

WordCamp Frankfurt

02.09. – 04.09.2016



DEAR LADIES AND GENTLEMEN,

Each year several WordCamps take place in Germany. These are events all about WordPress taking place as bar camps or traditionally as a conference. Altogether they are organized unsalaried by and for the community.

WordPress is an open source software to manage the contents of a website. Being the worldwide leading Content-Management-System it is used on far more than 75 million websites. Since over ten years an international community is devoted to constantly developed it further and make improvements. For more information visit Wikipedia: en.wikipedia.org/wiki/WordPress

Our audience are WordPress enthusiasts with varied focus: development, design, marketing, journalism, blogging and many more disciplines. All of them using WordPress successful in a private or commercial context.

Annually over 60 WordCamps take place worldwide:
central.wordcamp.org

Over the past years the conferences organized by the German WordPress-Community took place in Berlin, Hamburg, Cologne and Nuremberg. WordCamp comes to Frankfurt for the very first time from September 2nd to 4th, 2016 and about 300 participants are expected to join this event. Further we are looking forward to top presentations by the WordPress-Community dealing with the subjects Plugin- and Theme-Development, Marketing, Blogging, Social Media, Search Engine Optimization, Design, Conception and Journalism.

Being officially accredited by the WordPress Foundation, WordCamp Frankfurt ensures you as a sponsor automatically not only throughout Germany, but also internationally the awareness you wish to obtain. To take WordCamp Frankfurt one step further and make it successful we rely on your cooperation. Being a sponsor for WordCamps though does not mean to purchase marketing slots or advertising channels. It solemnly supports and enhances the Open Source Project WordPress and the current WordCamp.

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On the following pages you will find the different options for you as a sponsor.

If you have any further inquiries, we will be happy to address them.

Best regards,

WordCamp Orga-Team

team@wcfra.de

frankfurt.wordcamp.org

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YOUR BENEFITS AS A SPONSOR AT A GLANCE

International Attention

- As a sponsor you automatically obtain international attention due to the official accreditation of the WordCamp by the WordPress Foundation.

Direct approach to your target audience

- We specifically selected you as a potential sponsor because we believe that your products fit the needs and expectations within our community. Conversely this means for you to be able to reach out to your target group directly on the spot, online and in all related networks.

Targeted Job market & location marketing

- Are you on the lookout for new employees for the IT department and creative sector? Over 300 highly interested, talented and motivated participants seeking new challenges are expected to attend this year's WordCamp in Frankfurt.

Support of the Open Source Software WordPress

- Development of the Software/Plugins
- Contributor Day on September 2nd for everyone working on the WordPress Core

Goodie sponsoring

Apart from the packages we are also looking specifically for goodies such as T-Shirts, Foods, Drinks, Espresso Mobile, stationery manufacturing such as stickers, Roll-ups, etc., Location for the Warm-Up Party the evening before the official start and much more where we would be glad to have your support.

For all sponsor levels

With prior arrangement the information material provided by the sponsor can be displayed for all participants.

We appreciate your

Notebooks, Pencils, Bottle openers, Bumper stickers, Magazines, Books, Lighters, Keychains, USB-Sticks, Balloons, Stickers and much more.

GET IN TOUCH WITH US

team@wcfra.de

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GOLD SPONSOR

Fee 2.000 €

- Logo on participant cards
- Own blog article at 2016.frankfurt.wordcamp.org to present yourself with a description and logo
- Information stand about your Company / Product after consultation
- Logo on the website (max. 250/250px)
- Mentioning with logo on placards
- 4 free entry cards
- Mentioning with logo on sponsors page
- Display of information material after consultation
- Official WordCamp Frankfurt 2016 Sponsor Banner usable on your own website

SILVER SPONSOR

Fee 1.000 €

- Logo on the website (max. 250/250px)
- Mentioning with logo on placards
- 2 free entry cards
- Mentioning with logo on sponsors page
- Display of information material after consultation
- Official WordCamp Frankfurt 2016 Sponsor Banner usable on your own website

BRONZE SPONSOR

Fee 500 €

- Mentioning with logo on placards
- 1 free entry card
- Mentioning with logo on sponsors page
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COMMUNITY PARTNER

Fee 150 €

- Mentioning with logo on sponsors page
- Display of information material after consultation
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SPONSORING SPECIAL

Do you prefer to have an information stand instead of being mentioned on placards or wish another benefit? No problem! Just get in touch with us and we will find the perfect solution for you.

* plus international sponsors

central.wordcamp.org/multi-event-sponsorship-packages/

Sponsoring a WordCamp

The non-profit WordPress Foundation can, without payment of tax, receive sponsorship from companies - this can be money, goods or services - as long as the sponsor does not expect a „significant compensation“. This is defined in the IRS (Internal Revenue Service, the US tax and financial authority) rules.

The recognition that we can provide our sponsors without a „significant compensation“, involves the publication of the following:

The name of the company

Name(s) of product(s), logo and claim (as long as it is a neutral language)

Location & phone number

Website URL (no sub-pages)

Unbiased description of the product incl. a representation or visualization

What is allowed for a sponsor at the event?

- If the sponsor level allows, establishment of an approved stand/table
- Answer questions regarding the own product/service
- Provide information material that contains facts, unbiased, non comparing or qualifying descriptions.
- Add participants to mailing lists

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What is allowed for a sponsor in the own media?

- Publish discount-codes for participants
- Talk about the sponsorship and the devotion to the WordPress-Project and WordCamps

What a sponsor is not allowed to do at the event

- Distribute promotion material containing superlatives or non-provable assertions about the sponsor regarding their products or services such as „premier source for WordPress hosting“, „the easiest way to start building a website“ or „ the best E-Commerce plugin“.
- Claiming that WordPress, the WordPress Foundation, Meetup organizers, WordCamps or WordCamp organizers endorse or favor a sponsor or its products or services such as „certified WordPress Trainings“ or „Wordcamps' most popular plugin“.

Agreement among WordCamp Organizers, Speakers, Sponsors, and Volunteers

1. I agree that WordCamps are meant to benefit the local WordPress community through live events and the broader WordPress community through the sharing of online video and other materials.
2. I agree that a WordCamp is a casual, locally- and volunteer-organized event, focused on WordPress and reflecting the local WordPress community it represents.
3. I understand that WordCamp organizers, speakers, sponsors, and volunteers are expected to support the WordPress project and its principles.
4. I understand that the principles of the WordPress project include: no discrimination on the basis of economic or social status, race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, marital status, age, or disability no incitement to violence or promotion of hate
 - no spammers
 - no jerks
 - respect the WordPress trademark
 - embrace the WordPress license; If distributing WordPress-derivative works (themes, plugins, WP distros), any person or business officially associated with WordCamp should give their users the same freedoms that WordPress itself provides: 100% GPL or compatible, the same guidelines we follow on WordPress.org.
 - don't promote companies or people that distribute WordPress derivative works which aren't 100% GPL compatible

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5. I agree that WordCamps are not-for-profit events, organized with budget and funding transparency.
6. I agree that WordCamps should be accessible to as many people as possible, regardless of financial status.
7. I agree that I am not an employee of the WordPress Foundation and am participating in WordCamp exclusively as a volunteer.

plan.wordcamp.org/agreement-among-wordcamp-organizers-speakers-sponsors-and-volunteers/