

Milwaukee Code Camp 2018

Sponsorship Prospectus



Overview

Thank you for your interest in sponsoring the Milwaukee Code Camp! As a group of community leaders, it helps to keep things simple with packages while offering high value to our sponsors. With that being said, we are always open to new ideas, so please reach out if you have a unique idea.

Summary

The Milwaukee Code Camp is filling a need in the metro Milwaukee market. We see That Conference (<https://www.ThatConference.com>) as the region's premiere professional developer conference and are looking to fill the gap between user groups/meetups and That Conference. We are also aligned with Milwaukee Start Up week to help local entrepreneurs

Using the name of "Code Camp" helps to set a certain level of expectations, as Code Camps have been hosted around the country for about ten years. Although the name is common, each Code Camp operates independently. The ideas are

- For the community, by the community
- Always free for attendees
- During non-working hours
- No sales pitches sessions
- We're open to all technology stacks

We have no plans to ever charge any attendee for the opportunity to learn about software development, however, we do have costs that need to be covered every year. As we grow we would like to be able to continue holding our annual Code Camp event and add more features. We are thrilled that you are considering becoming one of these cornerstone companies with a desire to see this community continue to grow and learn.

In order to meet our budgetary needs, we have created four levels of annual sponsorship:

1. ***Principal***
2. ***Gold***
3. ***Silver***
4. ***Media***

We hope you find that each level of sponsorship listed below is reasonably priced. We have established the sponsorship costs based on anticipated event costs to maintain our ability to continue to offer our services without charge to all interested members of our community. This is one of our top priorities. Your sponsorship enables that vision to be carried forward and offers real benefits to you and your company for achieving your goals.

Event Details

Date: Saturday, November 10, 2018
Location: University of Wisconsin – Milwaukee, College of Engineering and Applied Science, Chemistry, and Interdisciplinary Research buildings.
Website: <https://www.milwaukeeCodeCamp.com>
Attendees: We've gotten between 300-350 metro Milwaukee professionals, students and hobbyists in past years. They'll have a variety of backgrounds including software developers, designers and IT professionals.
Contact: milwaukeeCodeCamp@milwaukeeCodeCamp.com

Goals

Why sponsor Milwaukee Code Camp? Here are some ideas, but are by no means an exhaustive list.

- Sales and Branding – Getting your company and/or product known
- Recruiting – Helping others find their dream job
- Retention – Showing your own associates that you care about your community
- Helping the metro Milwaukee area grow!

Benefits

Aside from the sense of community involvement and the feeling of philanthropy, there are many benefits of being an annual sponsor. The following is a list of current benefits for the various levels of sponsorship. Other items are possible and you should feel free to pitch those ideas to us.

Principal - \$Negotiable

Your Principal Sponsorship Includes the Following Benefits

Benefits

- Status as the Milwaukee Code Camp Principal Sponsor.
- Your company's logo displayed on our main website distinguishing you as the Principal sponsor.
- Prominent mention of your company in newsletters sent to our users.
- A full-size booth (8' table provided) in the most premium location within the sponsor area. This can be used to display information about your company, interact with attendees, and identify your company with leaders in the Milwaukee developer community.
- Recognition in press releases. (at the discretion of the publisher)
- An e-mail advertisement mailing sent to all of our users on your behalf. This is more than just a mention in our newsletter – it is an entire mailing dedicated solely to getting your message out to our members. Copy must be submitted in advance and approved by the Milwaukee Code Camp.
- Your company's logo and short message displayed on a dedicated slide.
- 1 Guaranteed Speaking slot*
- Other depending on negotiations

Restrictions

- Only one sponsor at the Principal level
- The guaranteed slot must be technical and not sales related.

Gold - \$900

Your Gold Sponsorship Includes the Following Benefits

Benefits

- Status as a Milwaukee Code Camp Gold Sponsor.
- Your company's logo displayed on our main website distinguishing you as a Gold sponsor.
- Your company's logo displayed on slides distinguishing you as a Gold sponsor.
- Highly-visible logo of your company in newsletters sent to our users.
- A full-size booth (8' table provided) at the event. This can be used to display information about your company, interact with attendees and identify your company with leaders in the Milwaukee developer community.
- Your message in a post Code Camp newsletter.
- 1 Speaking slot*

Restrictions

- Logo and Table placement based on sponsor level and date contribution is received.
- Gold Sponsored speaking slots are limited to 6 total. They will be assigned on a first come first served basis. These sessions must be technical and not sales related.

Silver - \$600

Your Silver Sponsorship Includes

Benefits

- Status as a Milwaukee Code Camp Silver Sponsor.
- Your company's logo displayed on our website distinguishing you as a Silver sponsor.
- Your company's logo displayed on slides displayed distinguishing you as a Silver sponsor.
- Mention of your company in newsletters sent to our users.
- A full-size booth (8' table provided) at the event. This can be used to display information about your company, interact with attendees and identify your company with leaders in the Milwaukee developer community.

Restrictions

- Logo and Table placement based on sponsor level and date contribution is received.

Media - \$No money transferred

Your Media Sponsorship Includes

Benefits

- A Media Sponsor is usually a software vendor that provides licenses for giveaways, design, artwork or some other type of trade off work. No monetary involvement.
- Status as a Milwaukee Code Camp Media Sponsor.
- Your company's logo displayed on our website distinguishing you as a Media sponsor.
- Your company's logo displayed on slides distinguishing you as a Media sponsor.
- Mention of your company in newsletters sent to our users.

Restrictions

- No physical presence
- Logo placement based on sponsor level and date contribution is received.

Thank you for supporting your local software development community!

Sponsorship Agreement

Indemnity and Limitation of Liability: Neither Milwaukee Code Camp, The Organizers, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities or representatives shall be responsible for any claims for damages, loss, harm, injury to the person, property or business of the Sponsorship applicant (referred to as Company) and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, or unavailability of the facility in connection with the Conference. The Company shall indemnify and defend the Organizers, any co-sponsor, and venue provider against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which result or arise solely and directly from Company's participation in the conference or Company's participation in any of the conference activities, as well as the willful or grossly negligent actions of Company's officers, agents, employees, or other representatives. Under no circumstances will the Company, organizers, any co-sponsor, or the venue provider be liable for lost profits, or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall the Company's or the Organizers' liability, under any circumstance, exceed the amount actually paid hereunder by the Company. The Organizers make no representations or warranties regarding the number of persons who will attend the conference. Observant of Laws: Company shall abide by and observe all laws, rules, regulations, and ordinances in compliance with the City of Wisconsin Dells, Counties of Columbia, Sauk, Adams, Juneau and the State of Wisconsin.

Trademarks: "Mark" or "Marks" means any trademark, trade name, service mark, design, logo, domain name or other indicator of the source or origin of any product or service.

Company hereby grants Organizers, and Organizers hereby accept, a non-exclusive, non-transferable, non-sublicensable right and license to use those Company Marks, which Company provides to Organizers, as necessary to provide the sponsorship level benefits described in the Milwaukee Code Camp Sponsorship Prospectus. Organizers hereby grant Company, and Company hereby accepts, a non-exclusive, non-transferable, non-sublicensable right and license to use the Organizers Marks, which Organizers provide to Company, in its advertising, marketing and promotional materials in all formats and media, including on its website, mobile apps and social marketing pages on third party websites and mobile apps, to identify and promote Company's participation in, association with, and its status as a sponsor of, the conference.

Each party shall use the other party's Marks solely in accordance with the other party's trademark usage guidelines and quality control standards. If either party is notified in writing by the other party that any use does not so comply, such party shall immediately remedy the use to the satisfaction of the other party or terminate such use. Neither party shall use, register or attempt to register in any jurisdiction any Mark that is confusingly similar to or incorporates any of the other party's Marks. All uses of a party's Marks, and all goodwill associated therewith, shall inure solely to the benefit of such party, and each party shall retain all right, title and interest in and to its Marks.

Cancellation or Termination by the Organizers: If for any reason beyond its reasonable control including fire, strike, earthquake damage, construction or renovation to conference site, government regulation, public catastrophe, act of God, or any similar reason, the Organizers shall determine that the conference or any part may not be held, the Organizers may cancel the conference or any part thereof. In that event, the Organizers shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by the organizers. Cancellation by the Company: All payments made to the organizers under this application shall be considered fully earned and non-refundable in consideration for expenses incurred by the Organizers and the Organizers' lost or deferred opportunity to provide space and/or sponsorship opportunity to others.

Company Conduct: Milwaukee Code Camp and all its representatives shall conduct themselves at all times in accordance with the highest of standards of decorum and good taste. The Organizers shall reserve the right to eject from the conference any Company or Company representative violating those standards.

Agreement to Terms, Conditions, and Rules: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by the Organizers from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the company and the organizers concerning the Milwaukee Code Camp. The organizers do not make warranties, or other agreements except as set-forth above.

Subject to Change: While most of the details contained in this prospectus are set, several details such as ticket cost, event activities are still in flux and may be changed to such as the conference accommodate more attendees if necessary.

Sponsorship Commitment

Sponsorships are handled directly with Milwaukee Code Camp. Please contact Greg Levenhagen at milwaukeeCodeCamp@MilwaukeeCodeCamp.com.

Please indicate desired level:

Principal Gold Silver Media

Sponsorship contact information:

Contact Name: _____

Company Name: _____

Mailing Address: _____

Website Address: _____

Email: _____

Phone Number: _____

Authorized Signature and Date

Authorized Name (printed) and Company

Remit Payment Address

DevTreats, LLC
c/o Milwaukee Code Camp Sponsorship
W6465 Cherrybark Circle
Menasha, WI 54952

By returning this completed contract you have read and agreed with following Milwaukee Code Camp rules and regulations.

FAQ

Q: Who is organizing Milwaukee Code Camp?

A: We are organized by a group of community leaders that run the local user groups, meetups and other smaller technical events.

Q: As a sponsor, do we get the list of attendees?

A: We will not be providing a list of attendees to any sponsors. You are welcome to gather contact information at your booth. Based on sponsorship level, we will communicate with our list on your behalf.

Q: When is the best time to work the booth?

A: You are not required to staff the booth at all, but we feel you get your best value by participating in the event at your booth. Between the sessions, during lunch and in the morning during registration should be the best traffic past your booth.

Q: How are booth placements determined?

A: Booth placements are determined by sponsorship level and when payments are received.