

## GOLD // \$2500

- Large Logo & Link on WordCampBoston.com
- Blog post introducing your sponsorship
- Logo on the back of WordCamp bags
- Right to place three banners at WordCamp
- Pre and post-session mention at event
- Opportunity to show a two minute video to attendees
- Placement of one item in swag bag

## SILVER // \$1000

- Medium Logo & Link on WordCampBoston.com
- Blog post introducing your sponsorship
- Logo on the back of WordCamp bags
- Right to place one banner at WordCamp
- Pre and post-session mention at event
- Placement of one item in swag bag

## BRONZE // \$500

- Small Logo & Link on WordCampBoston.com
- Blog post introducing your sponsorship
- Logo on the back of WordCamp bags
- Pre and post-session mention at event
- Placement of one item in swag bag

## SMALL BUSINESS // \$250

- Text Link on WordCampBoston.com
- Pre and post-session mention at event
- Opportunity to place one item in swag bag

## INDIVIDUAL // \$100

- Text Link on WordCampBoston.com to Twitter username
- Pre and post-session mention at event
- Opportunity to place one item in swag bag
- 1 ticket to WordCamp Boston

## Additional Opportunities

### Parking Sponsorship // \$2000 w/exclusivity

WordCamp Boston would love to offer free parking to our attendees, offering a unique branding opportunity to businesses.

### Lightening Session // \$1000 w/exclusivity

In the afternoon before our Keynote we'll run a campwide Lightening Round session of 5 minute talks.

### Speaker & Volunteer Reception // \$1000 or In Kind w/exclusivity

Friday night before WordCamp, our volunteers and esteemed speakers will gather to network. Sponsoring this event will give you branding rights and tickets to this exclusive event.

Community sponsorship is one of the founding concepts of WordCamp, enabling attendees to experience a conference for a low cost (\$20!) that would cost hundreds elsewhere. This gives non profits, freelancers and small businesses the chance to remain competitive and aware of the latest technology in this sphere.

We know its a tough time economically, but WordCamp Boston can provide amazing marketing opportunities to a highly targeted demographic.

### Our attendees average:

25-45 yrs old

45-125k/annum HHI

Web & tech professionals

70% male

An astounding 90% of attendees are active bloggers

Most are highly active on other social media: Twitter, Facebook, LinkedIn

70% of attendees local to MA

We truly want our sponsors to see ROI on their investment in WordCamp, so we're open to creative ideas and opportunities in addition to our tiered sponsorships. Nothing too nutty, we're trying to make this awesome!

If you or your business have benefited from using WordPress, now's the perfect time to give something back. For Boston based businesses, there is no better opportunity to reach an intelligent, interesting and evangelistic local crowd.

If you are interested in sponsorship, please contact:

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