



WordCamp
Antwerp
— 2020 —

Sponsor Packages

Help make the
3rd Belgian WordCamp
an awesome one!





Where we're coming from

WordCamp Antwerp is being organized by a group of WordPress enthusiasts brought together through **WP Meetup Antwerp**. Established in 2013, WP Meetup Antwerp has a proven track record of providing regular meetups with great speakers, dealing with all kinds of topics, the meetup group plays an active role in the Belgian WordPress community.

We see huge interest from WordPress users all over our country. **Our targets for WordCamp Antwerp are clear:**

- Connecting WordPress users both locally and regionally.
- Promote Belgian meetup groups and help kick off new groups.
- Providing a platform for all WordPress users and developers alike to learn, connect, share and network.

The organisation of the WordCamp, is in collaboration with the WordPress meetup groups of Hasselt and Ypres. We're absolutely convinced that from within our meetup group in Antwerp, we can generate a tremendous boost for the WordPress community in Belgium.

About WordPress

WordPress literally powers the web. Nearly 60% of all sites that use a content management system are powered by WordPress, making it the largest content management system on the web. WordPress takes up a market share of over 30% of all sites on the internet and is 100% Open Source. These are just mind-blowing statistics; so many people play with, work with or work on WordPress. An Open Source Software project of this scale, couldn't exist without a vibrant community.



WordCamp Antwerp

From the core WP Meetup Antwerp team comes WordCamp Antwerp. This edition will be held on **Friday and Saturday, March 27th and 28th**, at the “Universiteit Antwerpen”, located in the heart of Antwerp.

On March 27th WordPress’ers can also join the contributor evening. The last day of the weekend, is a social activity. No laptops, just hanging out and getting to really know each other. This social activity is planned on Sunday, March 29th.

WordCamp Antwerp is the only WordPress related conference in Belgium.

Over 2 days, we’ll present about 40 talks by national and international speakers, over two tracks. These talks will be about WordPress, but also about related topics like web design, development skills, online marketing and being an entrepreneur.

Why sponsor?

Without sponsors, we can’t make an event like WordCamp Antwerp happen. Thanks to your sponsorship we will be able to keep our ticket prices very low, which helps to make the event as open, inclusive and welcoming as possible. After all, we want to open up the WordPress community to as many people as possible.

When you sponsor WordCamp Antwerp, you’re not just getting your logo on the website of our conference, you’re **part of the community** and the event. You’re **profiling yourself** as a true sponsor of the WordPress project: as an **expert in your field** and a **trusted partner** of users/developers/owners.

We believe in providing true value for our sponsors, you’ll be in the midst of the action: both as a very visible sponsor and as community member and/or supporter.

Be part of the WordCamp!

How to Sponsor?

WordCamp Antwerp is a community event, not a classic conference. We want everyone to be relaxed and to be able to focus on learning, sharing and getting to know each other. This also applies to our sponsors: no stress or unnecessary work.

A bit further in this document, you'll find our sponsor packages. The packages show what you'll get depending on the sponsor budget you can or are willing to spend. First: some things about the WordCamp sponsorship that might be different than you'd expect.

.01/ Everyone can be a sponsor

Yes, we mean: everyone. If you don't want to spend money: join the volunteer team (always kudos for that) or respond to our call for speakers. If you want to give back: our packages start at €150. Every effort will be well spent: we'll only make costs needed to create a fine and open WordCamp weekend.

.02/ Sponsors introduce themselves

During the keynote, mostly the event-host announces the sponsors. This is fine but kind of impersonal. We would rather have our main sponsors introduce themselves. This means the ice is broken and attendees can stick a face on a sponsor. It will help if your employees wear company t-shirts, or are identifiable as 'sponsor'.

.03/ Prominent hallway track presence

For this edition, the idea is to give you as a sponsor a prominent place in the hallway track to increase visibility and let visitors pass by. As you may know, the hallway track might be the most important track of a WordCamp. We'll make sure there is a hallway track, where your experts can join lots of conversation space.

This means no big sponsor booths where you'd have to drop an employee throughout the day. This means less extra sponsoring costs: no extra employee-costs, because you don't need a spon-

sor booth staffed all day.

Instead, we've added extra tickets to our sponsor packages: so join the WordCamp with your crew. Just make them visible with (for example) branded t-shirts. And you can still bring banners and swag for the hallway track, depending on your package.

.04/ Get extra visibility by participating

Share your knowledge, experience and solutions. Get to know (future) clients.

We've mentioned the happiness bar: throughout the day there will be a dedicated 'bar' where WordCamp'ers can meet experts and ask questions. You're the expert, are you not? Take a seat at the happiness bar and help out: kudos guaranteed!

And have you considered giving a talk at the WordCamp? We won't guarantee sponsors a slot in our schedule, but as a sponsor you can respond to our call for speakers. And our schedule master will decide if your application adds value to the WordCamp (make sure you don't submit a promotional talk; instead you can talk about problems, solutions and tips).

Ideas?

Just reach out to us, we're always happy to hear how you want to contribute to the WordCamp and/or the community.

**Koen Huybrechts**

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Our Sponsor Packages

We're happy to present the different formulas we offer. Check out our sponsor packages in detail & contact us when you're interested in one of these sponsor packages. If you're looking for something special, don't hesitate to get in touch with us. There are several possibilities if you're looking for a custom form of sponsorship. Maybe even in kind sponsoring?

Micro

€150

Give back by contributing to the WordCamp. Perfect for freelancers or small businesses. And you'll get some kudos from all of us.

Available: ∞

Bronze

€500

Support the WordCamp with a more substantial sponsor package: perfect for small businesses.

Available: 10

Silver

€2.500

In the WordPress game as a medium-to-large business or agency? Gear up and go for Silver. Perfect when you want high visibility on the floor.

Available: 5

Gold

€4.000

You're a WordPress player and you go for nothing less than maximum visibility. For high brand WordPress businesses and hosting firms.

Available: 3

Our Sponsor Packages

	Micro Contribute €150	Bronze Support €500	Silver Be prominent €2.500	Gold Maximum visibility €4.000
Available packages	∞	10	5	3
Free tickets, including speakers dinner	1	Max 1	Max 2	Max 4
Visibility at WordCamp				
Hallway track (floor space)	-	max 1 banner + shared swag/info table	max 2 banners + private swag/info table	max 1 booth (swag/info, 2m x 2m)+ 2 banners
General logo visibility during the event	-	visible	high visibility	very high visibility
Intro note callout by sponsor	-	-	sponsor gets 30 seconds to introduce the company	sponsor gets 1 minute to introduce the company
Intro note slide	shared with all micro sponsors	shared with all bronze sponsors	dedicated slide	dedicated slide
Outro note & slide callout	all on 1 slide	all sponsors on 1 slide	all sponsors on 1 slide	all sponsors on 1 slide
Logo on the schedule leaflet	-	small	big	big
Goodie bag	-	max 1 item	max 1 item + 1 sticker/card	max 2 items
Visibility at contributor evening	-	-	-	1 banner per sponsor
Logo on badge	-	-	-	yes
Logo in event app/booklet	-	-	-	yes
Visibility on WordCamp website				
Logo on every page	-	small	medium	big
Logo on sponsorspage	-	small	medium	big
Blogpost	-	Shared post	post	post
Visibility on Social Media				
Facebook post (before)	-	Facebook post about bronze	1 Facebook post	1 Facebook post
Twitter post (before)	-	Tweet about bronze sponsors	1 tweet	1 tweet
Facebook during (after)	-	-	-	1 Facebook post
Twitter during (after)	-	-	-	1 tweet
Facebook post (after)	-	-	1 Facebook post	1 Facebook post
Twitter post (after)	-	-	1 tweet	1 tweet



Conference Details

WordCamp Antwerp 2020
March 27th - 29th

Main Venue
University of Antwerp
Prinsstraat 13, 2000 Antwerp (Belgium)

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2020.antwerp.wordcamp.org

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