\$30,500	\$15,250	\$7,625
Canada	2,050	\$20,500	\$10,250	\$5,125
Latin America	600	\$6,000	\$3,000	\$1,500
Europe/Africa	3,800	\$38,000	\$19,000	\$9,500
Asia/Pacific	1,850	\$18,500	\$9,250	\$4,625
ALL	16,350	\$163,050	\$81,750	\$40,875

***US Region key:**

North: Chicago, Columbus, Denver, Detroit, North Canton, Grand Rapids, Milwaukee, St. Louis, Minneapolis

South: Albuquerque, Atlanta, Austin, Birmingham, Fayetteville, Kansas City, Louisville, Miami, Nashville, Orlando, Phoenix

East: Baltimore, Boston, Buffalo, NYC, Philly, Providence, and Raleigh

West: LA, Orange County, Portland, Reno, Salt Lake City, San Diego, Seattle, Vegas

Please note that WordCamp SF is not included in this program.

Companies can sponsor on a quarterly, biannual, or annual basis. Sponsorship acknowledgement packages will be as follows:

WordCamp Pillar

Name, logo, and company description/blurb on WordCamp Website
Dedicated tweet announcing your sponsorship
Inclusion in blog post thanking all WordCamp sponsors
Your stuff added to our "swag table" (subject to approval)
Logo on programs and any between-session slideshows
Thank you and link in pre-WordCamp and post-WordCamp emails to attendees

WordCamp Champion

Name, logo, and company description/blurb on WordCamp Website
Inclusion in tweet thanking all WordCamp Champions
Inclusion in blog post thanking all WordCamp sponsors
Logo on programs and any between-session slideshows

WordCamp Accomplice

Name, logo, and company description/blurb on WordCamp Website
Inclusion in tweet thanking all WordCamp Accomplices
Inclusion in blog post thanking all WordCamp sponsors

Once you're signed on as a Pillar, Champion, or Accomplice sponsor, you'll get an email from WordCamp Central when a new WordCamp in your sponsorship region is approved, introducing you to the organizing team and telling you where to mail any swag and where to email your logo, company information, and blog post, as applicable. Your sponsorship of each WordCamp will be announced as early as possible on each WordCamp website.

In this first iteration of the program, we're not able to provide more "customized" sponsorship packages, but please feel free to share your thoughts about ways we can tweak the program to make it simpler for you to support the certain kinds of WordCamps you're most interested in sponsoring.

Please email us at support@wordcamp.org to take part in this program, and thanks for supporting WordCamps!

WordCamp Sponsorship Agreement

This Sponsorship Agreement is made by and between WordPress Foundation, an organization exempt from federal income tax under Section 501(c)(3) of the U.S. Internal Revenue Code and classified as a public charity for federal income tax purposes (the “Foundation”), and _____ [insert full name of Sponsor] (the “Sponsor”). This Agreement is effective as of _____.

Sponsored WordCamps. With assistance from its local organizers, the Foundation hosts WordCamp conferences throughout the world. This Agreement pertains to the following WordCamps (the “Sponsored WordCamps”):

Location(s):

Date(s):

Sponsorship Amount. Within 20 days of this Agreement or before the start of the first Sponsored WordCamp, whichever is sooner, the Sponsor agrees to pay _____ (US\$ _____) to the Foundation (the “Sponsorship”).

Use of Funds. The Foundation will use the Sponsorship to cover its costs and the costs of its volunteers and agents in connection with organizing, promoting, and operating the Sponsored WordCamp(s). Any excess remaining after these costs are paid may be used by the Foundation for its unrestricted general support. If any of the above Sponsored WordCamps is cancelled, the Foundation will return to the Sponsor a pro rata portion of the Sponsorship (or, at the Sponsor’s direction, retain that portion of the Sponsorship for the Foundation’s unrestricted use).

Recognition of Sponsor at the Sponsored WordCamps. In recognition of its support through the Sponsorship, the Foundation will provide the following benefits to the Sponsor at each Sponsored WordCamp:

The Sponsor is responsible for providing to the Foundation in a timely manner the links referenced above as well as any name or logo artwork for use in the above acknowledgments. The Sponsor agrees, however, that (i) the specific format of the above acknowledgment (e.g., time-length of slide displays and relative size of the Sponsor’s logo) will be in the Foundation’s discretion; and (ii) links to the Sponsor’s generic homepages or generic social media profiles are permitted, but links to pages with product offers, sales promotions, and other advertising are not allowed.

Notwithstanding anything else in this Agreement, the Sponsor understands and agrees that any acknowledgment by the Foundation of the Sponsor is limited, for tax and similar reasons, to publishing the Sponsor’s name and logos; established slogans; brands and trade names;

contact information (telephone numbers, physical and email addresses, and home page URLs); and value-neutral, non-qualitative, and non-comparative descriptions of the Sponsor and its products and services. The Sponsor also understands and agrees that the Foundation will not endorse the Sponsor or any product or service offered by the Sponsor, and that nothing in this Agreement provides any right to the Sponsor or its representatives to speak at a Sponsored WordCamp.

Sponsor Conduct. The Sponsor recognizes that, in associating itself with the Foundation and the Sponsored WordCamps, the Sponsor expected to support the WordPress project and its principles. Accordingly, the Sponsor agrees to comply with the WordCamp Sponsor Guidelines attached as Exhibit A in conducting any activities at or in connection with the Sponsored WordCamps.

Use of Foundation and WordCamp names. The Sponsor may in its reasonable discretion use the name and logo of the Foundation and of each Sponsored WordCamp, and may refer or link to the Foundation and each Sponsored WordCamp, in any press release, website, advertisement, or other public document or announcement, including without limitation in a general list of the Sponsor's supported organizations and as otherwise required by law; provided, however, that any such use must be in compliance with the WordCamp Sponsor Guidelines attached as Exhibit A (including but not limited to the prohibition on the use of the Foundation's name to imply any endorsement of the Sponsor's products or services). Any breach by the Sponsor of Section 5 or Section 6 will constitute a material breach of this Agreement, as a result of which the Foundation may terminate this Agreement and retain the Sponsorship for its unrestricted use if the Sponsor does not cure such breach to the reasonable satisfaction of the Foundation in a reasonably prompt timeframe under the circumstances (and in any event immediately, if such breach occurs during a WordCamp).

Trademarks. The Sponsor and the Foundation hereby grant each other permission to use the other party's name, logo, and other trademarks in connection with the activities contemplated above. These permissions are, however, revocable, non-exclusive, and non-transferable, and each party agrees to use the other party's logo or trademark only in accordance with any trademark usage guidelines that the other party may provide from time to time. Neither party will hold the other party liable for any incidental or consequential damages arising from that other party's use of its trademarks in connection with this Agreement. Except as expressly provided above, any use of the Foundation's trademarks is subject to the WordPress Trademark Policy listed at <http://wordpressfoundation.org/trademark-policy>.

Sponsor Participants. The Sponsor agrees that the Foundation may in its discretion require the Sponsor's participants at any Sponsored WordCamp to agree to waive liability against the Foundation and its organizers as a condition for attending the event.

Relationship of the Parties. This Agreement is not to be construed as creating any agency, partnership, joint venture, or any other form of association, for tax purposes or otherwise,

between the parties, and neither party will make any such representation to anyone. Neither party will have any right or authority, express or implied, to assume or create any obligation of any kind, or to make any representation or warranty, on behalf of the other party or to bind the other party in any respect.

Governing Law. This Agreement will be governed by and construed in accordance with the laws of the State of California, USA, without reference to its conflict of laws provisions.

Severability. If any provision of this Agreement is held to be invalid, void, or otherwise unenforceable, that provision will be enforced to the maximum extent possible so as to effect the intent of the parties, and the remainder of this Agreement will remain in full force and effect.

Assignment. Neither the Foundation nor the Sponsor will have the right to assign this Agreement without the prior written consent of the other party, and any purported assignment without such consent will be void. The Foundation may delegate its duties under this Agreement to its volunteers and local WordCamp organizers.

Entire Agreement; Amendment. This Agreement (including Exhibit A) constitutes the entire agreement of the Foundation and the Sponsor with respect to the subject matter set forth herein, and this Agreement supersedes any prior or contemporaneous oral or written agreements, understandings, or communications or past courses of dealing between the Sponsor and the Foundation with respect to that subject matter. This Agreement may not be amended or modified, except in a written amendment signed by duly authorized representatives of both parties.

Counterparts. This Agreement may be executed in one or more counterparts, each of which will be deemed an original, but all of which together will constitute one and the same agreement.

The parties have executed this Agreement as of date set forth above.

SPONSOR:

RECIPIENT:

By:

By:

Name:

Name:

Title:

Title:

Exhibit A: WordCamp Sponsor Guidelines

WordCamp Sponsorship Guidelines (Exhibit A)

WordPress Foundation is grateful for the valuable support sponsors provide to our WordCamps. For tax-related reasons, we ask our sponsors to observe certain practices in presenting themselves and their products and services at WordCamps.

1. Sponsors may provide:

- The sponsor's name and logo
- Slogans that are an established part of the sponsor's image
- The sponsor's brands and trade names
- Sponsor contact information (such as telephone numbers, email addresses, and home page URLs)
- Factual (value-neutral) displays of actual products
- Displays or handout materials (such as brochures) with factual, value-neutral, non-comparative/non-qualitative descriptions or listings of products or services

2. Sponsors may not provide:

- Promotional or marketing material containing qualitative, comparative, or non-neutral messages about the Sponsor, its products or services (such as "the first name in WordPress hosting", "award-winning", or "the best ecommerce plugin")
- Qualitative or comparative language, price information, or other indications of savings or value
- Inducements to purchase or use the Sponsor's products or services (for example, by handing out coupons or discount purchase codes)
- Calls to action ("visit this site for details", "call now for a special offer", "go to", "join our league of savings", etc.)
- Claims that WordPress Foundation, WordCamps, or WordCamp organizers endorse or favor a Sponsor or its products or services

3. Sponsors agree that the Foundation and WordCamp organizers have the right to request and review sponsor materials in advance of a WordCamp, to require changes to any materials in advance, and to require that any materials that do not meet the above expectations be taken down or that any practices that do not meet the above expectations be discontinued during a WordCamp. The above restrictions also apply to material placed on any self-serve swag tables reserved for sponsor use.

By officially associating our company with WordCamp as a sponsor and signing this agreement:

4. we understand that in this role we are expected to support the WordPress project and its principles.
5. we understand that the principles of the WordPress project include:
 - a. no discrimination on the basis of economic or social status, race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, marital status, age, or disability
 - b. no incitement to violence or promotion of hate
 - c. no spammers
 - d. no jerks
 - e. respect the WordPress trademark
 - f. embrace the WordPress license; If distributing WordPress-derivative works (themes, plugins, WP distros), any person or business officially associated with WordCamp should give their users the same freedoms that WordPress itself provides: 100% GPL or compatible, the same guidelines we follow on WordPress.org
 - g. don't promote companies or people that distribute WordPress derivative works which aren't 100% GPL compatible
6. We agree that WordCamp sponsorship is in no way connected to the opportunity to speak at a WordCamp.
7. We agree that this sponsorship agreement does not alter the WordPress or WordCamp trademark usage policy found at <http://wordpressfoundation.org/>.
8. We agree WordPress Foundation reserves the right to modify the above guidelines and expectations at any time by providing written notice to the sponsor.

Company name: _____

Signature of company representative: _____

Name of company representative: _____

Date: _____