DEAR MADAM AND SIR,

every year in Germany about 350 people meet for a WordCamp, a BarCamp about WordPress.

WordPress is a free and open source blogging tool and content management system (CMS). With an amount of 75 million websites worldwide WordPress is the leading content management system.

WordPress has been improved for over ten years now. A big international community is contributing to it. You can find more detailed information on Wikipedia: http://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.

There are more than 60 WordCamps every year taking place all over the world: http://central.wordcamp.org/
This (un-)conference of the German WordPress community has been held in Berlin in the last two years.

We are very happy to organize this years WordCamp in Hamburg. On 14th and 15th of june the WordCamp Hamburg is taking place at Geomatikum of the University of Hamburg.

Being accredited by the WordPress Foundation as an official WordCamp you gain national and international attention as a sponsor.

We are expecting high profile talks from the WordPress community around the subjects plugin and theme development, marketing, blogging, social media, search engine optimization, design, usability, conception and journalism.

We need your help to ensure that this event will be a success!

WordCamp sponsorship is not an exchange of money for marketing/ advertising at the event though. Sponsorships are donations, given to support the WordPress project and official events.

On the following pages you find further information, which offer an overview of the various sponsoring options.

If you have any questions please do not hesitate to contact us.

Yours faithfully,
WordCamp Orga-Team

hamburg@wordcamp.org
http://2014.hamburg.wordcamp.org

Hamburg

WordCamp
2014

YOUR BENEFITS AS A SPONSOR AT A GLANCE

International Attention

+ Being a Foundation accredited WordCamp you gain national and international attention as a sponsor.

Target your audience

+ We especially have chosen you as a potential sponsor. Your products are widely used in our community. Directly target your audience at the WordCamp, online and in the networks

Recruiting

+ You are looking for new employees for the IT- and creative sector? We are expecting over 300 highly interested, talented an motivated attendees on both days, who have fun on new challenges.

Support the open source software WordPress

+ Ongoing development of the software WordPress and its plugins
+ Contributer Day on 16th of June for German WordPress core developers/designers/translators...

SPONSORING IN KIND

Beside our sponsoring-packages

We are looking for sponsors for t-shirts, food and drinks, Espresso-Mobil, print works (sticker, roll-ups,...)

ALL SPONSOR LEVELS

Giveaways provided by a sponsor will be displayed for all attendees

Complimentary gifts

We look forward for your pads, pens, bottle openers, stickers, magazines, books, lighters, key chains (lanyards), usb-sticks, balloons and much more.

HOPING TO HEAR FROM YOU SOON

hamburg@wordcamp.org
http://2014.hamburg.wordcamp.org

WordCamp Sponsoring Hamburg 2014	Gold	Silver	Bronze	Community-Partner
Output/Investment	2.000 €	1.000 €	500 €	150 €
	max. 3 *	max. 5 *	max. 10 *	max. 20
Naming of an auditorium	✓			
Logo placement on attendee tickets	✓			
Page/Article on WordCamp site for presentation with logo	✓	✓		
Information-booth for your company/product according to prior agreement	✓	✓		
Logo on footer at WordCamp website max. 250/250px	✓	✓		
Printed logo on posters	✓	✓	✓	
Tickets for free	4	2	1	
Mention in emails to attendees with sponsor-level	✓	✓	✓	
Mention with logo on sponsor-page	✓	✓	✓	Text link
Display of information-material according to prior agreement	✓	✓	✓	✓
Banner ad to be used on own website as official sponsor	✓	✓	✓	✓

* plus international Sponsors http://central.wordcamp.org/multi-event-sponsorship-packages/   Thank you: Code Poet, 34sp.com, Bluehost, WPML

GOLD-SPONSOR

Investment 2.000 € / max. 3 * Slots

+ Naming of an auditorium
+ Logo placement on attendee tickets
+ Dedicated page/article on 2014.hamburg.wordcamp.org for presentation with description and logo
+ Information-booth for your company/your product according to prior agreement
+ Logo in footer max.250/250px
+ Printed logo on posters
+ 4 complimentary tickets
+ Mention in email to attendees (in footer) with sponsor-level
+ Mention with logo on sponsor-page
+ Display of information-material according to prior agreement
+ Banner ad to be used on own website as official sponsor of WordCamp Hamburg 2014

BRONZE-SPONSOR

Investment 500 € / max. 10 * Slots

+ Printed logo on posters
+ 1 complimentary tickets
+ Mention in email to attendees (in footer) with sponsor-level
+ Mention with logo on sponsor-page
+ Display of information-material according to prior agreement
+ Banner ad to be used on own website as official sponsor of WordCamp Hamburg 2014

SILVER-SPONSOR

Investment 1.000 € / max. 5 *Slots

+ Dedicated page/article on 2014.hamburg.wordcamp.org for presentation with description and logo
+ Information-booth for your company/your product according to prior agreement
+ Logo in footer max.250/250px
+ Printed logo on posters
+ 2 complimentary tickets
+ Mention in email to attendees (in footer) with sponsor-level
+ Mention with logo on sponsor-page
+ Display of information-material according to prior agreement
+ Banner ad to be used on own website as official sponsor of WordCamp Hamburg 2014

COMMUNITY-PARTNER

Investment 150 € / max.20 Sots

+ Mention with Text on sponsor-page
+ Display of information-material according to prior agreement
+ Banner ad to be used on own website as official sponsor of WordCamp Hamburg 2014

SPONSORING-SPECIAL

You prefer fo get an info-table instead of being named on the poster or something else in addition? You´re welcome! We will sort something out for you.

* plus international Sponsors http://central.wordcamp.org/multi-event-sponsorship-packages/   Thank you: Code Poet, 34sp.com, Bluehost, WPML

Sponsoring a WordCamp
As a non-profit, the WordPress Foundation can, without tax complications, accept any corporate sponsorship payment — which may be money or in-kind payment of property or services — as long as there is no expectation that the sponsor will receive a "substantial return benefit" as defined by the IRS.

The acknowledgment/recognition we can give our sponsor without providing a substantial return benefit includes publishing the sponsors
Name
Name(s) of product lines
Logos and slogans (as long as they don't contain qualitative or comparative descriptions of their products, services, facility or company)
Locations
Telephone numbers
Home page URL (no other links allowed)
Value-neutral descriptions, including displays or visual depictions, of their product lines or services

We can not provide what the IRS considers advertising for our sponsors. The IRS's definition of advertising is
"The regulations define advertising as any message or material, regardless of how it's published or disseminated, that promotes or markets the sponsor's trade or business or any of its services, facilities, or products. It includes any message that contains qualitative or comparative language, price information or indications of savings or value, an endorsement, or an inducement to buy, sell, or use any company, service, facility or product. A single message that contains both advertising and a corporate sponsorship acknowledgment will be treated as advertising."

We can't publish
Any expression of personal views, subjective, comparative, or qualitative language (such as "the first name in WordPress hosting" or "the best ecommerce plugin")
Any language comparing one business to that of another or suggesting a business is better than another (such as "award winning" or "recognized by") Calls to action ("visit," "call," "go to," "join," etc.) Descriptions which cannot be proven in a court of law

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

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.

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