

# <write / speak / code >

Sponsorship Prospectus

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Recruit ★ Inspire ★ Engage

## Women Technology Leaders

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**Write/Speak/Code National Conference** is the only event focused on increasing the **visibility and leadership of women software engineers**.

Write/Speak/Code sponsorship is the most effective way to recruit talented, driven women to fill key technical positions and demonstrate your commitment to developing the women developers in your organization.

March 19-21, 2015 ★ New York, NY

**3** intensive days of hands-on workshops, personalized feedback sessions, panels with expert women engineers, and talks by women industry leaders.

**6** years of experience on average. Attendees range from undergraduate students to team leads, VPs, and CTOs. The majority have 5 or more years of experience.

**75** highly motivated, experienced women engineers from across the United States and the world.

## Find Top Talent

At WSC you can **narrowly target** women software engineers who are **motivated** to take their careers -- and your company -- to the **top of the industry**. Our attendees range from undergraduate **students** to CTOs and the majority have **5 or more years of experience**.

Regardless of your technical needs, a WSC attendee will fit the bill. The women at WSC are experienced in **Java, Python, Ruby, JavaScript, PHP, Haskell, C++, .NET/C#, Objective-C** and **HTML/CSS** and are actively pursuing expertise in NoSQL databases, kernel programming, Scala, R, Julia, OCaml, Clojure, GO, and MapReduce.

## Inspire and Engage women developers

WSC is an intense 3-days of **hands-on workshops**, personalized feedback sessions, panels, and talks by talented women engineers. The conference is **focused on actions** and next-steps. Attendees leave the conference with a blog post draft, talk proposal, new open source project, contribution to an open source project, and having given a talk.

Attendees will leave WSC having already **engaged with the tech community** via writing, speaking, and coding and in turn **exposing your brand** as a supporter and leader of the tech community.

Your employees will leave WSC **inspired, excited** about their career, and **ready** to make new contributions to technology.

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Email [sponsor@writespeakcode.com](mailto:sponsor@writespeakcode.com) to sign up today!

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## Sponsorship Packages



Silver	Platinum	Gold
<p><b>Engagement</b> One company representatives present at lunches</p>	<p><b>One on One Engagement</b> Host an event; Multiple company representatives present</p>	<p><b>Direct Engagement</b> Multiple company representatives present at lunches</p>
<p><b>Long Term Mentions</b> Name in 4 emails throughout year after the conference</p>	<p><b>Long Term Brand &amp; Content Promotion</b> Logo and messaging continue for 12 months after the conference</p>	<p><b>Long Term Brand Promotion</b> Logo in 4 emails throughout year after the conference</p>
<p><b>Presence</b> Logo present on certain slides; name on signage</p>	<p><b>Highly visible presence</b> Logo present on slides, prominent banners, and signage</p>	<p><b>Visible presence</b> Logo present on certain slides, banners, and signage</p>
<p><b>Logo in all Emails</b> Logo in pre- and during conference emails</p>	<p><b>Targeted Messaging</b> Give a focused talk and send custom email to all attendees</p>	<p><b>Logo in all Emails</b> Logo in all conference related emails and message in some</p>

Bronze package and additional, specialized sponsorships available.

# Platinum

**\$7500**



## On-site

**Banner in front** of main lecture area

Logo on Write/Speak/Code signage throughout the venue

Logo + **full page ad** in the print and web program

Large logo on sponsor slide\* shown each day during the conference

Logo on Write/Speak/Code main and break slides\*

Name on all Write/Speak/Code curriculum slides (1.5+ days of content)

Option to give a **10 minute talk** during conference\* (woman strongly preferred)

Option to **host or collaborate on a party** (Wed-Sat evenings)

## Swag

**Logo on swag bag**

Logo w/ “sponsored by” on **custom notebook**

Promo items out during event

Promo items in swag bag



## Presence

3 Observer **Passes**

50% off tickets (max 4)

3 **company representatives at lunch**\*

## Email

Logo + Ad\* on pre/during conference emails

Logo + Message\* on conference wrap up email

**Post-conference email blast**\*

Logo + Ad in follow up emails\*

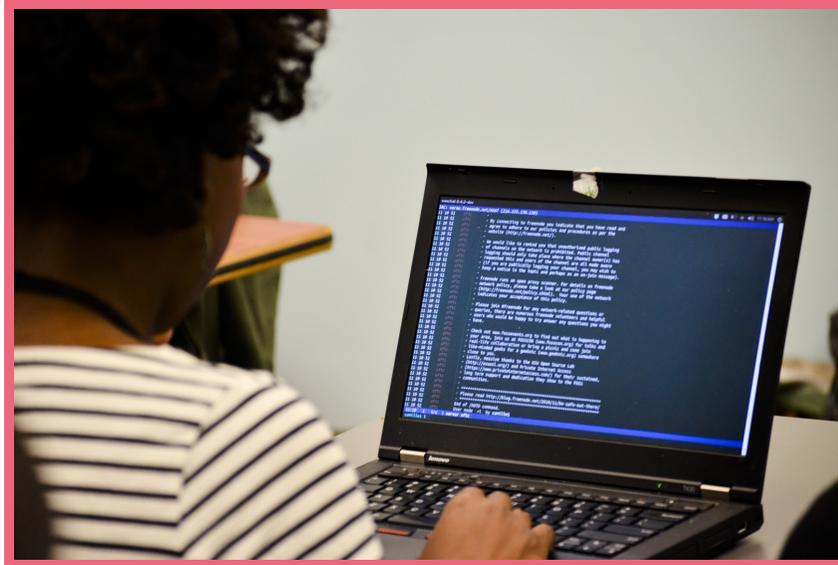
## Website & Social Media

Logo w/ “sponsored by” on **all post-conference blog posts**\*

Logo + 200 words on website sponsor page

Logo on **footer of all website pages** for 3 months after conference (until May 19)

Twitter mentions\* - 5/week prior, 9 (3/day) during, 10 after conference



## Gold

**\$5000**

### On-site

**Banner on sides** of main lecture area

Logo + **½ page ad** in the print and web program

Name on Write/Speak/Code signage throughout the venue

**Logo on sponsor slide\*** shown each day during the conference

Logo on Write/Speak/Code main and break slides\*

### Swag

**Promo items out** during event

Promo items in swag bag

### Presence

3 Observer passes

30% off ticket (max 2)

**2 company representatives at lunch\***

### Email

Logo + Ad\* on pre/during conference emails

Logo on conference wrap up email

Logo on follow up emails\*

### Website & Social Media

Logo + 100 words\* on website sponsor page

Twitter mentions\* - 3/week prior, 9 (3/day) during, 5 after

## Silver

**\$2500**

### On-site

Logo on sponsor slide\* shown each day

Logo in print and web program

### Swag

Promo items in swag bag

### Presence

2 Observer Passes\*

20% off tickets (max 2)\*

1 company representative present at lunch\*

### Email

Logo on pre/during conference emails

Logo on conference wrap up email

Name in follow up emails\*

### Website & Social Media

Logo + 50 words\* on sponsor page on website

Twitter mentions\* - 3/week prior, 3 (1/day) during, 3 after

## Bronze

**\$1000**

### On-site

Name on sponsor slide\* shown each day during the conference

Name in print and web program

### Swag

Promo items in swag bag

### Presence

1 Observer Pass\*

10% off tickets (max 2)\*

### Email

Logo on pre/during conference emails

Name on conference wrap up email

### Website & Social Media

Logo on sponsor page of website

Twitter mentions\* - 1/wk prior, 3 (1/day) during, 1 after

## Write/Speak/Code Audience

**125** women each day, including speakers, panelists, and mentors.

**800+** mailing list subscribers.

**1500** twitter followers.

**2500** page views per month.

## Additional Sponsorships

### Lunch Sponsorship

\$2500; With sponsorship package: \$1000 platinum; \$1500 gold; \$2000 silver or bronze

Logo w/ “sponsored by” on print and web program ★ 3 company representatives at lunch

\*Option to host lunch outside the venue. If lunch outside venue is desired, must cover transportation for all attendees or, if within walking distance, accessible transportation option for low-mobility attendees.

\*Option to choose food/caterer; must accommodate dietary restrictions

### Breakfast Sponsorship

\$1000; With sponsorship package: \$500 gold or platinum

Logo w/ “sponsored by” on print and web program ★ 3 company representatives at lunch

\*Only within venue

\*Option to choose food/caterer; must accommodate dietary restrictions

### Domestic Scholarship

\$2200; With sponsorship package: \$1600 - covers ticket and travel

Logo w/ “sponsored by” on print and web program ★ Logo on blog posts by recipient

\*Option to determine recipient criteria and participate in selection

### International Scholarship

\$2700; With sponsorship package: \$2100 - covers ticket and travel

Logo w/ “sponsored by” on print and web program ★ Logo on blog posts by recipient

\*Option to determine recipient criteria and participate in selection

### Lanyard sponsorship

\$1200 with another sponsorship package only

Logo on lanyards

### Childcare Sponsorship

\$1200

Logo w/ “sponsored by” on print and web program ★ Logo on childcare signage

\*If no one requires childcare, will be rolled over to a Bronze sponsorship w/ additional social media mentions



## Make valuable connections

WSC attendees are highly motivated and looking to enhance their career. WSC is the perfect place to connect with **new customers** and industry advocates for your technical product, soon-to-be women **technology leaders** or the next generation of **graduate students and faculty members**.

## Keep and increase women in computing

Attendees make **lasting connections with each other** letting them know they are not alone.

Students that attend WSC leave with powerful role models and **support networks**. Experienced engineers are inspired to become more visible in the industry thus showing interest women that this industry can be for them.

Your organization can **showcase career opportunities**, **advise students** on next steps to take, and **connect with women** community leaders.

## Enhance your reputation

Fierce competition for technical talent combined with negative press about diversity in technical roles means that **reputation is key** to attracting and building successful diverse teams. Sponsoring WSC **sets your organization apart** as one that is actively engaged with and supports the community of women technologists. Furthermore, it shows a **commitment to professional development**, which is an important factor for experienced engineers.

### Focus on Results

Write/Speak/Code is unique in its focus on actions, next-steps, and results.

2013 attendees went on to:

- **speak** at conferences such as PyCon
- publish a **blog** post a week
- **give workshops** on topics, such as HTML5/CSS
- **contribute to open source** projects such as Django, OpenHatch, and Julia
- **found meetups and organizations** for women in tech

## Notes on Sponsorship Benefits

- **Observer Pass** attendees must identify as a woman - observer passes are for those who want to watch the event but cannot commit to attending for the full day for all 3 days
- Attendees with **sponsor ticket** must identify as a woman and plan to attendee all 3 days for the entire day
- **All content** - ads, description, talk, messages and tweets - must be approved by organizers and be submitted 1 week prior to conference
- **Sponsor slide** will be shown, at minimum, at the beginning, end, and during lunch of each day
- **Write/Speak/Code slides** constitute the curriculum for most of Write and Speak day
- Number of **representatives at lunch** are total for all 3 days. E.g. 1 rep at lunch all 3 days = 3; 3 reps at lunch 1 day = 3
- Write/Speak/Code offers scholarships to at least 1 attendee who is asked to write 4+ **after-conference blog posts** about their experience at the conference - these do not include company-sponsored scholarship blog posts
- **Post-conference social media mentions** will be completed within 3 months of the conference completion
- Attendees receive 4 **follow-up emails** - 1, 3, 6, and 12 months after the conference