

SPONSOR KIT

WORDCAMP TAMPA 2016



SEPTEMBER 9TH-11TH

USF MARSHALL
STUDENT CENTER

4103 USF CEDAR CIRCLE
TAMPA, FL 33620

TAMPA.WORDCAMP.ORG

SPONSOR CONTACT

TOM TOWNSEND

571-969-3776

TAMPA@WORDCAMP.ORG



WHY SUPPORT WORDCAMP TAMPA 2016?

We're on a mission to help others in our community get started online with the WordPress publishing platform. Whether they are a developer, designer, writer, marketer, business owner, or all of the above, we want to help them grow with WordPress. We are asking you to please help us grow our tech community by helping others. WordCamp's very affordable ticket prices are only made possible by the sponsors who come together to pay for the majority of the event.

WHERE YOUR CONTRIBUTION IS GOING

A majority of the projected budget pays for the venue rental, the USF Marshall Student Center. Food costs are the next biggest expense, as lunch, snacks and coffee are included in the ticket price for the two main conference days. Rest assured that any left over food and drink will be donated to a local food bank, continuing last year's tradition.

READY TO SUPPORT WORDCAMP TAMPA?

If you'd like to support WordCamp Tampa in 2016, please contact **Tom Townsend** at Tampa@WordCamp.org, and include which sponsorship package you would prefer.

WHAT TO EXPECT AT WORDCAMP TAMPA 2016

The conference will be 3 fun, full days! Friday will feature an all-day beginner WordPress workshop, limited to 100 people. Saturday is the main conference day with 3 tracks, featuring Publishing & Marketing, Design, and Development. Sunday will include three tracks, for Business & Entrepreneurship, as well as a general Publishing track. We'll have all-day workshops for developers on Sunday as well.

WordCamp Tampa will be limited to 425 tickets and we expect to have a waiting list again in 2015.

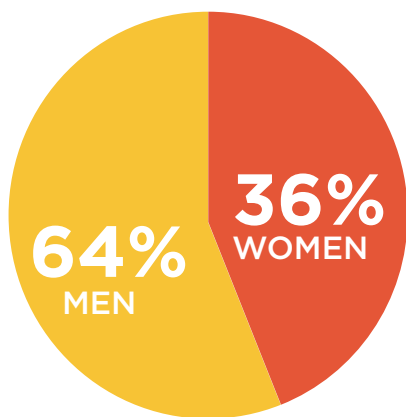
Sponsors may mingle with attendees in the halls and conference rooms between breaks, as well as at our official after party (location pending). Due to travel plans, we expect that Sunday, the 11th, will include lower attendance, around 250 attendees.

We'll also be Livestreaming the event for the two main conference days. We do expect streaming attendees, as in 2015.

2015 STATISTICS

AND ATTENDEE
INFORMATION

2015 WAS A
SOLD OUT EVENT
WITH **380**
ATTENDEES!

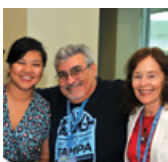


SKILL BREAKDOWN

Never used WordPress: 46 (12%)
Beginners: 77 (21%)
Intermediate: 138 (36%)
Developers: 112 (31%)

INDIVIDUALS BY TITLE

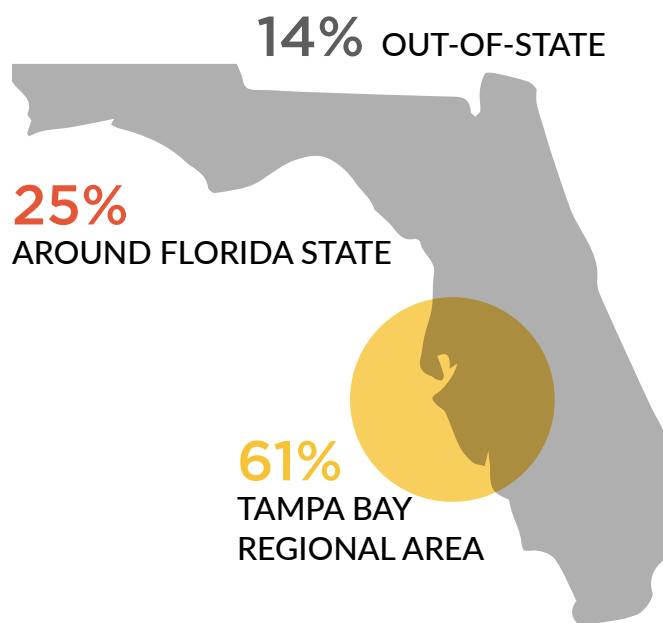
Of the people that answered (65%):
CEO, Owner, Entrepreneur 28 (11%)
Director / Manager 30 (12%)
Designer 42 (17%)
Developer 100 (40%)
Writer 8 (3%)
SEO people 14 (6%)
Instructor/Teacher 4 (2%)
Student 3 (1%)
Other (8%)



380 GENERAL ADMISSION TICKETS (SOLD OUT!)

122 DONATED/COMPED/SPONSOR TICKETS

80 LIVE STREAMING TICKETS SOLD (UNLIMITED)



INDIVIDUALS INTERESTED IN SESSIONS TRACKS

User/Publishing: 194 (52% of attendance)
Business: 268 (71% of attendance)
Design/Marketing: 266 (71% of attendance)
Developer: 233 (62% of attendance)

PRESS & ATTENDEE RECAPS

[WordCamp Tampa partners with veterans support organization in *Creative Loafing*](#)

[My experience at 2015 WordCamp Tampa by Dave Clements](#)

[WordCamp Tampa 2015 Recap by Adam Soucie](#)

OUR CURRENT DIGITAL AUDIENCE

As of March 2016

147
FACEBOOK
FANS

30
FOLLOWERS
ON GOOGLE+

1,319
MEMBERS ON
MEETUP.COM

380
TWITTER
FOLLOWERS

SPONSORSHIP PACKAGES

| | \$3,500 | \$2,500 | \$1,750 | \$1,250 | \$500 |
|--|------------------------|----------------------------|-------------------------|--------------|----------------|
| | Sunshine Skyway Bridge | Courtney Campbell Causeway | Howard Frankland Bridge | Gandy Bridge | Bayside Bridge |
| Limits | LIMIT 3 | LIMIT 5 | LIMIT 10 | LIMIT 15 | LIMIT 20 |
| Blog Post Announcing Your Sponsorship | ★ | ★ | ★ | ★ | ★ |
| Initial Tweet Announcement | ★ | ★ | ★ | ★ | ★ |
| Logo & Link on all pages of website (higher sponsorship increases size & prominence) | ★ | ★ | ★ | ★ | ★ |
| Special Sponsor Badges | ★ | ★ | ★ | ★ | ★ |
| Logo on Signage at Registration | ★ | ★ | ★ | ★ | ★ |
| Items on WordCamp Swag Table | ★ | ★ | ★ | ★ | ★ |
| Tickets to Main Event | 3 | 2 | 2 | 2 | 1 |
| Invitations VIP Party | 3 | 2 | 2 | 2 | 1 |
| 6' Table Available to handout swag and information for primary days of WordCamp | ★ | ★ | ★ | ★ | |
| Logo listed on red carpet banner | ★ | ★ | ★ | | |
| Logo prominent on Schedule Book given to attendees | ★ | ★ | ★ | | |
| Priority selection of sponsor table location | ★ | ★ | | | |
| Tweet before, during and after event announcing your sponsorship | ★ | ★ | | | |
| Acknowledgement and Thanks - Opening & Closing Remarks | ★ | ★ | | | |
| Logo & Link in all e-Blast Communications | ★ | ★ | | | |
| Interview for a Blog Post on website, also e-Blasted & Tweeted | ★ | | | | |
| Info Table available for pre-workshop days | ★ | | | | |
| Logo Sponsor on Livestream Main Room (Auditorium) | ★ | | | | |

SPECIAL SPONSORSHIPS

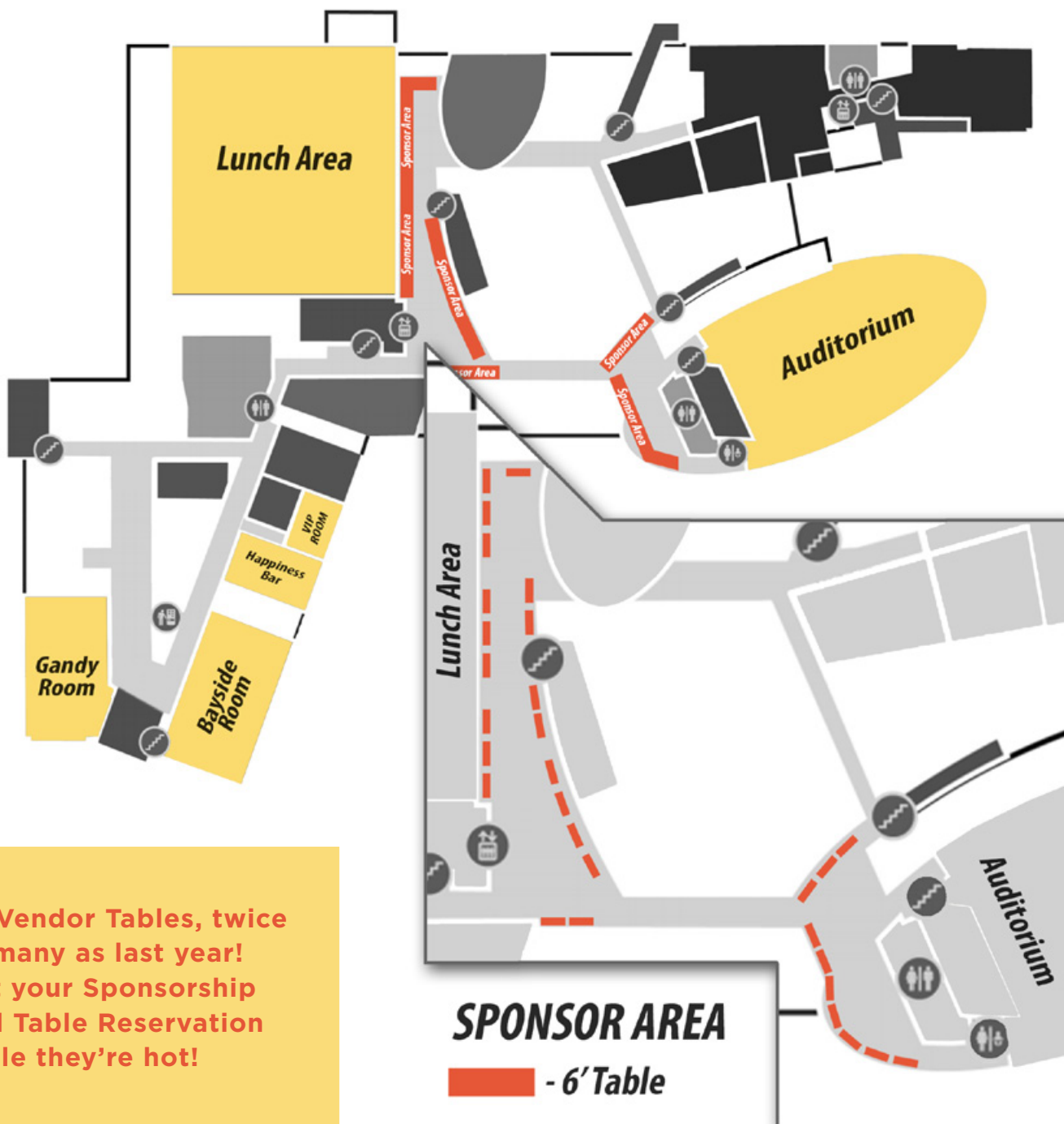
| | Friday (day) | Speaker (Fri) | After Party (Sat) |
|--|--------------|---------------|-------------------|
| | \$2,500 | \$2,500 | \$2,000 |
| Banner provided at each location announcing level of support | ★ | ★ | ★ |
| A special 'Thank You' mention each night | ★ | ★ | ★ |
| Logo in Email correspondence announcing support | ★ | | |
| Email Blast for each day of event | ★ | ★ | ★ |

USF MARSHALL STUDENT CENTER EVENT LAYOUT

visit the venue at:

<http://www.msc.usf.edu/>

SECOND FLOOR



33 Vendor Tables, twice as many as last year!
Get your Sponsorship and Table Reservation while they're hot!