



Northern Virginia Code Camp
By Developers, For Developers

CodeCamp Spring 2017 Sponsorship Package

Event Date: April 1, 2017

Location: Microsoft Offices, Reston, VA

RSVP By: March 15, 2017

A MESSAGE TO SPONSORS

The Northern Virginia Code Camp is a free event to promote sharing, learning, and friendship within the development community. It is one of the oldest community events dedicated to coding in the Washington, D.C metro area. We regularly attract some of the top talent in our area, including Microsoft Most Valuable Professionals (MVPs), authors, and community leaders, as well as signature presentations like the .Net Rocks! Road Show with Carl Franklin and Richard Campbell.

Your generosity as our sponsors helps us keep this event free and open to registered attendees. In return, you enjoy an excellent opportunity to highlight your products and services, and recruit highly dedicated potential employees.

We thank you for your interest and hope that you find a level that meets your needs. If you have questions about the packages, please contact Stan Reeser (stan.reeser@gmail.com).

HOW TO PURCHASE A SPONSORSHIP PACKAGE

Choose one of the Sponsorship packages outlined below, and then email the following information to Stan Reeser (stan.reeser@gmail.com):

1. Company Name
2. Contact Name
3. Phone Number
4. Email Address
5. Sponsorship Package Level Requested

Once received, we will review the request and contact the person listed. Additional information necessary to establish the sponsorship will be requested after the level is confirmed.

New for Spring 2017 is a unique opportunity that can only be offered in the Spring. We will coordinate with the local Girl Scout chapters to provide attendees a box of cookies. This sponsorship is best done financially directly between the sponsor and the Girl Scouts to maximize the charitable impact for the sponsor, but we will facilitate the entire process so that the sponsor will have no extra steps.



SPONSORSHIP LEVELS

Listed below are the benefits each sponsor will receive at a given sponsor level.

Please note that the number of sponsors listed for each level is a total, and does not signify availability. A detailed notes section following the summary table explains each benefit.

Sponsorship Levels

	Platinum \$750	Gold \$500	Girl Scout CB ~\$500	Silver \$250	Bronze Special*
# Available	4	4	1	Unlimited	Unlimited
Table in Sponsors Row	X	X			
Technical Presentation slot (1 hr 15 mins)	X				
Opt-in Attendee Information (All)	X				
Opt-in Attendee Information (Selected)		X			
Lunch Presentation slot (45 mins)	X	X			
Add Raffle Item(s) for Closing	X	X		X	*
Company Bio on Electronic Schedule (if accessible)	X				
Company/Product literature for attendees' package	X	X			
Sole Sponsorship of GS Cookie Break			X		
Logo on Electronic Schedule	X	X	X	X	
Logo on Opening and Closing	X	X	X	X	X
Logo on Speakers' Deck	X	X	X	X	X
Logo on the Website	X	X	X	X	X
Certificate of Appreciation	X	X	X	X	X

† The Bronze sponsorship level includes potential sponsors who would like to contribute Prizes or Giveaways for our attendees. Typical contributions include end-of-day raffle items such as books, training, hardware, etc. This sponsorship level also includes the contribution of smaller value items to be given to all attendees (approx. 150) such as USBs, Water Bottles, Stress Balls, etc.

Special Sponsorship arrangements may be considered. Such sponsorship examples would include the following:

- Attendee tee-shirts
- Attendee gift bags
- Lunch for all participants
- Speaker dinner/Happy hour Friday before the event
- Event Social day of the event upon event conclusion



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SPONSORSHIP BENEFIT NOTES:

TABLE IN SPONSORS ROW

Platinum sponsors will have first selection on a “first come” basis.

TECHNICAL PRESENTATION SLOT

An option to present a technical presentation (not purely marketing) which may include use and demonstrations of your products. This is in addition to any speakers selected from your company through the normal submission process; however, these speakers are not permitted to deliver product presentations.

LUNCH PRESENTATION SLOT

An option to present a shortened technical presentation, product demo, or product Q&A during the lunch hour. This is in addition to any speakers selected from your company through the normal submission process; however, these speakers are not permitted to deliver product presentations.

OPT-IN ATTENDEE INFORMATION (ALL AND SELECTED)

This year, attendees have the option to share contact and job role information with sponsoring organizations to help support our Code Camp funding efforts. Platinum level sponsors will receive “All” information provided by attendees who choose to opt-in. Gold level sponsors will receive “Selected” information only (Name and Email) from attendees who choose to opt-in. In return, opt-in Attendees will be entered into the Grand Prize raffle drawing.

ADD RAFFLE ITEM(S) TO CLOSING

Sponsors wanting to raffle items will have time allotted in the closing for them to draw winners.

INCLUSION ON BINGO/RAFFLE CARD

To participate in the general raffle for prizes, attendees must complete the Bingo Card / Raffle Ticket by visiting all Sponsors’ tables.

COMPANY BIO ON ELECTRONIC SCHEDULE

Platinum sponsors will have their logo and brief tagline / bio inserted into the electronic schedule which rotates throughout the MTC monitors.

COMPANY/PRODUCT LITERATURE FOR ATTENDEES’ PACKAGE

Sponsors may provide a single sheet to be included with the attendees’ package.

LOGO ON ELECTRONIC SCHEDULE

The event schedule will be posted (if we can get access) on office monitors and sponsors’ logos will be included. For Platinum sponsors, this is in addition to the company bio. We will need to size the logos accordingly.

LOGO ON OPENING AND CLOSING DECKS

Sponsors’ logos will be included and your participation acknowledged in Opening and Closing remarks.



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LOGO ON SPEAKERS' SLIDE DECK

Speakers are provided with a sponsors' slide for inclusion in their decks.

LOGO ON THE WEBSITE

Your logo will be posted on our web site in accordance with your level of sponsorship.

CERTIFICATE OF APPRECIATION

We are grateful to sponsors like you who help us make this event successful and free of charge to our attendees.

GROUND RULES

As an all-volunteer effort, we strive to keep operations simple and streamlined for our sponsors and ourselves.

NoVA CodeCamp has some simple rules:

- 1) “By Developers, for Developers” – Our motto emphasizes our mission. Attendees are very focused on understanding new technologies and benefiting from interacting with leading speakers in the field.
- 2) Easy for Us. Easy for You. – Without your support, this event would not be possible. We want to keep any paperwork to a minimum. As volunteers, our staff and time is very limited. We will make every effort to highlight your patronage in our event.