



# **WordCamp Manchester 2017**

## **Sponsorship Pack**

# Welcome!

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Thank you for downloading the WordCamp Manchester 2017 sponsorship pack. This pack provides an overview of the options we have available, should you be interested in investing some of your marketing or community budget in our event.

Manchester Metropolitan University will again be providing their first-class event facilities, with plenty of space for sponsors to meet, greet and wow our delegates with their products/services... and perhaps some awesome swag?

It's a well-worn but true cliché; these events simply do not happen without support from our sponsors. Every pound invested goes toward putting on a fabulous event for the WordPress community.

If you have any questions that haven't been answered after reading through this sponsorship pack, get in touch via the enquiry form on our website, or directly at **[wordcampmanchester@gmail.com](mailto:wordcampmanchester@gmail.com)**

We're looking forward to seeing you on October 28th!

— The WordCamp Manchester Sponsorship Team

# Packages Overview



	<b>Turing</b> (Platinum)	<b>Pankhurst</b> (Gold)	<b>Lowry</b> (Silver)	<b>Wood</b> (Bronze)	<b>Wilson</b> (Breaks & Social)
<b>Free Tickets</b>	5	3	2	2	2
<b>Announcement Blog Post</b>	✓	✓	Paired	Group	✓
<b>Opening &amp; Closing Remarks</b>	✓	✓	×	×	✓
<b>Table Space</b>	3 Tables	2 Tables	1 Table	Shared Table	2 Tables
<b>Banner Space (~800mm)</b>	2 Pop Ups	2 Pop Ups	1 Pop Ups	×	4 Pop Ups
<b>Logo on the website</b>	✓	✓	✓	✓	✓
<b>Link on the website</b>	✓	✓	✓	✓	✓
<b>Sponsor Page Listing</b>	✓	✓	✓	✓	✓
<b>Thank You Blog Post</b>	✓	✓	✓	Group	✓
<b>Tweet Shout Outs</b>	✓	✓	Paired	Group	✓
<b>Package Cost</b>	<b>£2000</b>	<b>£1000</b>	<b>£500</b>	<b>£250</b>	<b>£1000</b>

# Turing (Platinum - 1 available)

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Named after the founding-father of computer science, Enigma codebreaker and mathematical genius Alan Turing OBE, this package is perfect if you want your product/service to stand out from the crowd, whilst maximising your brand exposure.

## For £2000 you will receive the following benefits...

5 free tickets to the WordCamp for representatives and guests

A mention in both the opening and closing remarks

Space for 2 Pop Up banners (~800mm width)

A link to your website from the WordCamp MCR site

*Dedicated* thank you blog post the week after WordCamp

*Dedicated* announcement blog post featuring your logo

3 tables in the sponsor area for your swag, literature, etc

Your company logo in the WordCamp MCR sidebar

Listing on the sponsors page on the WordCamp MCR site

*Dedicated* tweet shout outs before and during WordCamp



# Pankhurst (Gold - 2 available)

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Named after the iconic 20th century political activist and leader of the suffragette movement Emmeline Pankhurst, this package is a great choice for established brands in the WordPress ecosystem looking to reach out and engage with new and existing customers.

## For £1000 you will receive the following benefits...

3 free tickets to the WordCamp for representatives

A mention in both the opening and closing remarks

Space for 2 Pop Up banners (~800mm width)

A link to your website from the WordCamp MCR site

*Dedicated* thank you blog post the week after WordCamp

*Dedicated* announcement blog post featuring your logo

2 tables in the sponsor area for your swag, literature, etc

Your company logo in the WordCamp MCR sidebar

Listing on the sponsors page on the WordCamp MCR site

*Dedicated* tweet shout outs before and during WordCamp

# Lowry (Silver - 6 available)

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Named after the man who brought the 20th century industrial North West to life through paint and pencil, the artist L.S Lowry, this package is ideal for small-to-medium sized agencies and product owners looking to wax lyrical about what they build.

## For £500 you will receive the following benefits...

2 free tickets to the WordCamp for representatives

1 table in the sponsor area for your swag, literature, etc

Your company logo in the WordCamp MCR sidebar

Listing on the sponsors page on the WordCamp MCR site

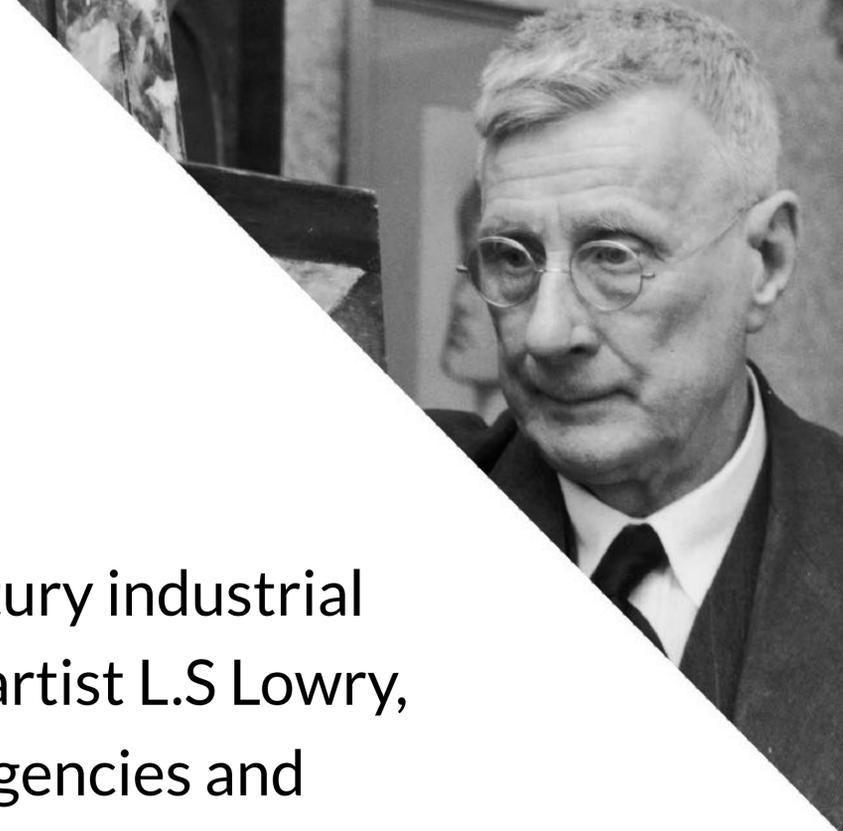
*Paired* tweet shout outs before and during WordCamp

*Paired* announcement blog post featuring your logo

Space for 1 Pop Up banner (~800mm width)

A link to your website from the WordCamp MCR site

*Dedicated* thank you blog post the week after WordCamp



# Wood (Bronze - 8 available)

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Named after one of the nation's most loved comedians, actresses and singer-songwriters, Victoria Wood, this package is just what you need to expose your brand to our delegates with a limited budget, or if you are sponsoring your very first WordCamp.

## For £250 you will receive the following benefits...

2 free tickets to the WordCamp for representatives

**Shared** table in the sponsor area for your swag, literature, etc

Listing on the sponsors page on the WordCamp MCR site

**Group** thank you blog post the week after WordCamp

**Group** announcement blog post featuring your logo

Your company logo on the WordCamp MCR site

A link to your website from the WordCamp MCR site

**Group** tweet shout outs before and during WordCamp



# Wilson (Breaks & Social)

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Named after the broadcaster, music industry magnate and former Hacienda manager, Tony “Mr Manchester” Wilson, this *brand new* package is ideal if you have a competition, photo-booth or some other exciting plan in mind to engage with our delegates. It can also be purchased in addition to any of our other packages.

## For £1000 you will receive the following benefits...

Be the *only* sponsor present in the breaks/lunch and social spaces!

*Dedicated* announcement blog post featuring your logo

2 tables in the *breaks/lunch* area for your swag, literature, etc

Your company logo and a link on the WordCamp MCR site

*Dedicated* thank you blog post the week after WordCamp

2 free tickets to the WordCamp for representatives

A mention in the opening and closing remarks

Space for 4 Pop Up banners (~800mm width)

Listing on the sponsors page on the WordCamp MCR site

*Dedicated* tweet shout outs before and during WordCamp



# Still not convinced?

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In the last few years WordCamp Manchester has grown into one of the largest UK WordCamps outside of London, with a reputation for being a high quality event offering great value for money for delegates and sponsors alike.

This year we have doubled the amount of tickets that are available from 150 to **300** in response to incredibly high demand from the WordPress community ahead of last year's event.

By sponsoring WordCamp Manchester 2017, you'll be providing invaluable support to the WordPress community in the region, and exposing both your brand and your products/services to a growing audience consisting of developers, designers, bloggers, publishers, entrepreneurs, site administrators and many more.

WordCamp sponsorship offers a great opportunity to engage directly with the WordPress community and start a real dialogue with both new and existing customers.

It's also a huge amount of fun to be part of such an exciting date on the UK WordPress events calendar! See you there?

# Sponsor Testimonials

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*“We're proud to have been a major sponsor of WordCamp Manchester. With the popularity of our managed WordPress Hosting platform, it gives us the perfect opportunity to meet up with existing customers and put our name in front of people who haven't tried out our service yet.”*

**Daniel Foster - Managing Director, 34SP.com**

*“Sponsoring a WordCamp for us, is not all about measuring the return on investment. It is about giving back to the community and the open source project that keeps our business growing, with the added benefit that it helps us establish our brand within the Wordpress ecosystem.”*

**Mark Wilkinson - Co-founder, Highrise Digital**

*“As a remote agency with a team based in Manchester it is a pleasure to have been involved. WordCamps are extremely important to us because, without them, we would never have gotten started. They let us grow and share our agency expertise, and make new, long-lasting relationships.”*

**Kimb Jones - Managing Director, Make Do**

*“We have been involved in the WordPress community for a few years now, attending both WordCamps and local meetups. We have learnt so much from the community, so we like to show our support so others can learn in the same way we did.”*

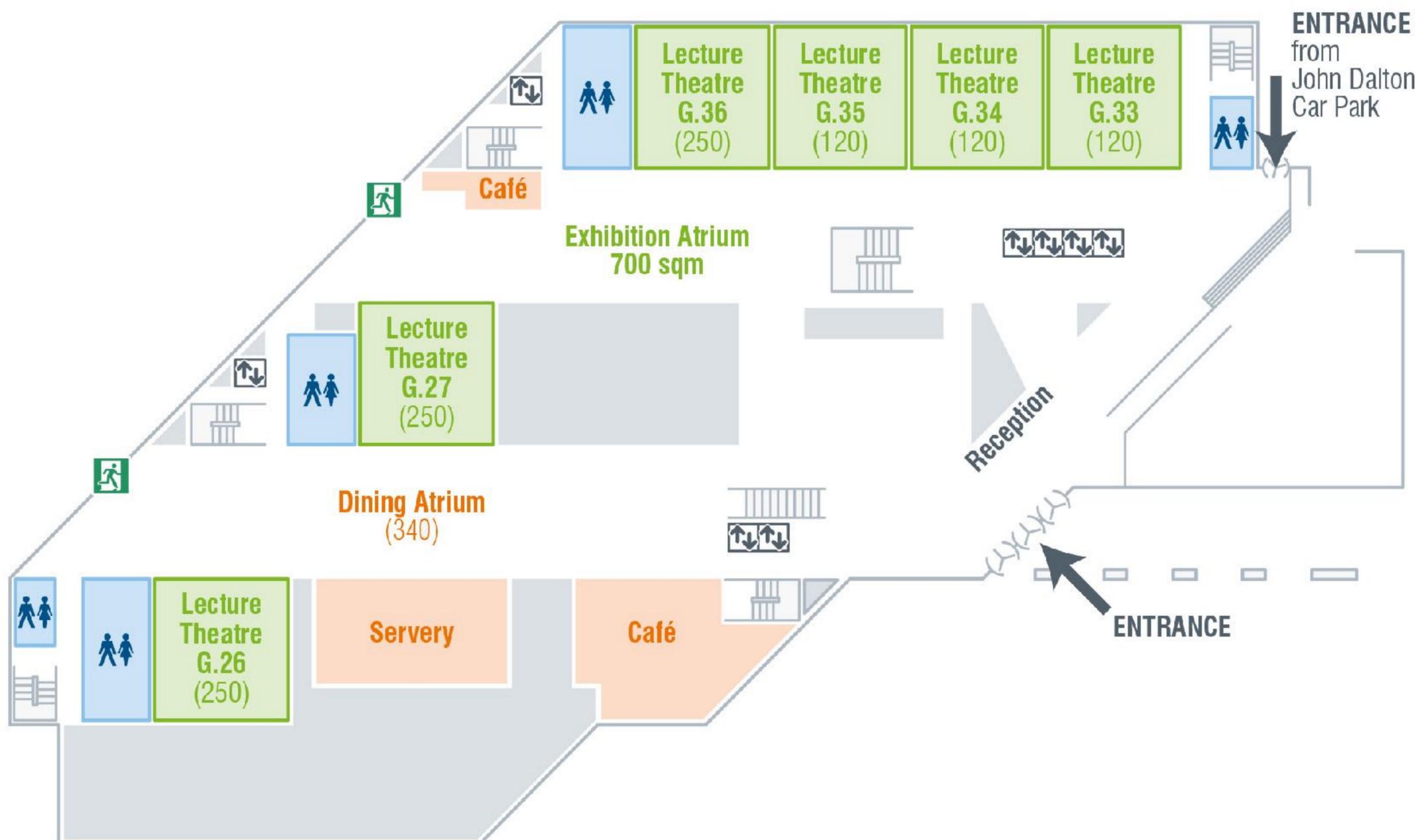
**Steph Walker - Director, Delicious Media**

# Venue Floor Plan



This year sponsors will be located in the *Exhibition Atrium* space between our tracks (rooms G.36 and G.27), as per the floor plan, except our “Wilson” sponsor who will be based in the *Dining Atrium*.

Further details regarding specific sponsor placements can be found in the Sponsor Welcome Pack which is sent upon confirmation.



# Interested? Let's talk!

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Interested in taking advantage of one of our fantastic sponsorship packages? Get in touch today via the sponsor enquiry form on the website or directly at [wordcampmanchester@gmail.com](mailto:wordcampmanchester@gmail.com).

**<https://2017.manchester.wordcamp.org/sponsors/>**

Once you have confirmed the package you would like, our team will raise an invoice that should be with you within a couple of days; once it has been approved by WordCamp Central.

Interest in sponsoring this year's event is expected to be high, so prompt payment of the invoice is essential to secure your desired package. We will operate on a first invoice paid, first served basis.

Your WordCamp Manchester 2017 sponsorship team, who will be on hand to help you during the build-up and on the day itself are:



**Dave Green**  
Sponsorship  
Team Lead



**Rhys Wynne**  
Sponsorship  
Team Deputy