



BEER CITY CODE

# 2017 Sponsorship Prospectus

## ABOUT BEER CITY CODE

Beer City Code is a two-day polyglot software development conference in Grand Rapids, Mich.— the microbrewery capital of the country. With over 400-500 attendees enjoying more than 45 sessions and hands-on workshops on all aspects of software development, Beer City Code will be a must-attend event for software professionals from all over the Midwest and the country.

## ABOUT DEVNIGHT

DevNight is a quarterly mini-conference for developers in West Michigan. By sponsoring Beer City Code, you are also sponsoring up to other 3 quarterly DevNights, making you a sponsor of 4 events for the price of one.

## SPONSORSHIP LEVELS

### Gold

\$1000

- ✓ 8 points for 3 events
- ✓ Social media mentions
- ✓ Logo on web site
- ✓ Logo on event materials

### Silver

\$500

- ✓ 3 points for 2 events
- ✓ Social media mentions
- ✓ Logo on web site
- ✓ Logo on event materials

### Bronze

In-Kind Donations

- ✓ 1 event
- ✓ Social media mentions
- ✓ Logo on web site
- ✓ Logo on event materials

### Platinum

\$2000

- ✓ 18 points for all 4 events!
- ✓ Social media mentions
- ✓ Logo on web site
- ✓ Logo on event materials

**LIMITED NUMBER AVAILABLE**

## BENEFITS SUMMARY

Our sponsors can use their sponsorship in many different ways. We've created a point system to allow you to choose which ways are most valuable to you.

Cost Point	in Benefit	Limited Availability?	Detailed Description
1 pt	Raffle tickets (Beer City Code No only)	No	If you want to increase foot traffic at your booth, we'll give you raffle tickets to hand out to attendees that stop by your booth. These will be used for a raffle for some great door prizes at the end of the conference.
1 pt	Name and email list access	No	Do you want contact information from everyone that registered?
2 pts	Booth	No	We'll give you a space in a high-traffic part of the conference to host your booth. Need a table? Just let us know.
3 pts	Naming of a session room	Yes	We'll put your name and logo on a room. The room will be referred to as the "Your Company Room" on all conference materials.
3 pts	Block of 5 tickets	Yes	A great way to get your whole team in to the conferences before tickets even go on sale.
4 pts	Opening or closing address	Yes	Want a few minutes to talk to all the attendees at the beginning or end of the conference? We'll give you up to 5 minutes to talk about whatever is most important for you to share with attendees.
4 pts	Naming of the keynote room	Yes	We'll put your name and logo on the main keynote room. The room will be referred to as the "Your Company Hall" on all conference materials.
-2 pts	Host a meetup	No	Host a special interest group meetup and you get more points!

## HOW TO SPONSOR

Ready to make the commitment? Simply email us at [info@beercitycode.com](mailto:info@beercitycode.com) with the following information:

- Company name & logo in both web (PNG) & vector (EPS, SVG, PDF, or AI) formats.
- A web site or a landing page URL you want us to link to, a Twitter handle, and/or a Facebook page.
- Primary contact name, email, and the names, emails, and phone numbers for any booth staff.
- Desired sponsorship level and any information about how you'd like to use your sponsorship points.

Due to credit card processing fees, we kindly request that sponsorships be sent to us by check, and made out to **West Michigan .NET User Group**. We can create an invoice for your records if needed.



Ready to sponsor? Email us at: [info@beercitycode.com](mailto:info@beercitycode.com)