# WRITE / SPEAK / CODE

# 2017 Sponsorship Prospectus

ANNUAL CONFERENCE • OWN YOUR EXPERTISE • LOCAL MEETUPS

**Write/Speak/Code** is on a mission to empower women software developers and technologists to become thought leaders, conference speakers and open source contributors.

## FOUNDED IN 2013

hosted **3** national conferences

hosted over **50** events & local meetups

led workshops & trainings for **over 1000** women engineers, data scientists, QA analysts, technical product managers and more.

# Inspire & Engage Women Developers

## Annual Conference

**PORTLAND, OREGON // AUG 23-26, 2017**

Write/Speak/Code leads an intense, 4-day hands-on conference, with personalized feedback sessions, panels, and talks by talented women engineers. Attendees leave the conference with a blog post draft, talk proposal, and an open source project contribution.

## Own Your Expertise (OYE) & Local Meetups

Our monthly local meetups and one-day "Own Your Expertise" workshops allow participants to explore and do deeper dives into topics like E-book publishing, personal branding, and technical workshop creation. Our goal is to establish accountability, community support, and mentorship so our participants follow through on their personal and professional development goals.

**SAN FRANCISCO: JANUARY 21, 2017**
**SEATTLE: SPRING 2017 (TBA)**
**CHICAGO: FALL 2017 (TBA)**
**NEW YORK CITY: WINTER 2017 (TBA)**

Write/Speak/Code is intentional about creating an inclusive experience for all attendees, as well providing diversity in the perspectives we share. We aim to feature 50% women of color and 25% LGBTIA+ speakers, as well as create proportional representation in our audience.
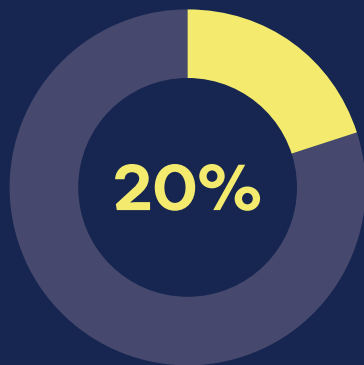
# Find Top Talent

Sponsorship is the most effective way to recruit talented, driven women to fill key technical positions and demonstrate your commitment to the professional development of women at your organization as well as the industry at large.

At Write/Speak/Code 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.

## 7 YEARS
average length of experience

**20%**

of participants in senior or management level roles

## MOST COMMON
## Technologies Cited:

Java

Python

Ruby

JavaScript

PHP

Haskell

C++

.NET/C#

Objective-C

HTML/CSS

NoSQL

Kernel Programming

Scala

R

Julia

OCaml

Clojure

GO

MapReduce

# PREVIOUS SPONSORS

Google

Women Techmakers

The New York Times Developers

MailChimp

Braintree

Trello

bitly

venmo

GitHub

twilio

Pivotal

Spotify

DocuSign

POLYMATHIC

DEVMYND

xo group/

**SPONSORSHIP LEVELS**

# Platinum Level Sponsorship – $20K (Limit 1)

- Exclusive podium banner placement at all 2017 Own Your Expertise events (SF, NYC, CHI and SEA) and the annual conference (Portland, OR) (provided by sponsor)

- 10 minute talk at the conference and all 2017 OYE events

- 4 Conference Tickets (limited to women and non-binary participants) and 50% off code for additional tickets

- Private blogging, conference speaking, or open source workshop hosted at your company for your women developers

- Contact information from all 2017 OYE and conference attendees (who agreed to disclose)

- Platinum sponsor link, logo and 200-word description on Write/Speak/Code sponsors page, all individual OYE ticketing sites, and our local meetup pages

- Prominent booth space in main conference hall

- Logo on conference swag bag

- Promo items in conference swag bag (provided by sponsor)

- Platinum sponsor designation in outbound email marketing for all of 2017

- Name included in press release and email marketing campaigns

- Logo on conference signage in main conference hall

- Recognition in social media (Facebook and Twitter)

- 4x8 banner in entrance area (sponsor-provided)

- Content-approved email blast to all workshop attendees prior to the event for the annual conference and all 2017 OYE events

- Exclusive space at registration for all events

# Gold Level Sponsorship – $10k (Limit 6)

- 10 minute talk at the conference and all 2017 OYE events
- Contact information from all 2017 OYE and conference attendees (who agreed to disclose)
- 2 Conference Tickets (limited to women and non-binary participants) and 50% off code for additional tickets
- Gold sponsor link, logo and 100-word description on Write/Speak/Code sponsors page and all individual OYE ticketing sites
- Prominent booth space in main conference hall
- Promo items in conference swag bag (provided by sponsor)
- Gold sponsor designation in outbound marketing
- Name included in press release and event mailings
- Logo on conference signage in main conference hall
- Recognition in social media (Facebook and Twitter)
- 4x3 banner placement in main conference hall at annual conference and all 2017 OYE events (sponsor-provided)
- Content-approved email blast to all workshop attendees prior to the event for the annual conference and all 2017 OYE events

# Silver Level Sponsorship – $5k

- Logo on conference signage in the main conference hall at all 2017 OYE events and the annual conference
- 1 Conference Ticket (limited to women and non-binary participants) and 50% off code for additional tickets
- Silver sponsor link on Write/Speak/Code sponsors page
- Promo items in conference swag bag (provided by sponsor)
- Recognition in social media (Facebook and Twitter)
- Logo in email blast to all attendees
- Logo and 50-word description on sponsors page of website

# Bronze Level Sponsorship – $3k

- Logo on conference signage in the main conference hall at all 2017 OYE events and the annual conference
- 1 Conference Ticket (limited to women and non-binary participants) and 50% off code for additional tickets
- Bronze sponsor link on Write/Speak/Code sponsors page
- Promo items in conference swag bag (provided by sponsor)
- Logo in email blast to all conference and 2017 OYE workshop attendees
- Recognition in social media (Facebook and Twitter)

# Accessibility Sponsorship (CART Services, ASL Interpreters) – $5k (Limit 5)

- Logo on conference signage in the main conference hall at all 2017 OYE events and the annual conference
- Shout out at the beginning of every event when accessibility accommodations are announced
- 1 Conference Ticket (limited to women and non-binary participants) and 50% off code for additional tickets
- Silver sponsor link on Write/Speak/Code sponsors page
- Promo items in conference swag bag (provided by sponsor)
- Recognition in social media (Facebook and Twitter)
- Logo in email blast to all attendees
- Can be added to other packages

# Childcare Sponsorship – $3k (Limit 5)

- Logo on conference signage in the main conference hall at all 2017 OYE events and the annual conference
- Shout out at the beginning of every event when childcare accommodations are announced
- 1 Conference Ticket (limited to women and non-binary participants) and 50% off code for additional tickets
- Bronze sponsor link on Write/Speak/Code sponsors page
- Promo items in conference swag bag (provided by sponsor)
- Recognition in social media (Facebook and Twitter)
- Logo in email blast to all attendees
- Can be added to other packages

# Lanyard Sponsorship – $3k (Limit 1)

- Logo and text on lanyard for all annual conference attendees (lanyards printed by Write/Speak/Code)
- Logo on conference signage in the main conference hall
- Bronze sponsor link on Write/Speak/Code sponsors page
- Promo items in conference swag bag (provided by sponsor)
- Recognition in social media (Facebook and Twitter)
- Can be added to other packages

## Own Your Expertise: Headshot Sponsor – $2k
### (Limit 5 per location: SF, CHI, Seattle, NYC)

- Exclusive photo booth station banner/logo placement
- 1 small recruiting table with max 3 company representatives
- 10 minute talk at the sponsored OYE event
- Recognition in social media (Facebook and Twitter)
- Logo on workshop signage in the main conference hall
- Logo on Write/Speak/Code sponsors page and OYE ticketing site

## Local Meetup Sponsorship – $1k (SF, CHI, Seattle, NYC)

- 2 local meetup events hosted at your office
- Logo on our local meetup page for all of 2017
- Logo included on all email blasts to local meetup mailing lists
- Shout out at the beginning of every meetup as our 2017 sponsor
- Logo on Write/Speak/Code sponsors page
- Recognition in social media (Facebook and Twitter)
- Can be added to other packages

Don't see anything that fits? We can work with you to create a custom sponsorship. Opportunities are available at the conference as well as our local meetups. Email sponsor@writespeakcode.com for more details.

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