



# Sponsorship Pack



# Welcome!

Thank you for downloading the WordCamp London 2018 sponsorship pack. This pack provides an overview of the options we have available, should you be interested in investing some of your marketing or community budget in our event.

Over the last few years, WordCamp London has been one of the most accessible WordCamps in Europe, with around 600 happy participants joining us for one show-stopping Contributor Day and two riveting days of sessions.

Sponsoring WordCamp London puts you in the spotlight and gives you a unique opportunity to support the local WordPress community in London: without support from our sponsors, WordCamp London simply wouldn't be happening.

Our community includes developers, designers, bloggers, business owners, agencies, and WordPress lovers. Don't miss your chance to be part of the show, become a sponsor! Help us ensure WordCamp London stays accessible, and be part of the success of WordCamp London 2018.

Every pound invested goes directly toward putting on a fabulous event for the WordPress community. If you have any questions that haven't been answered after reading through this sponsorship pack, get in touch via the enquiry form on our website, or directly at [london@wordcamp.org](mailto:london@wordcamp.org).

## The WordCamp London organising team





# About WordCamp London

## Where

London Metropolitan University  
166–220 Holloway Road  
London N7 8DB  
[londonmet.ac.uk](http://londonmet.ac.uk)

## When

13 April – Contributor Day  
14-15 April – Conference



# Sponsorship Packages

	Stadium	Arena	Academy	Club	Studio
Free Tickets	Four	Two	Two	One	One
Logo & Link on Website	✓	✓	✓	✓	✓
Tweet Announcement	2	Paired	Grouped	All	✗
Logo on SLIDES	Own	Large	Medium	Small	✗
Table space (cm)	366×68.5	183×68.5	91.5×68.5	Shared	✗
Thank you Blog Post	✓	✓	✓	✓	✗
Tweets During Event	Six	Three	✗	✗	✗
Acknowledgement	✓	✓	✗	✗	✗
Dedicated Blog Post	✓	✗	✗	✗	✗
Lunch Room Decor	✓	✗	✗	✗	✗





## Stadium: £6,000

- Two individual tweets from the official Twitter account announcing your sponsorship (one before and one after the event).
- Two tweets each day during the event (Contributor Day is included).
- Inclusion in two blog posts thanking all Stadium sponsors.
- Dedicated custom blog post.
- Logo, link, and 500 word company bio on the WordCamp London 2018 site.
- Four free tickets.
- Dedicated table space of 366cm x 68.5cm for two days to undergo demos, answer questions, and meet the community.
- Maximum wall banner space of 300cm x 300cm. ( subject to selected location ceiling height ).
- Inclusion of your logo (large size and on individual slides) on holding slides between sessions.
- Acknowledgment and thanks in opening and closing remarks.
- Lunch room decoration – allows great visibility for your brand.





## Arena: £3,500

- Paired tweet from the official Twitter account announcing your sponsorship.
- One tweet each day during the event (Contributor Day is included).
- Inclusion in blog post thanking all Arena sponsors.
- Logo, link, and 200 word company bio on the WordCamp London 2018 site.
- Two free tickets.
- Dedicated table space of 183cm x 68.5cm for two days to undergo demos, answer questions, and meet the community.
- 2 pop-up banners sized at a maximum of 200cm by 80cm each.
- Inclusion of your logo (large size) on holding slides between sessions.
- Acknowledgment and thanks in opening and closing remarks.

## Academy: £1,500

- Grouped tweet from the official Twitter account announcing your sponsorship.
- Inclusion in blog post thanking all Academy sponsors.
- Logo, link, and 100 word company bio on the WordCamp London 2018 site.
- Two free tickets.
- Dedicated table space of 91.5cm x 68.5cm for two days to undergo demos, answer questions, and meet the community.
- 1 pop-up banner sized at a maximum of 200cm by 80cm.
- Inclusion of your logo (medium size) on holding slides between sessions.





## Club: £500

- Grouped tweet from the official Twitter account announcing your sponsorship.
- Inclusion in blog post thanking all Club sponsors.
- One free ticket.
- Logo and link on the WordCamp London 2018 site.
- Space on a swag table for your swag and leaflets.
- Inclusion of your logo (small size) on holding slides between sessions.

## Studio: £250

- One free ticket.
- Logo and link on the WordCamp London 2018 site.





## Still not convinced?

In the last few years, WordCamp London has become the largest WordCamp in the UK and one of the largest in Europe, with a reputation for being a high quality event, accessible for everyone, offering great value for money for delegates and sponsors alike.

By sponsoring WordCamp London 2018, you'll be providing invaluable support to the WordPress community in the region, and exposing both your brand and your products/services to a growing audience consisting of developers, designers, bloggers, publishers, entrepreneurs, site administrators, and many more.

WordCamp sponsorship offers a great opportunity to engage directly with the WordPress community and start a real dialogue with both new and existing customers.

It's also a huge amount of fun to be part of such an exciting date on the UK WordPress events calendar! See you there?







# Interested! Let's Talk!

Interested in taking advantage of one of our fantastic sponsorship packages? Get in touch today via the sponsor enquiry form on the website or directly at [london@wordcamp.org](mailto:london@wordcamp.org).

<https://2018.london.wordcamp.org/call-for-sponsors/>

Once you have confirmed the package you would like, our team will raise an invoice that should be with you within a couple of days, once it has been approved by WordCamp Central.

Interest in sponsoring this year's event is expected to be high, so prompt payment of the invoice is essential to secure your desired package. We will operate on a first-paid, first-served basis.

Your WordCamp London 2018 sponsorship team, who will be on hand to help you during the build-up and on the day itself are:

**Matthew Duhig ( Lead ),**  
**Lorelei Aurora, Dan Maby, Chi-Chi Oriaku (Support)**

