



WORDCAMP LUBLIN

Sponsorship offer

Become the sponsor of the biggest WordPress conference in Poland
and reach over 350 related professionals.

WordCamp Lublin 2017, June 2-4

2017.lublin.wordcamp.org

What is WordCamp?

Every year around the world WordCamp meetings take place - meetings of creators, users and most of all WordPress enthusiasts.

You can meet people working on WordPress and people who just love it. A fast-growing global community contributes to the on-going development of WordPress.

Why WordPress?

WordPress is an easy to use and free software that is available under an open license. It is the most popular content editing system (CMS) in the world - 27% of all websites have been made using it. On WordPress, you can build everything from a small, personal blog to the official New York Times website.

Who are the participants?

Participants in the conference are mainly:

- Programmers/coders - frontend and backend developers
- DevOps, hardware engineers, IT staff, and network infrastructure security engineers
- Freelancers, creating applications and web solutions
- Copyrights, agencies, PR and marketing staff
- Bloggers

Some relevant facts from last year's edition - WordCamp Gdynia 2016:

- 298 participants, most of the WordPress professionals
- 31 speakers
- 30% of the participants declared interest in the developer path, 30% from the business-marketing path, 28% case studies, 14% graphics/design
- 70% of the participants took part in the accompanying event
- 80% of participants declared that they would come again next year

WordCamp Lublin 2017 (June 2-4)

This year's meeting in Lublin will be the eighth Polish WordCamp. Year after year, the conference attracted more and more speakers and participants from Poland and abroad.

The meeting will take place from 2-4 June. And will gather more than 350 attendees. During these three days guests will be able to participate in:

- Contributor Day (2 June) - about 50 participants
- Lectures and practical workshops (3-4 June) - about 350 participants

More information about this year's conference is available at the following address:

<https://2017.lublin.wordcamp.org/>

Non-profit organization

WordCamp is a non-profit conference, all people involved in the organisation work on a volunteer basis. Ticket sales cover only half of the costs associated with the meeting fix-up. For the conference to take place, we need sponsors who want to support the WordPress community.

Why should you become a sponsor?

As you probably know WordPress is free software created by thousands of volunteers from all over the world. And thanks to the Polish community, both WordPress itself and many plugins, such as WooCommerce, are fully translated into Polish. And you can use them when you are implementing websites and online stores for your customers.

For companies earning money on WordPress, WordCamp is a great opportunity to give something back to the community where they can grow their business. Being a sponsor of the conference you do not exchange money for advertising, but you support WordPress.

Thanks to you it can remain free, free software available to everyone. By engaging financially in the WordCamp community, you become part of a community around you.

Sponsorship packages

	GOLD 10 000 PLN ¹	SILVER 5 000 PLN ¹	BRONZE 2 500 PLN ¹	PARTNER 1 000 PLN ¹	MICROSPONSOR 350 PLN
Tickets for WordCamp Lublin 2017	5	3	2	1	1
Dinner invitation for special guests	1	1	1	1	1
Greetings in social media	x2	x1	x1	x1	x1
Official Facebook cover banner	✓	✓	✓	✓	-
Logo, link and brief description on the Sponsors page*	✓	✓	✓	✓	-
Logo on slides with thanks to the sponsors	✓	✓	✓	✓	-
Participation in the conference game**	✓	✓	✓	-	-
Stand	360 cm	240 cm	120 cm	-	-
Dedicated blog entry***	✓	✓	✓	-	-

Greetings in the email campaign to the participants	✓	✓	✓	-	-
Logo on slides displayed between lectures	✓	✓	-	-	-
Logo on the identifier	bigger	smaller	-	-	-
Logo on the garlands	✓	✓	-	-	-
Logo on the WordCamp homepage	✓	-	-	-	-
Logo on the Sponsorship wall	✓	-	-	-	-

¹ NET amount, we issue VAT invoices

* Limit to 700 characters

** concerns sponsors who will physically attend the conference at their stand

*** limit to 2000 characters; The article on the blog should be interesting to readers; we reserve the right to reject the entry containing the description of the sponsor's offer itself.

Note: stands, sponsorship wall, garlands, conference game available only on conference days 3-4.06.2017.

Special offer

For sponsors who sign the contract until April 28th 2017, we have prepared an additional offer:

- Gold Package - bigger logo on advertising posters
- Silver Package - smaller logo on advertising posters

How else can you get involved in the WordPress community?

WordPress is free software and can only grow with the involvement of people like you. Apart from sponsoring the conference, there are still other ways to show support:

- Send your staff to the conference; tickets are available on the following page:

<https://2017.lublin.wordcamp.org/bilety/>

- Send your staff to Contributor Day - a special meeting where everyone will be able to join people who create both WordPress and related projects:

<https://2017.lublin.wordcamp.org/czym-jest-contributor-day/>

- Get involved in the local community as a speaker, sponsor or participant at WordUp - meetings are held regularly in 9 Polish cities (Warsaw, Krakow, Łódź, Wrocław, Poznań, Katowice, Lublin, Gdynia, Toruń):

<https://2017.lublin.wordcamp.org/kalendarz-wordupow/>

- Share the plugins and themes you create for your business in the WordPress repository
- Share your knowledge, code and sound practices, help educate the next generation of WordPress users and developers

Contact

If you are interested in one of the sponsorship packages, please contact our support team:

- Magdalena Paciorek - paciorek.magdalena@gmail.com - tel. 0048 663 359 115
- Mariusz Szatkowski - szatkowski.mariusz@gmail.com - tel. 0048 729 108 200