

WordCamp Ottawa 2017 Sponsorship Information



Sponsor, Grow, & Connect With Your Local WordPress Community!

WordCamps are informal, community-organized events that are put together by WordPress users with average ticket prices of \$20-\$40. The majority of assistance and funding comes from local business and volunteers. Without them, WordCamps would never get off the ground.

With all levels of support comes exposure for your brand to our attendees. The typical WordCamp attendee is between the ages of 25 and 45, makes \$45-125,000 per year, often runs their own business, and has a large following on social media channels like Twitter and Facebook.

Bloggers make great brand ambassadors. A good percentage of our audience are active bloggers - make a good impression on them and they won't be shy about painting you in a good light.

Sponsorship includes event tickets for your company to attend. Exclusive to Platinum and Gold sponsors, a table in our common area is provided - reach out in person to new clients and customers, offer a coupon code and product information, or encourage mailing list subscriptions.

Sponsorship Packages

To become a sponsor, please submit our Sponsor Interest form found at <https://2017.ottawa.wordcamp.org/contact-sponsor/>

All sponsors are required to agree to the WordCamp Sponsors Involvement Agreement found at <https://2017.ottawa.wordcamp.org/wordcamp-ottawa-2017-sponsors-involvement-agreement/>

Platinum - \$2,500

- **4 tickets** to WordCamp Ottawa 2017
- **2 tickets** to the Sponsor's Dinner on Friday
- **A table in our common area** with your own signage
- **Logo and link** on the WordCamp Ottawa 2017 website
- **200 words** describing your product or company, displayed online
- Logo on our event program
- Your stickers and handouts on our swag table
- A mention in our newsletter and in a blog post
- Shout-outs on Twitter in advance and on the day-of
- Detailed Thank You mention at Opening and Closing Ceremonies

Gold - \$1,500

- **2 tickets** to WordCamp Ottawa 2017
- **A table in our common area** with your own signage
- **Logo and link** on the WordCamp Ottawa 2017 website
- **200 words** describing your product or company, displayed online
- Logo on our event program
- Your stickers and handouts on our swag table
- A mention in our newsletter and in a blog post
- Shout-outs on Twitter in advance and on the day-of
- Thank You mention at Opening and Closing Ceremonies

Silver - \$1,000

- **2 tickets** to WordCamp Ottawa 2017
- **Logo and link** on the WordCamp Ottawa 2017 website
- **150 words** describing your product or company, displayed online
- Logo on our event program
- Your stickers and handouts on our swag table
- A mention in our newsletter and in a blog post
- Shout-outs on Twitter in advance and on the day-of
- Thank You mention at Opening and Closing Ceremonies

Bronze - \$500

- **2 tickets** to WordCamp Ottawa 2017
- **Logo and link** on the WordCamp Ottawa 2017 website
- **150 words** describing your product or company, displayed online
- Shout-out on Twitter
- Thank You mention at Opening and Closing Ceremonies

Small Biz - \$100

- **1 ticket** to WordCamp Ottawa 2017
- **Logo and link** on the WordCamp Ottawa 2017 website
- **100 words** describing your product or company, displayed online

Note: Small Biz sponsorships are purchased directly through our Ticket System and will be made available when General Registration is opened in May. Select the “Small Biz” ticket from this link: <https://2017.ottawa.wordcamp.org/register/>

Other Sponsorship Opportunities

Speaker's Dinner - \$1,000

The Friday night before WordCamp Ottawa, speakers meet, mingle, and get to know one another, away from the large crowds on Saturday and Sunday. Sponsorship gives you exclusive branding rights for this reception and two tickets to this exclusive event.

After-Party Networking Event - \$1,000

After a long day of learning, WordCamp attendees are excited to unwind and get a taste of the local nightlife. Sponsorship provides appetizers and drinks for the first 2 hours. You'll be rewarded with fun tweets mentioning your brand, much love from attendees, and maybe even a late night blog post.

Sponsorship Questions

For answers to any questions, please contact Meagan Hanes: meaganhanes@gmail.com