Chicago Code Camp
★ LEARN ★ SHARE ★ DEVELOP ★

Dominican Univeristy
River Forest, Illinois
May 11. 2019

Dear Potential Sponsor,

For over a decade, Chicago Code Camp has been a must-attend event in Chicagoland for Developers and the companies that hire them. We offer a daylong polyglot conference that is a one-of-a-kind opportunity to learn and network with a highly targeted demographic.

As passionate members of the local IT community, our goal for this conference has always been to educate, mentor, and spark an open and honest exchange of ideas around recent innovations in the industry. We seek out and encourage a broad range of session topics including: Application Lifecycle Management, Modern DevOps, Java, .NET, Ruby, Mobile Development, Cloud, Mechatronics, leadership skills, and professional "soft skills." Speakers and session experts are selected based on their diversity of skills and area of expertise.

The creators of this event are local IT professionals with a combined 70+ years of experience, and a shared passion for uniting the community and driving creativity in technology. The end result is an engaging opportunity where peer groups of all platforms, programming languages, and disciplines can learn, network, and build strong and lasting relationships.

In response to feedback that CCC be as accessible as possible to those in the city and suburbs, we will for the first time host our event at Dominican University in Forest Park, IL.   We believe this transition will create new opportunities to build great personal connections for our sponsors, speakers, and attendees. We understand that a good location accommodates hundreds of people, with plenty of exhibition space for showcasing your company and networking with potential clients or even potential employees! We are expecting over 500 attendees throughout the day this year.

As a free community driven event, all of this is made possible by the generous support of our sponsors. Below, you will find details on how you can become involved.

If you have any questions about our conference, our venue, or opportunities to get involved and support us, you can reach our sponsorship team at sponsorship@chicagocodecamp.com. We are ready to work together to make 2019 the best Chicago Code Camp yet!

Best Regards,

Chet, Jason, Lwin, Michael, Min, and our committed team
Chicago Code Camp NFP

SPONSORSHIP OPPORTUNITIES AT A GLANCE

$NEGOTIABLE

- Exclusive sponsorship of the event.
- 2 booths and select your placement on the floorplan
- 1 guaranteed speaker session
- Logo on signage outside the building and each speaker room
- Linked logo in all quarterly newsletters and on website
- 2 dedicated social media posts and mobile app banner
- Attendee demographic data

PRIME

$2000

- Priority booth placement
- 1 guaranteed speaker session
- Logo on signage outside each speaker room
- Linked logo in quarterly newsletters and on website
- 1 dedicated social media post
- Attendee demographic data

PLATINUM

$1500

- Booth placement in sponsorship space
- Logo on signage outside each speaker room
- Linked logo in two newsletters and on website
- Attendee demographic data

GOLD

$800

- Booth placement in sponsorship space
- Linked logo in one newsletter and on website
- Attendee demographic data

SILVER

$500

- Linked logo on website
- Attendee demographic data

BRONZE

What to expect the day of CCC:

7:00am   Booth set-up
              (1) 6' table and (2) chairs
7:30am   Attendee check in

One hour of networking before the Keynote speaker begins

FREE:

Breakfast	Lunch
Beverages	Snacks
Wifi	Parking
T-shirt	

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2018 Chicago Code Camp at a glance:

meet employees from **217** companies

Attendee Ratio

71% 🧑 👩 **29**%

Years of Experience

- ■ <1 — 12%
- ■ 1-2 — 13%
- ■ 3-5 — 16%
- ■ 6-10 — 16%
- ■ 10 — 43%

Legend: ■ <1 ■ 1-2 ■ 3-5 ■ 6-10 ■ 10

Attendee roles
- Architect 3%
- Developer / Engineer 30%
- Director 4%
- Executive 5%
- Others 28%
- Senior Developer / Engineer 16%
- Student 14%
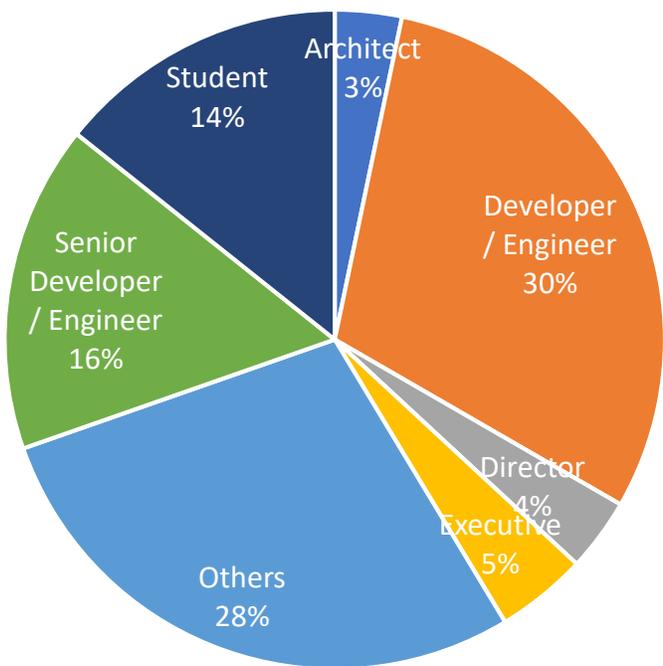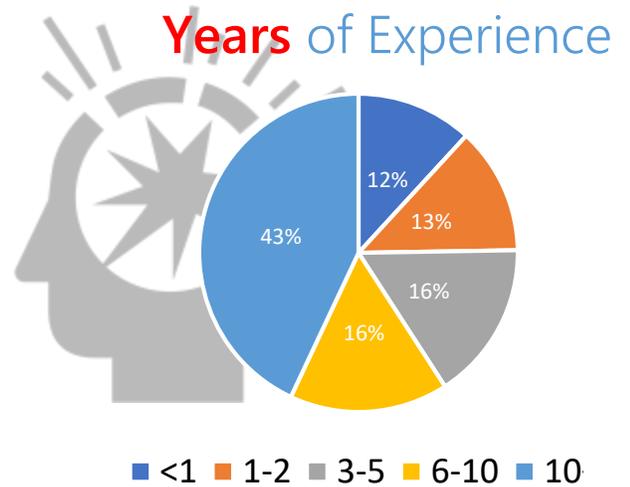
Legend:
- ■ Architect
- ■ Developer / Engineer
- ■ Director
- ■ Executive
- ■ Others
- ■ Senior Developer / Engineer
- ■ Student

Repeat Attendees

47%

The Benefits of Sponsorship

Be in the Spotlight
Show off your products and services to attendees who represent potentially hundreds of local companies throughout the Chicagoland area. Gain new market share in the Chicagoland area for years to come through direct interactions with attendees at your own booth. Certain sponsorship levels will also allow a speaker from your company to present a technical session at the conference, an excellent opportunity to showcase your products or services, to build credibility, and expand your influence. You will be interacting with students, professors, other local businesses, and, of course, with a large number of local software professionals!

You are an authority in the industry and we value your expertise. Whatever level of involvement you choose, there are many rewards to be gained. Let us know what your need is so we can work together to effectively feature your business at Chicago Code Camp.

Get to Know All Attendees
In the highly competitive market that we face today, you want to build a network of quality contacts that you can reach out to when your company needs qualified IT professionals. Chicago Code Camp attendees are passionate about developing their skills and expanding their network. They are the types of software professionals who are always learning, whether it be cutting edge technologies or tried and true practices on more mature technology stacks.
Our community wants to learn, meet new people, and expand their professional networks. Come to Chicago Code Camp 2018 and meet these folks at your booth, in sessions, or during one of our meal or refreshment breaks. We also offer the opportunity to scan attendee badges, which will provide you with ways to continue your discussions after the conference has ended. It is our goal to bring the local community and vendors together, helping you get the most out of your commitment.

Be a Part of the Community.
Sponsoring our conference is not only an investment in your own business by reaching qualified candidates and expanding your marketing reach, it is also an amazing way to show your support for the local software development community here in Chicago. Your contribution will help our community to develop well-rounded and passionate members that one day may work for you! Attendees of Chicago Code Camp are thirsty for the knowledge that will help them in career advancement and need both your help and ours to reach their goals.

As part of our goal to serve this tech community, we are also reaching out to a younger crop of software professionals this year by involving a number of local educational institutions. Technology evolves at a rapid pace, and the entire community benefits when information is shared. By sharing your ideas with our sponsorship team, we can optimize the opportunity of turning new contacts into new customers or business partners. Your sponsorship helps us go a long way! And as of our 10th year, Chicago Code Camp is a full Internal Revenue Service 501(c)3 designated charity.

What to Expect on the Day of the Code Camp?

- ➢ Check-in and orientation begin at 7:30am
- ➢ Mobile device training will be provided for reading NFC/QR tags
- ➢ Display set-up; each sponsor will be provided a 6' table and 2 chairs
- ➢ Drop off all raffle donations to be raffled off at the end of the day
  (You may also raffle items at your booth)
- ➢ A designated point of contact from the Chicago Code Camp staff
- ➢ Free parking
- ➢ Breakfast, lunch, snacks, and beverages are provided
  (please let us know how many people you will be bringing to the event)
- ➢ Wi-Fi access code

Details of Sponsorship Levels

We are excited to announce that we will have 5 different levels of sponsorship for Chicago Code Camp. The breakdown between sponsorship contributions, as well as the benefits of each tier, can be found below.

Monetary Sponsorship		Promotional Item and Goods Sponsorship	
Prime	Negotiable	* provide promotional item(s) to the code camp with monetary value listed below (i.e. software license)	
Platinum	$2,000.00		
Gold	$1,500.00	Gold	$1000.00 and up
Silver	$800.00	Silver	$250.00 - $999.99
Bronze	$500.00	Bronze	Less than $250.00

Monetary Sponsorship Benefits Breakdown	Bronze	Silver	Gold	Platinum	Prime
Logo on all news letters	X	X	X	X	X
Linked logo on the website for the year of sponsorship	X	X	X	X	X
Logo and Promotion in Annual newsletter (End of year)		X	X	X	x
Table in the sponsor area		X	X	X	X
Additional Table in sponsor floors				X	X
Semi-annual newsletter inclusion with your custom message		X	X	X	X
Dedicated social media mentions			X	X	X
Mobile app banner (size and duration may vary)			X	X	X
Signage on digital displays			X	X	X
Additional information about scanned attendees (i.e. type of developer, interest etc.)			X	X	X
Possible Speaking Session			X	X	X
Guaranteed Speaking Session				X	X
Quarterly newsletter inclusion with your custom message				X	X
Logo on signage outside each room				X	X
Logo on signage outside the building					X
Create your own benefit package*					x

*Chicago Code Camp will not hand over the mailing list (at any price)

Prime Sponsor

Contribution
Chicago Code Camp has exactly one prime sponsor opportunity, and the prime sponsor will contribute an amount that will be negotiated between the Code Camp Sponsorship team and the sponsor. The negotiated amount shall be higher than the platinum level contributions, and as such, the level of benefits will be above and beyond the benefits awarded to Platinum sponsors. The Code Camp Sponsorship team will collaborate with the prime sponsor to determine acceptable benefits, beyond the items listed below:

Benefits
- 2 Tables in the sponsor area of each floor during the event
- Linked logo on the website for the year of sponsorship
- Annual newsletter (End of year)
- Logo all newsletters
- Semi-annual newsletter inclusion with your custom message
- Dedicated social media mentions
- Mobile app banner (size and duration may vary)
- Signage on kiosk
- Additional information about scanned attendees (i.e. type of developer, interest, etc.)
- 1 Guaranteed speaker slot
- Quarterly newsletter inclusion with your custom message
- Logo on signage outside each room

Restrictions
- Sponsor speaker slots are limited, please contact us if you choose to send a speaker.
- Only 2 speaker slots available in this category

Hint: Previous year prime sponsor requested a whole day themed tracked based on a technology of choice. They provided 3 speakers and Chicago Code Camp selected 3 speakers to fit the theme of the track.

Notes:

Platinum Sponsor

Contribution
The sponsor contributes $2,000.00 to the Chicago Code Camp.

Benefits
- Table in sponsor area
- Linked logo on the website for the year of sponsorship
- Annual newsletter (End of year)
- Logo all newsletters
- Semi-annual newsletter inclusion with your custom message
- Dedicated social media mentions
- Mobile app banner (size and duration may vary)
- Signage on kiosk
- Additional information about scanned attendees
  (ie. type of developer, interest etc)
- 1 Guaranteed speaker slot
- Quarterly newsletter inclusion with your custom message
- Logo on signage outside each room

Restrictions
- Sponsor speaker slots are limited, please contact us if you choose to send a speaker.
- Only 3 available in this category

Gold Sponsor

Contribution

The sponsor contributes $1,500.00 to the Chicago Code Camp.

Benefits
- Table in the sponsor area
- Linked logo on the website for the year of sponsorship
- Annual newsletter (End of year)
- Logo all newsletters
- Semi-annual newsletter inclusion with your custom message
- Dedicated social media mentions
- Mobile app banner (size and duration may vary)
- Signage on kiosk
- Additional information about scanned attendees (i.e. type of developer, interest, etc.)

Restrictions
- Sponsor speaker slots are limited to a total of 6. They will be assigned on first-come first-serve basis.
- Only 4 available in this category

Silver Sponsor

Contribution

The sponsor contributes $800.00 to the Chicago Code Camp.

Benefits
- Table in the sponsor area
- Linked logo on the website for the year of sponsorship
- Annual newsletter (End of year)
- Logo all newsletters
- Semi-annual newsletter inclusion with your custom message

Bronze Sponsor

Contribution

The sponsor contributes $500.00 to the Chicago Code Camp.

Benefits
- Linked logo on the website for the year of sponsorship
- Annual newsletter (End of year)

Additional Sponsorship Opportunities

You may opt for sponsoring specific parts of the event. In cases where Sponsorship Level is included, Sponsors may opt to increase their level by providing the difference.

Lunch Sponsor
$5,000.00 Sponsor may include business cards, and your logo will be placed by the Lunch items.

T-Shirt Sponsor
$2,000.00 Sponsor may include business cards, and your logo will be placed by the T-Shirt pickup area.

Badge Sponsor
 $500.00 Sponsor name and logo will be added to the attendee's badge at the event.

Breakfast Sponsor
$750.00 A sign will be placed by the Breakfast items specifying who sponsored breakfast.

Morning Coffee Sponsor
$250.00 A sign will be placed by the Coffee items specifying who sponsored coffee.

Afternoon Coffee Sponsor
$250.00 A sign will be placed by the Coffee items specifying who sponsored coffee.

Sponsorship Opportunities for Promotional Items

We understand that sometimes monetary sponsorship is not possible. In past years, sponsors have donated software licenses, books, hardware, shirts, stickers, and countless other items to be raffled off to attendees at the end of our event. If you have a one of a kind idea for a promotional give away, please contact us and we will make sure that your ideas are heard and executed during the conference. All promotional item sponsors will receive the following benefits.

Benefits
- o   Linked logo on website.
- o   Logo will be placed below the monetary sponsors logos.
- o   Logo on all sponsor signage.
- o   Annual newsletter (End of year)

Restrictions
No physical presence during the Code Camp

The promotional sponsors will be placed in three tiers. If you have a unique idea that will align with the goals of the code camp, we are more than willing to discuss a scenario for you as well.

Gold Promotional Sponsor Contribution:
The Sponsor contributes a non-monetary promotional item or items to the Code Camp. The total contribution shall be more than $1000.00.

Silver Promotional Sponsor Contribution:
The Sponsor contributes a non-monetary promotional item or items to the Code Camp. The total contribution shall be more than $250 and less than $1000.

Bronze Promotional Sponsor Contribution:
The Sponsor contributes a non-monetary promotional item or items to the Code Camp. The total contribution shall be less than or equal to $250.

All items (promotional or otherwise) must be approved by Chicago Code Camp Board before they can be distributed on the day of the event.

Frequently Asked Questions (FAQs)

Q: We're working against budget schedules. Can I commit to sponsorship now but pay closer to the event?
A: Yes; however, your benefits will not be activated until we receive payment. All benefits are first-come, first served based on the date we receive your payment. Chicago Code Camp is completely run by volunteers. We just simply do not have the bandwidth to deal with Accounts Receivable. Q: I want my logo on top / large. What is the deal with logo placement? A: Whenever all Sponsor logos are displayed together, they will be arranged from left to right and top to bottom within the Partner, Platinum, Gold, Silver groups in order by the total contribution size (largest first) and the date that payment was received (earliest first). Monetary Sponsors will be placed first before the Promotional Sponsors. If you really want to be on top of the list, we can work out something with you.

Q: As a Sponsor, can we bring promotional material to give away or leave on our table?
A: We want to ensure that our Sponsor Area is an exciting place for the Attendees to visit. Besides having the opportunity to speak with our Sponsors, Attendees often hope to walk away with something fun. As is typical with other trade shows, or conferences, this includes software, books, apparel with your logo, and/or trinkets with your logo.

Q: What does the Chicago Code Camp App do for the sponsors?
A: All attendees at the Code Camp will be wearing name tags. As sponsors, you can use the Chicago Code Camp app to scan the name tags of people visiting your table that are interested in learning more about your company throughout the event. Contact information (name, emails, etc.) of the people that you have scanned will be available via the sponsor area of the Chicago Code Camp website, as well as through the App. You can export the list to a CSV file up to one month after the event.

Q: May I contribute more than the minimum amount for a given sponsorship level?
A: Yes. This will count towards your total contribution for logo placement.

Q: Why Chicago or suburbs of Chicago?
A: We are Chicago Code Camp. It's in the name.

Q: I've got a great idea for a Sponsorship Opportunity that you haven't listed. What can I do?
A: Chicago Code Camp is open to almost all ideas. Pitch the idea to us and we'll work with you to help you put on something educational, helpful, or just plain fun.

Q: Who exactly is organizing Chicago Code Camp?
A: The Chicago Code Camp is organized by a group of local software development community leaders. All members of the managing board are volunteers, and all money collected from Sponsors goes towards the Code Camp and its related expenses. All volunteers and roles they play for Chicago Code Camp are listed on the Code Camp's website.

Q: Are my Sponsorship contributions tax-deductible?
A: Yes. Your contributions are tax deductible as a promotional and advertising expense. We will give you a receipt for your contributions. Please see IRS publication P535
(http://www.irs.gov/publications/p535/ch11.html)

Sponsorship Commitment

For direct contact with the Sponsorship Team, please email us sponsorship@chicagocodecamp.com. We will get back to you within 24 hours of initial contact. If you are ready to commit to a level of Sponsorship, please indicate below and send the necessary items to the address below:

Please indicate desired Sponsorship Level:

Monetary Sponsorship

· Prime   · Platinum   · Gold   · Silver   · Bronze

Promotional Items Sponsorship

· Gold   · Silver   · Bronze

Sponsorship Contact Information:

Contact Name: _____

Company Name: _____

Mailing Address: _____
_____
_____

Website Address: _____

Email: _____

Phone Number: _____

Authorized Signature _____ and Date

 Authorized Name _____ (printed) and Company

Remit to Payment Address / Ship promotional items to:

Technology Code Camp, 3901 Radcliffe Drive, Northbrook, Illinois 60062

Please fill this page out and return with payment or ship with promotional items.